

An Analysis of Difference in Young- Aged Adults and Middle-Aged Adults Consumers Attitude Towards Eco-Friendly Practices at Hotel

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Abstract: In the present world, people are more aware and conscious about eco-friendly practices at places where they visit. The present research paper investigated the difference in young-aged adult and middle-aged adult consumers attitude towards eco-friendly practices at hotels. Descriptive analysis were used for the achievement of the objectives. Questions were asked on 15 parameters of eco-friendly practices on 5 point likert scale. Questionnaire were distributed through online platform Google forms to the respondents of Bhopal city of Madhya Pradesh State who visits star category hotels in India. The findings of the first objective revealed that out of 15 parameters of eco-friendly practices, top four practices followed by young-aged adult respondents at hotels in the order of importance are saving water, Turn AC off in unoccupied rooms, switching the light off when leaving a room and use of energy efficient light bulbs. The findings of the second objective revealed that out of 15 parameters of eco-friendly practices, top four eco-friendly practices followed by middle-aged adult consumers at hotels in the order of importance are switching the light off when leaving a room, turning AC off in unoccupied rooms and use of energy efficient light bulbs.

Keywords: Consumer attitude, Eco-friendly Practices, Eco-Friendly Hotels, Young-Aged Adults, Middle-Aged Adults, Bhopal City

I. INTRODUCTION

Pro-environmental behaviour (PEB) is defined by [1] as acts that individuals take to safeguard the environment. PEB is sometimes called eco-friendly behaviour, green behaviour, or sustainable behaviour. PEBs can be adaptive responses to the effects of climate change, according to [1]- [4] and others. Examples of these responses include purchasing sustainable products (such as locally grown food and green cleaning supplies), conserving water and energy, choosing to walk or cycle instead of drive, purchasing an electric vehicle or building an off-grid home, and making use of websites and digital media platforms [5]-[10]. Recent climate assessment reports, particularly those from the IPCC [11], have started to refer to "climate change adaptive behaviour" (also known as "climate change adaptation behaviour"). This behaviour, which has two positive effects on the environment, is any action people can take to lessen the negative effects of climate change. Previous research indicates that using PEBs could help improve environmental sustainability by making it easier for people to adjust to climate change [12].

It is surprising how many individuals, organisations, and communities want to do more to protect and preserve our

natural resources [13]-[14], but they do not know how to start putting environmental protection measures into action [15]. To put it simply, leading an ecologically conscious lifestyle means abstaining from any actions that may cause environmental harm [16]. Terms like "minimised, little, or no harm has been done to ecosystems or the environment" are used in marketing and sustainability contexts to refer to environmentally friendly practises. Laws, rules, and guidelines are also included. The terms "green," "eco-friendly," and "natural" are also used by them [17]. An individual who cares about the environment recycles, uses less fuel and water, and makes other decisions that support companies that want to be greener [18] and those that have less of an adverse effect on the environment [19]. Understanding the fundamental ways that every aspect of life can contribute to environmental protection is the first step towards leading an eco-friendly lifestyle [20].

A green hotel seeks to offer the greatest services to visitors with the least amount of adverse effects on the environment and the planet [21]. The following are being pursued: recycling, energy efficiency, and water conservation. Most of the hotel's environmentally friendly efforts are done in the

background, but occasionally a green hotel also needs to ask its visitors for help [22]. Numerous eco-friendly hotels provide amenities that reduce water consumption without pressuring visitors to change their behaviour. While low-flow toilets use less water per flush than standard toilets, low-flow showerheads and aerators use less water per shower without extending the duration of the shower [23]. When staying at a hotel for more than one night, guests have the option to reuse their towels by using linen cards, which lessens the amount of laundry the establishment has to do [24]. The quantity of water used in hotel restaurants can be significantly decreased by simply providing water to patrons upon request, modernising dishwashers, and reminding employees to turn off the water when not in use. Eco-friendly hotels usually have energy-saving features like motion sensors for public spaces, fluorescent light bulbs, and heating units that switch off when a room is empty [25]. Grey water recycling systems are another way that eco-friendly hotels reuse the water that runs through their sinks, according to [26]. Some utilise solar energy panels for heating or energy production, while others gather spent cooking oil from their residences to help build nearby biodiesel automobiles [27].

