

# PURCHASE OF GREEN MOBILE PHONE – AN EMPIRICAL STUDY

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## ABSTRACT:

Environmental problems turn out to be a big concern due to its unremitting augmentation. Adoption of environmentally-friendly fast moving consumer goods, such as electronics can help to protect environment at certain edge. Going green is the latest vogue in the world and has been adopted by many organizations. In order to sustain our environment both marketer and Consumers are becoming sensitive to the need for switch into green products and services. As per the Confederation of Indian Industry, 72 % of India's population is below the age of 40. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. So, India's resurgence potential as an economic and a socially responsible power rests on the Indian youth. If marketers attempt to generate interest among young consumers to purchase green products, the upshot of this could potentially play an imperative role to hold up sustainable development.

The study will preliminary explore the purchase intention of mobile phones of youth in India . An extensive review relevant literature will be done for a clear understanding of the concept. Descriptive research design and a non probability sampling techniques will be used for the study. A sample of 100 mobile phone users of 18-25 years will be interviewed with closed ended questionnaire. The research will try to explore awareness and purchase intentions of young consumer towards Green mobile phone.

**Keywords:** Green Marketing, Green Consumerism, Green Mobile Phone, Sustainable Development, Socially Responsible Product

## INTRODUCTION

Environmental problems turn out to be a big concern due to its unremitting augmentation. Going green is the latest vogue in the world and has been adopted by many organizations. Businesses and industries are joining green development through joining green movement. Organizations are going green and even consumers are going green by individually trying to go green as they encounter on daily basis choice to purchase eco friendly

consumer durable products. Adoption of environmentally-friendly fast moving consumer goods, such as electronics can help to protect environment at certain edge. Due to rapid expansion of the global economy, consumer's consumption increased worldwide thus, society need to be more alarmed for preserving environment. Green Consumerism Green consumerism refers to recycling, purchasing and using eco-friendly products so the environment can be saved from being degradation. It involves the decisions such as using Energy Star appliances that consume less power, or that uses renewable sources of energy like solar and wind power to generate electricity. Today consumers have become more aware and conscious about green products on which many companies have acted upon.

Green marketing is a holistic management process which is responsible for identifying the needs of consumer and the community as profitable and sustainable manner and also it is responsible for forecasting and satisfaction these needs. Green marketing has been developing because even if the human wants are unlimited the natural and artificial resources are limited.

Green marketing inspires people to have awareness on the environmental issues and how consumers can help to conserve environment.

### **Green Marketing**

There are so many reasons to identify why to go for green marketing. And that only leads to perceived environmental responsibility. 25% of the Indian customer what to go with eco friendly products and expects that industrialists should go with environment friendly production (Mohanasundaram 2012). Customers are very demanding these days. And they do believe how to protect the environment because same is the pressure coming out from government. So

many conferences, seminars now these days are conducted to go for green marketing. Simple rule is this limited resources and unlimited wants of human being leads to depletion of natural resources. And to satisfy unlimited demand man has deteriorate the environment as well. To

come up with this problem green marketing and green product is the only solution. Customers are aware of this rule and now the pressure lies on industrialist how to cope this expectation with eco friendly. India is considered as second largest market of mobile phones. The present paper aims to focus towards the awareness of the green mobile phones among the customer.

### **Green Products**

Products those which are made up from technology which is not going to affect the environment in depletion way is considered as green products. Need of green products arises because there is high pressure

on natural resources in the race of industrialization, which in turn leads to high carbon emissions and degradation in Environment and Ecological system. Promotion of green technology and green products is necessary for the conservation of natural resources and sustainable development. Following are some of the characteristics of Green Products:

1. Products which are environment friendly
2. Products that can be recycled, reusable and biodegradable
3. Products having natural ingredients
4. Products which are not going to harm the environment in any way
5. Products which will not be tested on animals

### Green Mobile Phone

Green product simply means an ecological product or environment friendly product. Shamdashmi, defined green products as the product which will not pollute the earth and deplete natural resources, and can be recycled and conserved. The outcome of green product is that some of the customers translated their environmental concern into actively purchasing green product commitment. And consumer who is aware of and interested in environmental issues are called green consumers. India has second largest user base in mobile telephony sector with an estimate of 1014.4 million users as of June 2017. The growth seen by Indian mobile telephony is increasing at extraordinary rate and India has become world's largest and fastest growing telecom market.

