A Study on Green Food Purchase Behaviour Among Working Women in Chennai City a Pest Framework Analysis

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Abstract
The study aims to examine the factors influencing working women's purchasing behaviour towards green food products. Green food products are increasingly associated with health consciousness, environmental sustainability, and responsible consumption. The study focuses on the influence of Political, Economic, Social, and Technological (PEST) factors on consumers' awareness, preferences, and purchasing decisions. The research adopts a descriptive research design, with primary data collected through a structured questionnaire from 120 working women in Chennai city using stratified random sampling. The collected data are intended to be analysed using percentage analysis, correlation, regression, and ANOVA, as appropriate. The analysis aims to assess awareness of green food products, identify the major factors motivating purchases, and examine the barriers faced by working women. The study is expected to provide useful insights for marketers, retailers, producers, and policymakers in improving product affordability, accessibility, consumer awareness, and trust. It also seeks to support sustainable food consumption and encourage environmentally responsible purchasing practices among working women in Chennai city.

Keywords: Green Food Products, Purchase Behaviour, Working Women, PEST Framework, Consumer Awareness, Sustainable Consumption.

Introduction

In recent years, growing environmental concerns, increasing health consciousness, and changing consumer preferences have contributed to the rising importance of sustainable consumption. Consumers are becoming increasingly aware of the relationship between food choices, personal health, environmental protection, and sustainable development. In this context, green food products have gained considerable attention as an alternative to conventional food products. Green food generally refers to food products that are produced, processed, packaged, or distributed using environmentally responsible practices, with an emphasis on reducing environmental impact and promoting sustainability. Examples include organically grown foods, locally sourced agricultural products, seasonal produce, and food products with environmentally friendly packaging.

Green food purchase behaviour refers to consumers' decisions and actions concerning the selection and purchase of food products perceived to be environmentally friendly and sustainable. Such behaviour may be influenced by several factors, including environmental awareness, health consciousness, product quality, price, availability, trust in eco-labels, and perceptions of food safety. Although consumers may express positive attitudes towards sustainable food consumption, their actual purchasing decisions may differ because of financial constraints, limited product availability, insufficient information, or doubts regarding the authenticity of green food claims. Therefore, understanding the factors that influence green food purchase behaviour is important for encouraging sustainable consumption practices.

Working women represent an important consumer segment in the modern food market. Their purchasing decisions may be shaped by professional responsibilities, household commitments, income levels, time constraints, health considerations, and family preferences. Balancing work and personal responsibilities can influence their food selection and purchasing patterns. While some working women may prefer green food products because of their perceived health benefits and environmental advantages, others may consider affordability, convenience, accessibility, and product reliability when making purchase decisions. Examining the green food purchase behaviour of working women can

therefore provide valuable insights into the relationship between lifestyle, economic circumstances, and sustainable consumption.

Chennai, one of the major metropolitan cities in India, provides a relevant setting for studying green food purchase behaviour. The city has a diverse population, a growing service sector, changing lifestyles, and a wide range of food purchasing channels, including supermarkets, organic food stores, farmers' markets, and online grocery platforms. These developments create opportunities for consumers to access sustainable food products. However, the extent to which working women purchase green food may vary according to their income, education, awareness, social environment, purchasing habits, and access to reliable product information. A study focusing on working women in Chennai city can help identify their preferences, perceptions, motivations, and challenges associated with purchasing green food products.

The PEST framework, which examines Political, Economic, Social, and Technological factors, provides a systematic approach to understanding the external environment influencing consumer behaviour. Political factors include government policies, food safety regulations, environmental initiatives, and support for sustainable agriculture. Economic factors encompass income, product prices, purchasing power, inflation, and the perceived affordability of green food products. Social factors include health consciousness, environmental awareness, family influence, peer recommendations, cultural preferences, and changing attitudes towards sustainable living. Technological factors involve online grocery shopping, digital marketing, mobile applications, electronic payment facilities, traceability systems, and access to information about the origin and production of food products.