One of the main goals of a green hotel is waste management [28]. Certain companies mandate that their suppliers deliver goods in minimal packaging and containers, while others undertake recycling programmes to reduce the amount of waste disposed of in landfills. In addition to trash cans, guest rooms might have recycling bins [29]. In order to reduce its environmental impact, a green hotel depends on both its suppliers and visitors [30]. Environmental organisations certify vendor lists for goods like coffee, soaps, laundry machines, and even electric taxis [31]. Certain vendors provide hotels with one-time updates; however, it is imperative to employ tactics and partner with organisations that facilitate ongoing enhancement of efficiency standards.

II. REVIEW OF LITERATURE

2.1 GREEN OR ECO-FRIENDLY HOTEL

Customers are starting to become more aware of the Green Hotel, also known as an eco-friendly hotel. The increasing focus on the negative environmental effects of tourism is closely associated with the emergence of green hotels. These effects include waste disposal that contaminates water, soil, and air, overbuilding, pollution, labour disputes, and environmental degradation in addition to leakage of community income [32]-[33]. Many definitions that were developed in accordance with the degree of adoption of green practises are applicable at different stages of the development of green hotels [34]. Certain scholars [35] define "green hotels" as establishments that exhibit a specific degree of environmental care, which can be understood as a dedication to ecologically responsible practises. This concept is particularly relevant in markets where the development of eco-friendly hotels is still in its early stages. The Green Hotels Association provides the definition of

"green hotels" that is most commonly used. According to this definition, green hotels are lodging establishments that use a variety of environmentally friendly practises in order to save costs and protect the environment [36]-[37]. Using less water and energy, choosing environmentally friendly products, and reducing waste and emissions are some examples of these practises.

As a result of their widespread use and apparent relevance to visitors, green practises could provide the theoretical basis for characterising green hotels and investigating the ways in which they impact visitors' attitudes and intentions regarding behaviour [34], [38]-[43]. It is reasonable to assume that if guests support green practises, this will positively affect their perception of green hotels in general, based on research on green practises and green hotels. [28] claim that the more environmentally friendly the products are, the easier it will be for these customers to form a positive opinion of the product and decide which one to buy. Research has shown that environmentally conscious consumers choose to buy eco-friendly products because they are concerned about how their actions will affect the environment.

2.2 CUSTOMER ECO-FRIENDLY ATTITUDES

Researchers have found that when consumers learn more about how different economic activities affect the environment, they may act in ways that are more environmentally friendly than those of other consumers [44]. Regarding the causal relationships between attitude and environmental behaviour and knowledge and attitude, no discernible trends have yet been found in this field [45]. Studies show that there are discrepancies between consumers' stated and real attitudes towards the environment [46]. Given that eco-friendly sentiments encompass a wide range of factors, this gap may be the result of consumers feeling more strongly about some environmental issues than others [37].

Few studies empirically investigate the apparent expectation that individuals who adopt environmentally conscious behaviours at home will also do so when travelling [47]. Most comparisons of environmental practises between a hotel and a home are anecdotal and centre on the reusing of linens and towels and the general lack of interest in recycling [48]. According to research by [47], 92 percent of respondents felt that they had an ethical duty to practise environmentally friendly behaviour at home, but only 25 percent of respondents generally did so when on vacation—a discrepancy that the respondents usually find hard to explain [49]. Studies show that environmental factors have little effect on the decisions made by tourists [50]. Carr [51] elaborates on this distinction, saying that people's behaviour at home is influenced by residual culture, while their behaviour when travelling is influenced by tourist culture [52]. We expect behaviour at home to be more sustainable than that of a hotel.