Mobile Model	Main Eco Friendly Feature	Harmful Substances
Motorola	Carbon Neutral Material	Absent and decreased harmful
Sony Ericsson	Bioplastic and recycled plastic keypads	Phase out of unwanted substances
Nokia Remade	Made from recycle material	Clear engine without non-toxic electric Performance chips
Samsung earth blue	One touch energy saving display mode	Free from hazardous substances
LG	Solar Powered phone	Environmental friendly paints
ZTE coral 200	Totally based on solar energy	Free from harmful metals used

### OBJECTIVES OF THE STUDY

- To get aware about Green Mobile Phone.
- To identify customer attitude towards green mobile phone.
- To identify whether there is any significant difference in consumer environmental concern and intention to purchase green mobile phone.

## LITERATURE REVIEW

### Green Marketing

In 1975 The American Marketing Association (AMA) held first workshop on "Ecological Marketing" where this term Green Marketing was introduced for the first time. Wherein it was discussed how products are putting adverse impact on natural environment and how it can be minimized. Afterwards Organizations believe that they have a moral obligation to be more socially responsible thus, companies start developing eco-friendly products which reminds us of sustainable development. Sustainable development leads to Green Marketing which is an outcome of realistic policy framed due to inclination of customers to follow the customary development of the industry.

### Concept of Green Marketing



### Perceived environmental responsibility

Many firms do realize that they are the member of this community. They get resources from society only and sell their products to them. It means they get raw material from society and sell finished product to society only with more or less value addition and environment degradation.

Firms now these days are very concern about environmental issued because of customer awareness about green products and concern about environment. So it acts as an opportunity for any firm to move on with the green products to catch hold the image of the firm in the mind of customers.

### Consumer attitude towards green products

For the past numerous decades, multiple research has been conducted to alarm environmental issues. People having common traits and perception are interested and taking active participation in resolving environmental issues.

From 1970s, researchers have started working on analyzing consumers perception and consumer behaviour about environmental friendly products. Many substantial researches conducted by considering variables like attitude, values, knowledge and motivations, and demographics were shown to drive consumer choice in regards to purchasing environmental friendly products (Bui & Loyola, 2005).

Frey Meyer and Johnson (2010) emphasized that demographic characteristics like age, education, gender and socioeconomic status are important factor in deciding consumer attitude, behavioral intention (Kotchen & Reiling, 2012) in conserving environmental issues.

Mostafa (2013) analyzed that both environmental concern and attitude have significant positive effect on the consumers' intention to buy green products. (Chang,2011) claimed that even if a consumer have positive attitude towards environmental issues but they are not ready to negotiate on the grounds of quality and reasonable price of eco-friendly products.