Applying the PEST framework to green food purchase behaviour can help explain how these external factors shape the purchasing decisions of working women. It also provides a broader perspective beyond individual preferences by considering the political, economic, social, and technological conditions under which consumers make their choices. Analysing these dimensions may help identify the opportunities and barriers that influence the adoption of sustainable food purchasing practices.

Background of the Study

The growing importance of environmental sustainability has influenced consumer attitudes and purchasing decisions across various sectors, including the food industry. Increasing concerns about environmental degradation, climate change, excessive use of chemical inputs in agriculture, food safety, and the depletion of natural resources have encouraged consumers to reconsider their food consumption habits. As a result, green food products have emerged as an important component of sustainable consumption. These products are generally associated with environmentally responsible production methods, reduced environmental impact, and the promotion of healthier and more sustainable food choices. The growing interest in such products highlights the need to understand the factors that influence consumers to adopt green food purchasing practices.

Green food purchase behaviour refers to the process through which consumers identify, evaluate, select, and purchase food products that they perceive to be environmentally friendly and sustainable. This behaviour is influenced by multiple considerations, including health consciousness, environmental awareness, product quality, price, availability, trust, and purchasing convenience. Although consumers may recognise the benefits of green food products, their willingness to purchase them does not always translate into actual buying behaviour. Higher prices, limited availability, inadequate product information, uncertainty about authenticity, and established consumption habits may prevent consumers from consistently choosing green food products. Understanding these barriers is essential for encouraging sustainable food consumption.

Working women constitute a significant consumer group whose purchasing decisions may be influenced by their professional responsibilities, financial independence, household roles, and lifestyle preferences. Their food purchasing choices may reflect concerns about personal health, family nutrition, food quality, and environmental sustainability. At the same time, demanding work schedules and household responsibilities may increase their preference for convenient and easily accessible food products. Factors such as disposable income, time availability, family preferences, awareness of green food products, and access to online shopping platforms may therefore influence their purchasing decisions.

Studying working women provides an opportunity to understand how personal priorities and practical constraints interact in shaping sustainable food consumption.

Chennai city offers a relevant geographical context for examining these purchasing patterns. As a major metropolitan centre in Tamil Nadu, Chennai has a diverse consumer population and a variety of food retail channels, including supermarkets, specialised organic food stores, local markets, and online grocery services. Changes in consumer lifestyles, access to digital information, and the availability of alternative food products create an appropriate setting for investigating green food purchase behaviour. Nevertheless, consumers may differ in their awareness, willingness to pay, trust in product claims, and access to green food products. The extent to which working women in Chennai incorporate sustainability considerations into their everyday purchasing decisions therefore requires systematic investigation.

The PEST framework provides a structured approach to analysing the external factors that may influence green food purchase behaviour. It consists of four dimensions: Political, Economic, Social, and Technological factors. Political factors include government policies, food safety regulations, environmental protection measures, and initiatives supporting sustainable agriculture. Economic factors relate to income, purchasing power, product pricing, inflation, and the affordability of green food products. Social factors include health awareness, environmental attitudes, family influence, peer recommendations, cultural preferences, and changing consumer lifestyles. Technological factors encompass online shopping platforms, digital marketing, mobile applications, electronic payment systems, and technologies that improve access to information about food products and their production methods.

The application of the PEST framework to working women in Chennai can provide a broader understanding of the external environment in which green food purchasing decisions are made. Rather than examining consumer preferences alone, the framework enables the study to consider how public policies, economic conditions, social influences, and technological developments may encourage or discourage the purchase of green food products. It can also help identify the opportunities available to producers, retailers, marketers, and policymakers to improve consumer awareness, accessibility, affordability, and confidence in sustainable food choices.

Scope of the study

The present study focuses on analysing green food purchase behaviour among working women in Chennai city by applying the PEST framework, which comprises Political, Economic, Social, and Technological factors. The study aims to understand the various external factors that influence working women's decisions to purchase green food products and their willingness to adopt sustainable food consumption practices.