In addition to other predictors like gender, age, and income, [53]-[54] classified demographic determinants as socio-

demographic characteristics, geographic measurements, cultural features, and personality traits. The study conducted by [37] examined the behavioural and demographic traits of travellers who select environmentally conscious lodging options. It was discovered that selecting eco-friendly hotels was influenced by factors such as age, gender, and wealth. To begin with, women are more likely to choose eco-friendly hotels and pay higher prices. The survey indicates that in order to draw in female and younger customers, hotel marketers should create innovative environmental initiatives based on consumer demographic and behavioural variances. [55] found that female consumers were more likely to view eco-friendly products favourably and act accordingly when making purchases. Quality, price, brand identification, and aesthetically pleasing eco-packaging were found to be the most significant determinants of their purchasing behaviour. [56] found that their analysis of the demographic variable "Gender" indicated a correlation between green purchasing practises. Their study looked at a sample of 306 American university students and found a gender difference in the use of eco-friendly products and recyclable bags. In their study, only 7.4% of men strongly agreed that they used green products, compared to 16.2% of women.

2.3 CONCEPT OF YOUNG-AGED ADULT AND MIDDLE-AGED ADULTS

Young adulthood is a distinct developmental stage that lasts from 20 to 39 years and is characterised by important developmental activities that allow the young adult to engage in self-exploration and identity creation [57]. Middle adulthood refers to the stage of life that falls between youth and old age (or midlife). This time lasts between 40 and 60 years, depending on the cultural definitions of various stages, ages, and tasks. [58]. The current study focuses on 15 eco-friendly practices exercised by star category hotels and how these eco-friendly practices influence the young adult and middle-aged group consumers in their selection of hotels.

III. OBJECTIVES OF THE STUDY

1. To analyse the young-aged adult consumers attitude towards eco-friendly practices at hotels.
2. To analyse the middle aged-adult consumers attitude towards eco-friendly practices at hotels.

IV. RESEARCH METHODOLOGY

4.1 STUDY AREA

The present research was conducted in Indian state of Madhya Pradesh. Especially respondents were chosen from Bhopal district of Madhya Pradesh who visits star category hotels in India.

4.2 SAMPLE POPULATION

Sample population for the present research was the people who belongs to Bhopal city and are comes under young-aged adult (20-39 Years) & middle-aged adult (40-60 years) category and visits star category hotels in Madhya Pradesh and other parts of India.

4.3 SOURCES OF DATA COLLECTION

Primary source of data collection is structured questionnaire. Questionnaire consisted questions on demographic profile of the respondents as well as profile of respondents related to their travel and hotel stay. The questions were also asked on male and female consumers attitude towards eco-friendly practices at hotels. These questions on eco-friendly practices were asked on 5 point likert scale where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. The questionnaire were prepared and distributed through online platform Google forms between 1st of August to 30th of October 2023. Secondary sources of data collection are research papers, books, magazines, theses, newspapers, websites, National and international reports, Government and other agencies reports etc.

4.4 SAMPLE SIZE

Questionnaire was distributed to 300 respondents and out of which 275 had filled the questionnaire and 268 were found to be valid. Out of 268 responses, 134 were young-aged adults and 132 were middle-aged adults respondents.

4.5 SAMPLING METHOD

Convenience sampling technique is used for the collection of the data.

4.6 STATISTICAL TESTS

Descriptive analysis is used for the data analysis. Descriptive statistics are just what they sound like—analyses that summarize, describe, and allow for the presentation of data in ways that make them easier to understand. The most familiar of these are the percentage, mean, or average, mode or median.