## **ANALYSIS AND INTERPRETATION**

### **RESERCH METHODOLOGY**

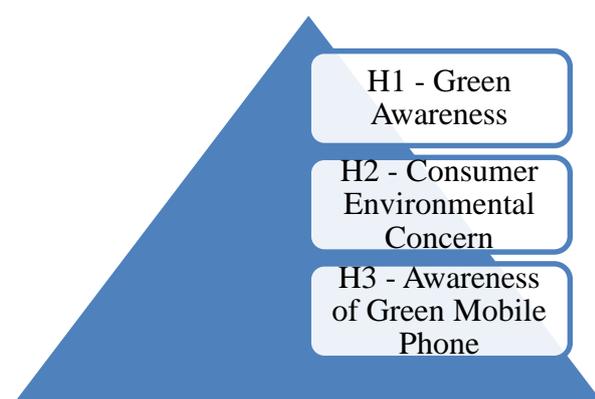
Within the confines of this literature review, Green marketing and intention towards green mobile phone have been reviewed. As compared to past due to increase in concern for environmental safeguard many upcoming eco friendly products are made by organizations which are successfully accepted by consumers. We have used SPSS (version 17) software for econometric analysis of data. In order to investigate consumer intention towards green mobile phone in Delhi, certain hypotheses have been formulated. For this purpose, some Dependent Variable like green awareness, consumer environmental concern and awareness of green mobile phone and Independent variable like intention of consumer has been chosen. In order to know consumer intention towards green mobile phone, it is very important to know whether consumer have knowledge and concern for conserving environment. Descriptive research design is used for the study, 100 mobile phone users of 18-25 years will be interviewed with closed ended questionnaire.

#### **The hypotheses formulated for the purpose of research are:**

- H1: Awareness about Green marketing and Consumer Intention to purchase are dependent.
- H2: Consumer environmental concern and Consumer Intention to purchase are dependent.
- H3: Awareness of green mobile phone and Consumer Intention to purchase are dependent.

### **FRAMEWORK FOR THE ANALYSIS**

#### **Consumer Intention to Purchase Green Mobile**



**H0: Awareness about Green marketing and consumer Intention to purchase are independent.**

**H1: Awareness about Green marketing and consumer Intention to purchase are dependent.**

In this hypothesis, consumer intention to purchase green mobile phone is dependent variable and consumer awareness about green marketing is independent variable. To know the variation in intention to purchase green mobile phone, consumer awareness about green marketing concept has been selected, as it is one of the most important aspects considered which impart knowledge that can amount intention to purchase green mobile phone. To test this hypothesis, Chi square test is applied.

**Awareness of consumer about green marketing prefer to buy green mobile phone cross tabulation**

Awareness about green Marketing		Prefer to buy green mobile Phone				Total
		SA	AGREE	NEUTRAL	DISAGREE	
	Strongly Agree	10	10	6	0	26
	Agree	10	32	16	2	60
	Neutral	2	4	8	0	14
Total		22	46	30	2	100

**Chi-square tests between Green Awareness and Intention to Purchase**

Particulars	Value	Difference	Assumption sig ( 2 sided)
Pearson Chi-square	11.713	6	.049
Likelihood Ratio	11.406	6	.077
Linear by Linear Association	5.738	1	.017
No of Valid Cases	100		

As per above analysis states that Chi-square value is 11.713 with 6 degree of freedom, where p value = 0.049. At 5% level of significance the null hypothesis gets rejected which leads to acceptance of alternative hypothesis. Hence it can be concluded that customers will prefer to buy green mobile phone if they are aware of the concept of green marketing and green products.

**H0: Consumer environmental concern and Consumer Intention to purchase are independent.**

**H2: Consumer environmental concern and Consumer Intention to purchase are dependent.**

In this hypothesis, Consumer intention to purchase is dependent variable and Consumer

environmental concern is independent variable. To know the consumer's intention, consumer concern for safeguarding environment has been considered as, due to interest in conserving environment leads to purchasing of such mobile phones. To test this hypothesis, Chi square test is applied.

**Willing to contribute towards environment prefer to buy green mobile phone cross tabulation count**

Willing to contribute towards environment		Prefer to buy green mobile Phone				Total
		SA	AGREE	NEUTRAL	DISAGREE	
	Strongly Agree	18	20	8	0	46
	Agree	4	22	18	0	44
	Neutral	0	2	4	0	6
	Disagree	0	2	0	2	4
Total		22	46	30	2	100

**Chi-square tests between consumer Environmental concern and Intention to purchase green mobile phone**

Particulars	Value	Difference	Assumption sig ( 2 sided)
Pearson Chi-square	68.181	9	.000
Likelihood Ratio	35.825	9	.000
Linear by Linear Association	19.543	1	.000
No of Valid Cases	100		

With Chi-square value is 68.181, 9 degree of freedom, where p value < 0.005. The null hypothesis gets rejected. There is significant relationship between Consumer intentions to purchase and Consumer environmental concern.