The geographical scope of the study is limited to Chennai city, Tamil Nadu, India. The study considers working women employed in different sectors, including government, private organisations, educational institutions, healthcare, banking, information technology, and other professional fields. It seeks to understand their awareness, perceptions, preferences, and purchasing practices concerning green food products.

The study examines green food products such as organically grown fruits and vegetables, locally sourced food products, sustainably produced food items, and food products associated with environmentally responsible packaging. The specific product categories considered may depend on the operational definition of green food adopted for the research.

The scope of the study is further defined by the following dimensions:

1. **Political Factors:** The study examines the influence of government policies, food safety regulations, environmental initiatives, and support for sustainable agricultural practices on working women's green food purchasing decisions.
2. **Economic Factors:** The study analyses the role of income, purchasing power, product prices, affordability, and willingness to pay in influencing the purchase of green food products.
3. **Social Factors:** The study investigates the influence of health consciousness, environmental awareness, family preferences, peer influence, education, and lifestyle on green food purchase behaviour.
4. **Technological Factors:** The study considers the role of online grocery platforms, digital marketing, social media, mobile applications, and access to product-related information in shaping purchasing decisions.

In addition, the study seeks to identify the major motivations and barriers associated with green food purchasing among working women. These may include perceived health benefits, environmental concerns, product availability, convenience, price sensitivity, trust in product claims, and awareness of sustainable food alternatives.

The study is primarily concerned with consumer behaviour and purchasing decisions rather than the technical production processes or supply-chain operations of green food products. Data may be collected from selected working women in Chennai city through a structured questionnaire or other appropriate research instruments. The findings will be interpreted within the geographical and respondent boundaries of the study and may provide useful insights for green food producers, retailers, marketers, and policymakers.

Overall, the study aims to develop a comprehensive understanding of how Political, Economic, Social, and Technological factors influence green food purchase behaviour among working women in Chennai city and to identify possible measures for encouraging sustainable food consumption practices.

Importance of the Study

The increasing concern for environmental sustainability, food safety, health consciousness, and responsible consumption has created a growing interest in green food products. Understanding the factors that influence consumers to purchase such products is essential for promoting sustainable food consumption practices. In this context, the present study focuses on green food purchase behaviour among working women in Chennai city, with particular emphasis on the Political, Economic, Social, and Technological (PEST) factors that may influence their purchasing decisions.

Working women represent an important consumer segment whose food purchasing choices may be influenced by professional responsibilities, financial independence, family needs, health considerations, and lifestyle preferences. The study is important because it helps to understand their awareness, attitudes, preferences, and purchasing practices concerning green food products. It examines how political factors, such as government policies, food safety regulations, and environmental initiatives, may influence consumer confidence; economic factors, including income, product prices, affordability, and purchasing power, may affect their willingness to buy green food; social factors, such as health consciousness, environmental awareness, family preferences, and peer influence, may shape their purchasing decisions; and technological factors, including online shopping platforms, digital marketing, social media, and access to product information, may influence product awareness and accessibility.

The study also helps identify the major motivations and barriers associated with green food purchasing among working women. Factors such as perceived health benefits, environmental concerns, high prices, limited availability, lack of reliable information, and doubts regarding product authenticity may influence their actual buying behaviour. Understanding these factors can provide valuable insights for green food producers, retailers, and marketers in developing suitable products, effective promotional strategies, and convenient purchasing options.

The findings may also help policymakers and other stakeholders identify opportunities to improve consumer awareness and encourage sustainable food consumption. Furthermore, the study contributes to the understanding of green consumer behaviour by applying the PEST framework to the purchasing decisions of working women in Chennai city. Overall, the study is significant in identifying the external factors associated with green food purchase behaviour and in providing a basis for developing strategies to promote informed, responsible, and environmentally conscious food purchasing practices.