V. DATA ANALYSIS AND INTERPRETATION

5.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1: Demographic profile of the respondents

| Variable | | Percentage |
|---------------------------|----------------------------------|------------|
| Gender | Male | 61.9% |
| | Female | 38.1% |
| Age | 20-39 Years (Young-aged adults) | 50.7% |
| | 40-60 Years (Middle aged adults) | 49.3% |
| Marital Status | Single | 63.4% |
| | Married | 35.1% |
| | Prefer not to say | 1.5% |
| Area of Residence | Urban | 80.6% |
| | Rural | 19.4% |
| Educational Qualification | Undergraduate | 16.4% |
| | Graduate | 43.3% |
| | Postgraduate | 33.6% |
| | Doctorate | 6.7% |
| | Others | --- |
| Occupation | Student | 14.2% |
| | Government Job | 26.9% |
| | Private Job | 39.6% |
| | Businessman | 18.7% |
| | Others | 0.7% |
| Annual Income | Not Earning | 11.9% |
| | Upto 3 Lakhs | 7.5% |
| | 3-6 Lakhs | 45.5% |
| | 6-10 Lakhs | 23.1% |
| | More Than 10 Lakhs | 11.9% |

Table 1 is indicating the demographic profile of the respondents. Data was collected from respondents of Bhopal city who visits star category hotels in India and prefer to utilize eco-friendly products in hotels. Questionnaire was distributed to 300 respondents and out of which 275 had filled the questionnaire and 268 were found to be valid. Gender distribution shows that out of 268 respondents, 61.9% were males and 38.1% were females. Age distribution shows that 50.7% of the respondents are between the age group of 20-39 years (young-aged adults), 49.3% are between the age group of 40-60 years (Middle aged adults). Marital status distribution shows that 63.4% of the respondents are single and 35.1% are married. Area of residence distribution shows that 80.6% of the respondents from urban area and 19.4% are from rural area. Educational qualification distribution shows that 16.4% of the respondents are undergraduate, 43.3% are graduates, 34.6% are postgraduates and 6.7% of the respondents are doctorate. Occupation distribution shows that 14.2% of the respondents are students, 26.9% are having government job, 39.6% are having private job and 18.7% of the respondents are businessmen. Annual income distribution shows that 11.9% of the respondents are not earning any annual income, 7.5% are earning up to 3 lakhs, 45.5% are earning between 3-6 lakhs per year, 23.1% are earning 6-10 lakhs per year and 11.9% of the respondents are earning more than 10 lakhs per year.

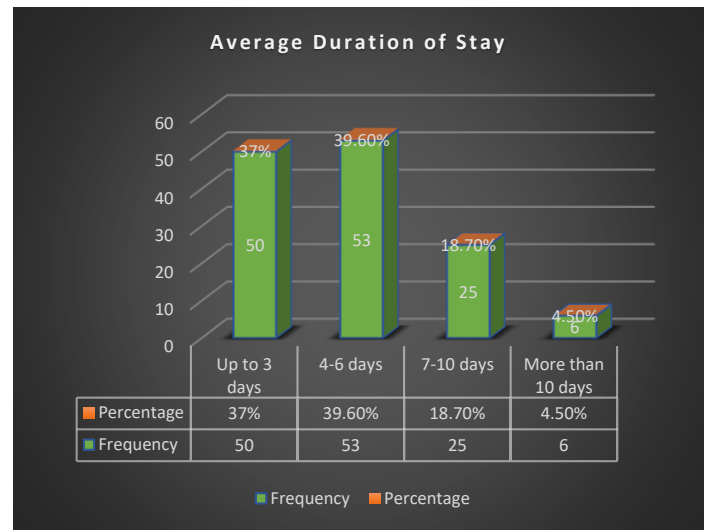
5.2 PROFILE OF THE RESPONDENTS RELATED TO THEIR TRAVEL AND HOTEL STAY

Bar graph 1 shows that 9% of the respondents prefer to stay in 1 & 2 star category hotels, 39.6% of the respondents prefer to stay in 3 star category hotels, 23.9% of the respondents prefer to stay in 4 star category hotels and 27.6% of the respondents prefer to stay in 5 star category hotels.