**H0: Awareness of green mobile phone and Consumer Intention to purchase are independent.**

**H3: Awareness of green mobile phone and Consumer Intention to purchase are dependent.**

In this hypothesis, Intention to Purchase green mobile phone is dependent variable and awareness of green mobile phone is independent variable. Generally having knowledge about green mobile phones will escort to mount in consumer's intention to purchase. To test this hypothesis, Chi square test is applied.

**Awareness green mobile phone prefer to buy green mobile phone cross tabulation**

Willing to contribute towards environment		Prefer to buy green mobile Phone				Total
		SA	AGREE	NEUTRAL	DISAGREE	
	Strongly Agree	0	4	0	0	4
	Agree	12	18	16	0	46
	Neutral	4	22	10	0	36
	Disagree	6	2	4	2	14
Total		22	46	30	2	100

**Chi-square tests between awareness of green mobile phone and Intention to purchase green mobile phone**

Particulars	Value	Difference	Assumption sig ( 2 sided)
Pearson Chi-square	27.699	9	.001
Likelihood Ratio	25.505	9	.002
Linear by Linear Association	.221	1	.638
No of Valid Cases	100		

Chi-square value is 27.699, with 9 degree of freedom, where p value < 0.005 leads to acceptance of alternate hypothesis gets accepted. Hence it can be concluded that if customers are aware of green mobile phones they will go for purchase of green mobile phones only.

**Summary of Result**

Results reveal that young consumers extremely concern about going green nowadays. All three hypotheses that are formulated in order to seek customer's intention to purchase green mobile phone are accepted. As per result we can infer that even if consumer have different demographic background but Consumer are having positive attitude towards green marketing, concern towards environment and awareness of green mobile phone.

Hypothesis	Accepted / Rejected
H1	Accepted
H2	Accepted
H3	Accepted

**LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

Although researchers have tried to adopt measures to make sample as representative as possible

though data has been collected from the convenience sampling so it may not be a true representation of the population. This study has urban respondents and residing in metros does not take into account rural viewpoint. As the majority of Indian population resides in the villages it is important to measure their attitude too. Thus, future researchers need to include responses from rural audience too so to map their attitude in the context of environment.

### **FINDINGS OF THE STUDY**

- According to survey respondents are having widen viewpoint on green mobile phone awareness as 50% of respondents are aware of green mobile phone followed by 36% respondents are neutral and 14% of respondents straightaway reflecting they are not aware about green mobile phone.
- Majority of the respondents have belief about company's advertisement that company should reflect environment friendly features so that it will generate consumer awareness about green mobile phone.
- 88% of respondents are highly willing to save environment and 72% of respondents are interested in recycle their old phone so we can infer that respondents are having positive attitude to contribute towards their environment. Though respondents are positive inclination to save environment But 68% of respondents agree that they will save environment by using green mobile phone.

### **CONCLUSION**

It has been attested that India is having rapid GDP growth rate and the highly negative environmental impact; as a result it put pressure on government, firms and consumer to ensure a cleaner environment. Though due to environmental degradation, firms are taking responsibility to protect by providing certain green measures in the form of goods and services. Along with the firm, consumers also need to take interest to overcome environmental problems. Both marketer and consumers are becoming more sensitive to shift to "green" which appear difficult and expensive in short term but will give indispensable advantages in long run. The concept of Green Mobile Phone is an upcoming product in India. Efforts are already done by firm on grounds of manufacturing but they need exceptional efforts by the means of innovative and informational advertising to bridge gap as Indian customer are less aware about it.

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