Objectives of the Study

.1. To assess the level of awareness of green food products among working women in Chennai city.
2. To analyse the influence of Political, Economic, Social, and Technological (PEST) factors on green food purchase behaviour among working women.
3. To identify the major factors motivating working women to purchase green food products.
4. To examine the key barriers faced by working women in purchasing green food products in Chennai city.

Hypotheses of the Study

1. Awareness of Green Food Products

Null Hypothesis (H_{01}): There is no significant association between the demographic characteristics of working women and their awareness of green food products in Chennai city.

Alternative Hypothesis (H_{11}): There is a significant association between the demographic characteristics of working women and their awareness of green food products in Chennai city.

2. PEST Factors and Purchase Behaviour

Null Hypothesis (H_{02}): Political, Economic, Social, and Technological factors have no significant influence on green food purchase behaviour among working women in Chennai city.

Alternative Hypothesis (H_{12}): Political, Economic, Social, and Technological factors have a significant influence on green food purchase behaviour among working women in Chennai city.

3. Motivating Factors and Purchase Behaviour

Null Hypothesis (H_{03}): There is no significant relationship between the motivating factors and green food purchase behaviour among working women in Chennai city.

Alternative Hypothesis (H_{13}): There is a significant relationship between the motivating factors and green food purchase behaviour among working women in Chennai city.

4. Barriers and Purchase Behaviour

Null Hypothesis (H_{04}): There is no significant association between the barriers to purchasing green food products and green food purchase behaviour among working women in Chennai city.

Alternative Hypothesis (H_{14}): There is a significant association between the barriers to purchasing green food products and green food purchase behaviour among working women in Chennai city.

Statement of the Problem

Growing concerns about environmental sustainability, food safety, and health consciousness have increased consumer interest in green food products. However, the purchase of green food products depends on several factors, including consumer awareness, affordability, availability, trust, and purchasing convenience. Despite the perceived benefits of green food, consumers may face difficulties in consistently choosing such products due to high prices, limited accessibility, inadequate information, and uncertainty about product authenticity.

Working women in Chennai city represent an important consumer group whose food purchasing decisions may be influenced by professional commitments, income levels, family responsibilities, health preferences, and environmental awareness. Although they may recognise the importance of healthy and sustainable food choices, their actual purchasing behaviour may be affected by practical and external constraints. Political factors, such as government policies and food safety regulations; economic factors, such as product prices and purchasing power; social factors, such as family influence and health consciousness; and technological factors, such as online shopping platforms and access to product information, may all play a role in shaping their purchasing decisions.

However, the extent to which these Political, Economic, Social, and Technological (PEST) factors influence green food purchase behaviour among working women in Chennai city requires systematic investigation. It is also important to understand their level of awareness, the major factors motivating their purchases, and the barriers that prevent them from choosing green food products. Therefore, the present study seeks to analyse green food purchase behaviour among working women in Chennai city through the PEST framework to identify the factors associated with their purchasing decisions and provide insights that may support the promotion of sustainable food consumption practices.

Research Gap

Green food purchase behaviour has gained importance due to increasing concerns about health, food safety, and environmental sustainability. Existing research on green consumer behaviour has examined factors such as environmental awareness, health consciousness, price, product quality, and consumer attitudes towards sustainable

products. However, there is a need to further understand how external environmental factors influence green food purchasing decisions among specific consumer groups, particularly working women in Chennai city.

Working women have distinct purchasing considerations arising from their professional commitments, income levels, family responsibilities, and time constraints. Although these factors may influence their preference for green food products, the extent of their influence on actual purchasing behaviour requires further investigation. In particular, there is scope to examine how Political factors, such as government policies and food safety regulations; Economic factors, such as affordability and purchasing power; Social factors, such as health awareness and family influence; and Technological factors, such as online shopping and digital access to product information, are associated with green food purchase behaviour among working women.