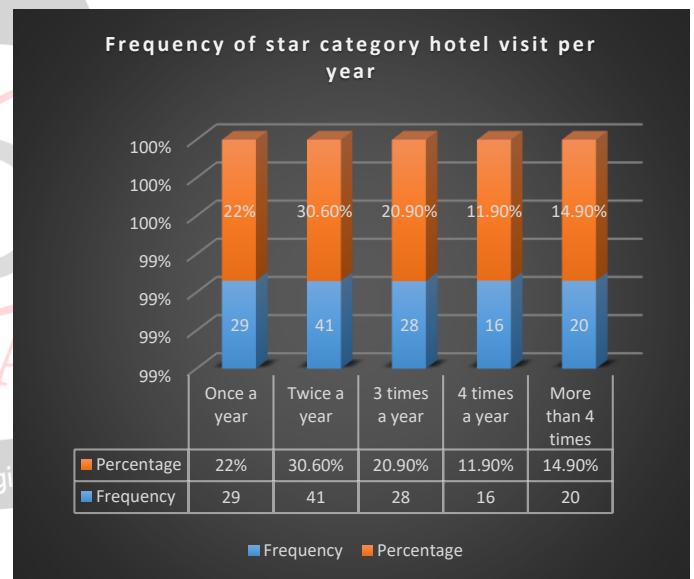
Bar Graph1: Star Category Hotel

Bar graph 2 shows that 37% of the respondents stay up to 3 days while visiting hotels, 39.6% visits for 4-6 days, 18.7% visits for 7-10 days and 4.5% of the respondents stay for more than 10 days while visiting star category hotels.



Bar Graph 2: Average duration of stay

Bar graph 3 shows that 22% of the respondents visit star category hotels once a year, 30.6% of the respondents visits star category hotels 2 times a year, 20.9% of the respondents visits star category hotels 3 times a year, 11.9% of the respondents visit star category hotels 4 times a year and 14.9% of the respondents visit star category hotels more than 4 times in a year.



Bar Graph 3: No. of star category hotel visit per year

5.3 YOUNG-AGED ADULTS CONSUMERS ATTITUDE TOWARDS ECO-FRIENDLY PRACTICES AT HOTELS

Table 2 is indicating young-aged adult consumer’s attitude towards eco-friendly practices at hotels. Questions in this segment were asked on 15 parameters. Questions were asked on 5 point likert scale where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. All the data presented in table 2 is in percentage. Majority of the young-aged adult respondents (75%) agree that they switch lights off at hotels when leaving a room. 38.2% of the young-aged adult respondents mentioned that they use fresh bed sheets daily in the hotels. 44.1% of the young-aged adult respondents agree that they use fresh towels daily in the

hotels. Majority of the young-aged adult respondents (64.7%) mentioned that they have positive attitude towards recycling of cans and bottles after use in the hotels. 58.8% of the young-aged adult respondents mentioned that they have positive attitude towards recycling of used paper at hotels. 69.1% of the young-aged adult respondents mentioned that they use refillable products at hotels. Majority of young-aged adult respondents (83.8%) mentioned that they follow practices which are related to saving water at hotels. Majority of the young-aged adult respondents (64.7%) mentioned that they have positive attitude towards use of environmentally friendly products at hotels. Majority of the young-aged adult respondents (69.1%) mentioned that they have positive attitude towards use of reusable bags at hotels. 54.4% of the young-aged adult respondents mentioned that they prefer to use biodegradable products at hotels. 58.8% of the young-aged adult respondents mentioned that they pick-up their litter at hotels and put it into dustbins. Majority of the young-aged adult respondents (70.6%) mentioned that they turn heat off in unoccupied rooms. Majority of the young-aged adult respondents (76.6%) mentioned that they turn AC off in unoccupied rooms. 61.8% of the young-aged adult respondents mentioned that they use bucket while taking bath in the hotels. Majority of the young-aged adult respondents (73.5%) mentioned that they prefer to use energy efficient light bulbs at home. The findings of the first objective revealed that out of 15 parameters of eco-friendly practices, top four practices followed by young-aged adult respondents at hotels in the order of importance are saving water, Turn AC off in unoccupied rooms, switching the light off when leaving a room and use of energy efficient light bulbs. Four eco-friendly practices which are least followed by young-aged adult consumers at hotels are Use biodegradable products, reusing same towel for at least two days, recycling of paper and pick-up of litter. Thus, with all these statistics, objective 1 is fulfilled.