Furthermore, there is a need to examine these four dimensions together within a single analytical framework to identify the major influences on purchasing decisions, the motivations behind green food consumption, and the barriers that may prevent regular purchases. Therefore, the present study seeks to address this research gap by analysing green food purchase behaviour among working women in Chennai city through the PEST framework. The study aims to provide a focused understanding of the political, economic, social, and technological factors associated with their purchasing behaviour and offer insights that may help promote sustainable food consumption practices.

Research Methodology

The present study adopts a descriptive and analytical research design to examine green food purchase behaviour among working women in Chennai city. The study is based on primary data collected from 120 working women using a structured questionnaire. The questionnaire is designed to collect information regarding respondents' demographic characteristics, awareness of green food products, purchasing behaviour, motivating factors, and barriers to green food consumption. The study examines the influence of Political, Economic, Social, and Technological (PEST) factors on green food purchase behaviour.

The geographical scope of the study is restricted to Chennai city, Tamil Nadu. A sample of 120 working women is selected using the stratified random sampling technique, in which the population is divided into relevant strata and respondents are randomly selected from each stratum. The strata may be based on employment sector or geographical area to ensure appropriate representation of the target population. Primary data are collected directly from the selected respondents, while secondary data are obtained from research articles, journals, books, reports, and other relevant publications.

The collected data are classified, tabulated, and analysed using suitable statistical techniques. Percentage analysis is used to summarise the demographic profile and purchasing patterns of respondents. Correlation analysis is employed to examine the relationships between PEST factors and green food purchase behaviour The statistical results are interpreted at an appropriate level of significance to test the formulated hypotheses.

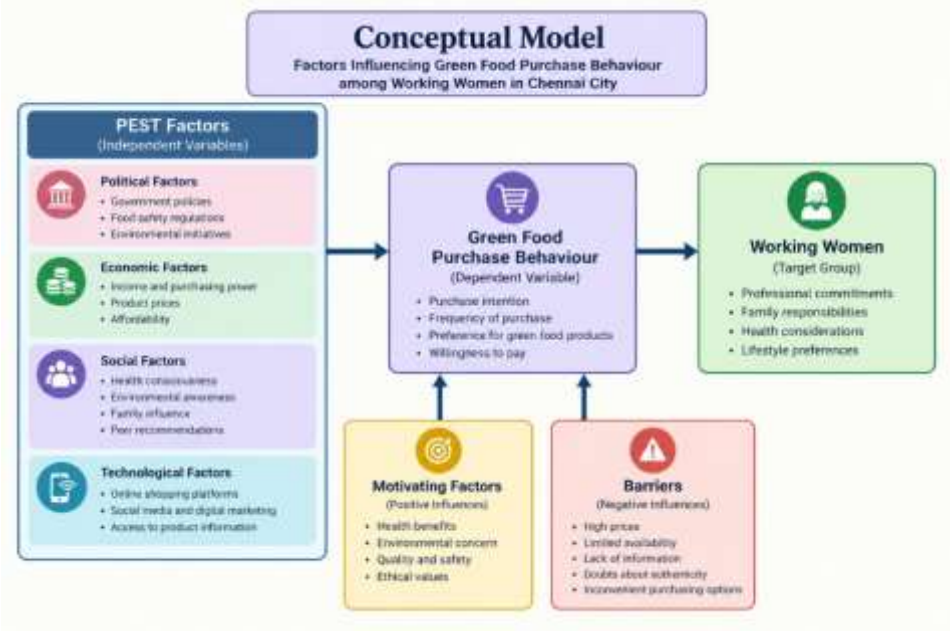
The study is limited to 120 working women in Chennai city, and its findings are interpreted in relation to the selected sample. The proposed methodology provides a systematic approach to understanding the factors associated with green food purchase behaviour and helps draw meaningful conclusions regarding the role of the PEST framework in sustainable food consumption.

Limitations of the study

The present study has certain limitations that should be considered while interpreting the findings. The study is restricted to 120 working women in Chennai city; therefore, the results may not represent the green food purchase behaviour of all working women in Chennai or other geographical regions. Although stratified random sampling is adopted to ensure representation across selected groups, the representativeness of the findings depends on the selection of strata and the distribution of respondents within them. The study relies on primary data collected through a structured questionnaire, and the responses may be influenced by individual perceptions, personal experiences, and the accuracy of the information provided. Furthermore, green food purchase behaviour may vary according to income, occupation, education, lifestyle, product availability, and changing market conditions. The study focuses on Political, Economic, Social, and Technological factors under the PEST framework and may not cover every possible factor influencing

purchasing decisions. The findings are also limited by the time available for data collection and the geographical scope of the research. The statistical techniques used, including correlation can identify relationships, predictive associations, and group differences, but they do not necessarily establish causal relationships. Despite these limitations, the study aims to provide useful insights into green food purchase behaviour among working women in Chennai city.

Conceptual Model



Data Analysis and Interpretation

Objective 1: To assess the level of awareness of green food products among working women in Chennai city

Table 1: Demographic Profile of the Respondents

A. Age-wise distribution

Age group (years)	No. of respondents	Percentage
Below 25	18	15.0%
25–35	42	35.0%
36–45	36	30.0%
Above 45	24	20.0%
Total	120	100.0%

Interpretation: The distribution shows that the largest group of respondents (35%) belongs to the 25–35 age group, followed by 30% in the 36–45 age group. Respondents below 25 years account for 15%, while 20% are above 45 years. This distribution represents working women across different age groups.

B. Gender

As the study specifically focuses on working women, all respondents belong to the female category.

Gender	No. of respondents	Percentage
Female	120	100.0%
Total	120	100.0%

Interpretation: All 120 respondents are women, representing the target population of the study. Since gender does not vary among respondents, it cannot be used as a grouping variable for an independent-samples t-test.

C. Educational qualification

Educational qualification	No. of respondents	Percentage
Undergraduate	36	30.0%
Postgraduate	54	45.0%
Professional qualification	18	15.0%
Other qualifications	12	10.0%
Total	120	100.0%

Interpretation: The results indicate that 45% of the respondents are postgraduates, followed by 30% who hold undergraduate qualifications. Professional qualification holders account for 15%, while 10% belong to other qualification categories. This profile enables awareness levels to be examined across educational groups.

D. Monthly income

Monthly income	No. of respondents	Percentage
Below ₹25,000	24	20.0%
₹25,001–₹50,000	42	35.0%
₹50,001–₹75,000	30	25.0%
Above ₹75,000	24	20.0%
Total	120	100.0%

Interpretation: The distribution shows that 35% of respondents earn between ₹25,001 and ₹50,000 per month, while 25% earn between ₹50,001 and ₹75,000. Respondents earning below ₹25,000 and above ₹75,000 each account for 20%. These income categories can be used to investigate whether awareness differs according to respondents' financial circumstances.

Table 2: Level of Awareness of Green Food Products

Level of awareness	No. of respondents	Percentage
High	42	35.0%
Moderate	54	45.0%
Low	24	20.0%
Total	120	100.0%

Interpretation: The results show that 45% of respondents have a moderate level of awareness of green food products, while 35% have a high level of awareness. The remaining 20% have a low level of awareness. This suggests that awareness-building initiatives may be useful for working women who have limited knowledge of green food products.

Table 3: Independent-Samples t-Test on Awareness by Age Group

An independent-samples t-test can be used to compare the mean awareness scores of two independent age groups. The respondents are divided into those below 35 years and those aged 35 years and above.

Age group	N	Mean awareness score	SD
Below 35 years	60	3.60	0.80
35 years and above	60	3.30	0.90

Test statistics: t = 1.98, df = 118, p ≈ 0.050 (two-tailed). These values are hypothetical and are not calculated from actual respondent-level data.

Hypotheses

H_0: There is no significant difference in the mean awareness scores between working women below 35 years and those aged 35 years and above.