Table 2: Young-Aged Adults consumers attitude towards eco-friendly practices at hotels

| Parameter | 1 | 2 | 3 | 4 | 5 | 4+5 |
|--|------|------|------|------|------|------|
| Switch the light off when leaving a room | 7.4 | 2.9 | 14.7 | 16.2 | 58.8 | 75.0 |
| Fresh sheets daily | 7.4 | 17.6 | 36.8 | 25.0 | 13.2 | 38.2 |
| Fresh towels daily | 11.8 | 10.3 | 33.8 | 26.5 | 17.6 | 44.1 |
| Recycle cans and bottles | 5.9 | 14.7 | 14.7 | 29.4 | 35.3 | 64.7 |
| Recycle paper | 10.3 | 16.2 | 14.7 | 25.0 | 33.8 | 58.8 |
| Use refillable products | 7.4 | 7.4 | 16.2 | 36.8 | 32.4 | 69.1 |
| Save water | 5.9 | 1.5 | 8.8 | 22.1 | 61.8 | 83.8 |
| Use environmentally friendly products | 2.9 | 5.9 | 26.5 | 25.0 | 39.7 | 64.7 |
| Use reusable bags | 5.9 | 7.4 | 17.6 | 30.9 | 38.2 | 69.1 |

| | | | | | | |
|-------------------------------------|-----|------|------|------|------|------|
| Use biodegradable products | 2.9 | 13.2 | 29.4 | 26.5 | 27.9 | 54.4 |
| Pick up litter | 5.9 | 5.9 | 29.4 | 17.6 | 41.2 | 58.8 |
| Turn heat off in unoccupied rooms | 5.9 | 4.4 | 19.1 | 16.2 | 54.4 | 70.6 |
| Turn AC off in unoccupied rooms | 8.8 | 4.4 | 10.3 | 22.1 | 54.4 | 76.5 |
| Use of bucket while taking bath | 4.4 | 7.4 | 26.5 | 19.1 | 42.6 | 61.8 |
| Use of energy efficient light bulbs | 7.4 | 2.9 | 16.2 | 29.4 | 44.1 | 73.5 |

Note: All data presented in table is in percentage.

5.3 MIDDLE-AGED ADULTS CONSUMERS ATTITUDE TOWARDS ECO-FRIENDLY PRACTICES AT HOTELS

Table 3 is indicating middle-aged adult consumer's attitude towards eco-friendly practices at hotels. Questions in this segment were asked on 15 parameters. Questions were asked on 5 point likert scale where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. All the data presented in table 3 is in percentage. Majority of the middle-aged adult respondents (86.4%) agree that they switch lights off at hotels when leaving a room. 39.4% of the middle-aged adult respondents mentioned that they use fresh bed sheets daily in the hotels. 39.4% of the middle-aged adult respondents agree that they use fresh towels daily in the hotels. Majority of the middle-aged adult respondents (65.2%) mentioned that they have positive attitude towards recycling of cans and bottles after use in the hotels. 60.6% of the middle-aged adult respondents mentioned that they have positive attitude towards recycling of used paper at hotels. 72.7% of the middle-aged adult respondents mentioned that they use refillable products at hotels. Majority of middle-aged adult respondents (83.3%) mentioned that they follow practices which are related to saving water at hotels. Majority of the middle-aged adult respondents (78.8%) mentioned that they have positive attitude towards use of environmentally friendly products at hotels. Majority of the middle-aged adult respondents (71.2%) mentioned that they have positive attitude towards use of reusable bags at hotels. 65.2% of the middle-aged adult respondents mentioned that they prefer to use biodegradable products at hotels. 60.6% of the middle-aged adult respondents mentioned that they pick-up their litter at hotels and put it into dustbins. Majority of the middle-aged adult respondents (80.3%) mentioned that they turn heat off in unoccupied rooms. 80.3% of the middle-aged adult respondents mentioned that they turn AC off in unoccupied rooms. 72.7% of the middle-aged adult respondents mentioned that they use bucket while taking bath in the hotels. Majority of the middle-aged adult respondents (80.3%) mentioned that they prefer to use energy efficient light bulbs at home. The second objective of the study was to analyse the attitude of middle-aged adult consumers towards eco-friendly practices at hotels. The findings of the second objective revealed that out of 15 parameters of eco-friendly practices, top four eco-friendly