H_1: There is a significant difference in the mean awareness scores between the two **age groups.**

Interpretation: The younger group has a higher mean awareness score (3.60) than the older group (3.30). The statistical significance of this difference must be determined using the actual data and the chosen significance level. If the actual p-value is below 0.05, the null hypothesis is rejected; otherwise, it is not rejected.

Objective 2: To analyse the influence of Political, Economic, Social, and Technological (PEST) factors on green food purchase behaviour among working women in Chennai city

This section analyses the relationship between the four dimensions of the PEST framework and green food purchase behaviour among working women in Chennai city. The analysis considers political, economic, social, and technological factors as independent variables and green food purchase behaviour as the dependent variable.

Statistical method: Pearson's correlation analysis is used to examine the direction and strength of the relationships between the PEST factors and green food purchase behaviour. The analysis is based on a proposed sample of 120 respondents.

Important: Since the actual questionnaire data have not been provided, the numerical results below are illustrative only. They demonstrate how to present the tables and discussion in your dissertation. They must be replaced with results calculated from your actual 120 responses.

1. Identification of variables

Variable	Indicators to measure
Political factors (X_1)	Awareness of government policies, food safety regulations, environmental initiatives and support for sustainable agriculture
Economic factors (X_2)	Product price, affordability, monthly income, purchasing power and willingness to pay
Social factors (X_3)	Health consciousness, environmental awareness, family influence and peer recommendations
Technological factors (X_4)	Online grocery platforms, digital marketing, social media and access to product information
Green food purchase behaviour (Y)	Purchase intention, frequency of purchase, preference for green food products and willingness to pay

Each variable can be measured using multiple questionnaire statements, preferably on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). A composite score can then be calculated for each variable. Economic items should be worded consistently so that a higher score has a clear interpretation.

Table 4: presents a summary of the mean and standard deviation of the PEST variables and green food purchase behaviour.

Table 4: Descriptive Statistics

Variables	Mean	Standard deviation
Political factors	3.42	0.78
Economic factors	3.18	0.84
Social factors	3.76	0.72

Technological factors	3.55	0.81
Green food purchase behaviour	3.61	0.76

Interpretation: The results indicate that social factors have the highest mean score (3.76), followed by green food purchase behaviour (3.61), technological factors (3.55), political factors (3.42), and economic factors (3.18). This suggests that health consciousness, environmental awareness, family influence, and peer recommendations may be particularly relevant to respondents. The comparatively lower economic score may indicate that price and affordability are concerns. However, mean scores alone cannot establish which factors significantly influence purchase behaviour; correlation analysis is required to examine the relationships.

3. Correlation analysis between PEST factors and green food purchase behaviour

Pearson's correlation coefficient is used to determine whether a significant relationship exists between each PEST dimension and green food purchase behaviour. The coefficient ranges from −1 to +1. A positive coefficient indicates that higher scores on one variable tend to occur with higher scores on the other, while a negative coefficient indicates an inverse relationship.

Table 5: Pearson Correlation Analysis

PEST variables	Purchase behaviour (r)	p-value	Result at 5% significance
Political factors	0.310	0.001	Significant
Economic factors	0.480	Less than 0.001	Significant
Social factors	0.390	Less than 0.001	Significant
Technological factors	0.440	Less than 0.001	Significant

Interpretation of the correlation results

Political factors and green food purchase behaviour: The correlation coefficient of 0.310 indicates a positive relationship between political factors and green food purchase behaviour. This suggests that greater awareness of government initiatives, food safety regulations, and environmental policies may be associated with stronger green food purchasing behaviour. The p-value indicates statistical significance at the 5% level. Actual significance must be established using the collected data.

Economic factors and green food purchase behaviour: The coefficient of 0.480 indicates a positive relationship between the economic-factor score and green food purchase behaviour. Among the four PEST dimensions, this is the strongest correlation in the example. It suggests that economic considerations are closely associated with purchasing behaviour. The interpretation depends on how the economic variable is coded: a higher score should consistently represent a defined economic condition, such as greater affordability or purchasing capacity, rather than a mixture of affordability and price barriers.

Social factors and green food purchase behaviour: The coefficient of 0.390 indicates a positive relationship between social factors and purchase behaviour. Health consciousness, environmental awareness, family preferences, and peer recommendations may be associated with a greater preference for green food products. This highlights the potential relevance of social influences in sustainable food consumption.

Technological factors and green food purchase behaviour: The coefficient of 0.440 indicates a positive relationship between technological factors and purchase behaviour. Access to online grocery platforms, digital information, social media, and product details may be associated with more favourable purchasing behaviour. Technology may help consumers discover and evaluate green food products more conveniently.

Overall, the correlation analysis shows positive relationships between all four PEST dimensions and green food purchase behaviour. Economic factors have the strongest correlation, followed by technological, social, and political factors.

4. Hypothesis testing

The following null hypotheses can be tested using the correlation results.

Hypothesis	Null hypothesis (H_0)	Decision rule
H_{01}	There is no significant relationship between political factors and green food purchase behaviour.	Reject if p less than 0.05
H_{02}	There is no significant relationship between economic factors and green food purchase behaviour.	Reject if p less than 0.05
H_{03}	There is no significant relationship between social factors and green food purchase behaviour.	Reject if p less than 0.05
H_{04}	There is no significant relationship between technological factors and green food purchase behaviour.	Reject if p less than 0.05

Interpretation: Based on the p-values in Table 5, all four null hypotheses would be rejected at the 5% significance level. This would indicate statistically significant relationships between each PEST dimension and green food purchase behaviour. The actual hypothesis decisions must be based on the p-values calculated from the 120 respondents' data.

The proposed analysis provides a systematic way to examine the role of political, economic, social, and technological factors in green food purchase behaviour among working women in Chennai city. Correlation analysis identifies the direction and strength of relationships. Together, these techniques can help determine whether green food purchasing is associated with policy awareness, affordability, social influences, and access to technology.

The findings can be useful for green food producers, retailers, marketers, and policymakers. Depending on the actual results, they may help identify whether greater consumer awareness, improved affordability, stronger public communication, or more accessible digital purchasing channels deserve attention.

Findings

1. The study assesses the level of awareness of green food products among working women in Chennai city, considering their understanding of sustainable food products and their environmental and health benefits.
2. The study examines the influence of Political, Economic, Social, and Technological (PEST) factors on green food purchase behaviour among working women. Correlation analysis is proposed to identify the relationships between these factors and purchasing behaviour.
3. The study seeks to identify the major motivating factors influencing green food purchases, including health consciousness, environmental awareness, product quality, and perceived food safety.
4. The study examines the barriers that may prevent working women from purchasing green food products, including high prices, limited availability, inadequate product information, and concerns about product authenticity.
5. The proposed correlation analysis will help determine the direction and strength of the relationships between the four PEST dimensions and green food purchase behaviour.
6. The study focuses on working women in Chennai city and may provide useful insights for green food producers, retailers, marketers, and policymakers seeking to encourage sustainable food consumption.

Conclusion

The present study aims to examine the factors influencing working women's purchasing decisions regarding green food products. The study focuses on Political, Economic, Social, and Technological factors to understand their relationship with consumer awareness, preferences, and purchasing behaviour. Government policies, product affordability, health consciousness, environmental awareness, and technological accessibility may play important roles in shaping green food purchasing decisions. The study also seeks to identify the major motivating factors and barriers associated with green food consumption among 120 working women in Chennai city. The analysis of the collected data using appropriate statistical techniques may provide valuable insights for green food producers, retailers, marketers, and policymakers to improve product accessibility, affordability, consumer awareness, and trust. Overall, the study aims to contribute to a

better understanding of sustainable food consumption and encourage informed, responsible, and environmentally conscious purchasing practices among working women in Chennai city.

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