practices followed by middle-aged adult consumers at hotels in the order of importance are switching the light off when leaving a room, turning AC off in unoccupied rooms and use of energy efficient light bulbs. The findings also concluded that four eco-friendly practices which are least followed by middle-aged adult consumers are reusing of bedsheets & towels, recycling of paper and picking of litter. Thus, with all these statistics, objective 2 is fulfilled.

Table 3: Middle-Aged Adults consumers attitude towards eco-friendly practices at hotel

| Parameter | 1 | 2 | 3 | 4 | 5 | 4+5 |
|--|------|------|------|------|------|------|
| Switch the light off when leaving a room | 4.5 | 0.0 | 9.1 | 10.6 | 75.8 | 86.4 |
| Fresh sheets daily | 15.2 | 13.6 | 31.8 | 18.2 | 21.2 | 39.4 |
| Fresh towels daily | 10.6 | 15.2 | 34.8 | 15.2 | 24.2 | 39.4 |
| Recycle cans and bottles | 6.1 | 15.2 | 13.6 | 22.7 | 42.4 | 65.2 |
| Recycle paper | 7.6 | 19.7 | 12.1 | 15.2 | 45.5 | 60.6 |
| Use refillable products | 6.1 | 9.1 | 12.1 | 28.8 | 43.9 | 72.7 |
| Save water | 3.0 | 0.0 | 13.6 | 10.6 | 72.7 | 83.3 |
| Use environmentally friendly products | 1.5 | 9.1 | 10.6 | 30.3 | 48.5 | 78.8 |
| Use reusable bags | 7.6 | 9.1 | 12.1 | 21.2 | 50.0 | 71.2 |
| Use biodegradable products | 6.1 | 12.1 | 16.7 | 18.2 | 47.0 | 65.2 |
| Pick up litter | 10.6 | 3.0 | 25.8 | 22.7 | 37.9 | 60.6 |
| Turn heat off in unoccupied rooms | 7.6 | 6.1 | 12.1 | 21.2 | 53.0 | 74.2 |
| Turn AC off in unoccupied rooms | 7.6 | 3.0 | 9.1 | 16.7 | 63.6 | 80.3 |
| Use of bucket while taking bath | 6.1 | 9.1 | 12.1 | 30.3 | 42.4 | 72.7 |
| Use of energy efficient light bulbs | 4.5 | 4.5 | 10.6 | 22.7 | 57.6 | 80.3 |

Note: All data presented in the table is in percentage

VI. CONCLUSION

First objective of the study was to analyse the attitude of young-aged adult consumers towards eco-friendly practices at hotels. The findings of the first objective revealed that out of 15 parameters of eco-friendly practices, top four practices followed by young-aged adult respondents at hotels in the order of importance are saving water, Turn AC off in unoccupied rooms, switching the light off when leaving a room and use of energy efficient light bulbs. Four eco-friendly practices which are least followed by young-aged adult consumers at hotels are Use biodegradable products, reusing same towel for at least two days, recycling of paper and pick-up of litter. The second objective of the study was to analyse the attitude of middle-aged adult consumers towards eco-friendly practices at hotels. The findings of the second objective revealed that out of 15 parameters of eco-friendly practices, top four eco-friendly practices followed

by middle-aged adult consumers at hotels in the order of importance are switching the light off when leaving a room, turning AC off in unoccupied rooms and use of energy efficient light bulbs. The findings also concluded that four eco-friendly practices which are least followed by middle-aged adult consumers are reusing of bedsheets & towels, recycling of paper and picking of litter. After comparing table 2 and 3, it was found that middle-aged adults consumers are more eco-friendly as compared to young-aged adult consumers.

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