

# Review of Factors affecting Consumer Buying Behavior towards Green Products

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## Abstract

**Purpose-** This study reviews the research work that has been carried out in the field of consumer behaviour and green products during past years. This paper tracks and reviews research work published in leading academic journals during the above-mentioned period. It then reviews it from a paradigmatic and methodological approach.

**Design/ methodology/ approach-** The study analyses the selected contributions from the perspective of consumer behaviour and green products. And further compares various studies on the basis of article type, methodologies, and research designs used in them. Using relational analysis approach recurrent themes are identified and research clusters are formed.

**Findings-** From the analysis of literature available, we came to understand that green products market is in its booming phase in India and there is a need for understanding the behaviour of consumers towards the acceptance of this field..

**Keywords-** consumer behaviour, green products, sustainability, environmental concern, organic products

**Introduction:** Discussion on green products is incomplete without talking about sustainable development which is defined as: 'the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life-cycle, so as not to jeopardize the needs of future generations' —Organization for Economic Cooperation and Development (OECD)

Green marketing: marketing of environmental friendly products and services is known as green marketing all the aspects of marketing are taken in account ie producing eco-friendly product using eco-friendly packaging adopting sustainable practices green marketing is a bit expensive but the environment benefits outweighs the price differences.

**Green products :** green products are defines as having less environmental impact or is less detrimental to human health than the traditional product equivalent. While as a matter of fact we must realize that no product will ever be 100% green as all development will have some impact on surrounding environment. It comes down to degree of impact some attributes of green product are as follows Energy efficient, Free from ozone depleting materials, Made from recycled materials, Biodegradable. In green marketing

all starts with supply chain practices and to obtain good green product there must be a good green supply chain practices and they are Innovations and use good production technologies, Environment friendly sourcing, and recycling, ethical standards

**Green consumer behaviour:** It can be defined as

- "Purchase choice, product use and post-use, household management, collective, and consumer activism behaviours, reflecting some degree of environmental-related motivation.
- "Purchase and use of products with lower environmental impacts, such as biodegradable products, recycled or reduced packaging, and low energy usage.
- use of green product, made with processes that provide energy saving, then by the action of recycling, in fact a green consumer is "one who purchase products and services perceived to have a positive (or less negative) influence on the environment.

Ready to discover a green buyer conduct when an person acts morally, persuaded not as it were by his/her individual needs, but too by the regard and conservation of the welfare of whole society, since a green buyer takes under consideration the natural results (costs and benefits) of his/her private utilization. Green customers are anticipated to be more honest in their utilization of resources, for illustration by utilizing their products without squandering assets. Be that as it may the Euro barometer's study of consumers' conduct appeared that customers appear not to be completely cognizant of the significance to receive a set of unused conduct, that are more environmental friendly

## Consumer Personality

Identity alludes to the interesting mental characteristics that lead to generally reliable and enduring reactions to one's claim environment. Distinctive identity hypotheses have been created over the a long time to clarify the structure, handle and improvement of human behaviour. Among these identity speculations, the characteristic hypothesis tends to put a awesome accentuation on investigating the essential structure of identity. Characteristic hypothesis accept that individuals have broad predispositions that cause them to act in a specific way. There has been developing assentation among identity analysts that there are five fundamental measurements of identity

## Literature review:

Joined together Nations mentioned maintainable utilization as one of the most columns of achieving natural

maintainability (Marrakech Process Secretariat: UNDESA and UNEP, 2010). Considering the importance of environment for the welfare of human creatures the concept of morals in consumerism has thrived (Dowd & Burke, 2013) and has gotten to be one of the standard issues (Carrington, Neville, & Whitwell, 2010). Prior, the generation and utilization of natural nourishment was more prevalent in created nations but this concept is additionally getting acceptance in creating nations. Approximately one-third greenally managed arrive of the world is in creating nations. More specifically, India is among the creating nations having one of the biggest zones beneath natural administration (Willer & Kilcher, 2009; as cited in Chakrabarti, 2010). The Indian natural food market is transforming itself into the fastest growing green market in the world due to the radical shift in consumer buying behavior and spending patterns (Market Research.com, 2013). According to Yadav “To understand the importance of altruistic and egoistic values in determining the young consumers’ intention to purchase green products in the Indian context developing nation. The discoveries reported that both altruistic (environmental concern) and egoistic values (health concern) significantly determine they out attitude and intention towards buying green products”. But the egoistic value (health concern) was found to have a stronger influence on the consumer's attitude towards green products and buying it in comparison to the altruistic value, i.e. environmental concern. TPB has been valuable in anticipating customer purposeful as well as behavior in a wide range of green/pro-environmental regions, such as green lodgings and eateries (Chen and Tung, 2014; Han et al., 2009; Han et al, 2010; Kim et al., 2013), vitality proficient items (Ha and Janda, 2012), green items (Kalafatis et al., 1999; Chan and Lau, 2002), natural products (Kim and Chung, 2011; Zagata, 2012) demonstrated its appropriateness and strength. In spite of the fact that the TPB is based on the suspicion that behavioral deliberate is decided by three factors, to be specific; state of mind, subjective standard and PBC, past investigates have said that there are few space particular components which are not the included in this show (Armitage and Conner, 2001; Donald et al., 2014). In later times an expanding apparent has been taken note in the mental writing to incorporate extra builds within the TPB (Studied et al., 2013; Yazdanpanah and Forouzani, 2015) in different spaces to progress the prescient control of the system. The result recommended that youthful consumers’ purposeful to purchase green items can be predicted by state of mind, subjective standard (social weight), see behavioral control, environmental concern as well as natural information. Natural concern had the most significant impact on consumers buy purposeful which appears that Indian young people are also concerned around the issues related to the environment and considering it while purchasing the green items like their created partners.

## Research Methodology:

In this research paper we have used systematic review method, and the methodology for this paper has been divided into two segments. First part deals with the literature collection methodology. The second part employs research parameters for studying the nominated research work.

### A. Literature collection methodology

The premier source of literature, Elsevier and science-direct are being used to search pertinent literature. It is a keyword based search strategy appropriate for methodological and literature reviews. Initially it resulted in a large number of unrelated references. Out of which we have selected related references need to be identified with the help of the abstracts or references. In the first phase articles were searched on Elsevier using keywords, "sustainability and financial performance". forty two documents consisting of, two conference proceedings and two reports and thirty eight articles were selected. In the second phase relevant and related papers have been sorted using abstract review process. Total thirty articles has been considered for the final study.

### B. Research review parameters

We observed that there are various steps which are taken by individuals in green product consumption. It has been discussed in detail in the following section:

### Research Design and Approach:

“Research design acts as a guide in gathering and analysing data” (Churchill, 1999). In reviewed papers all the three types of research designs, i.e., exploratory research design, descriptive research design and causal research design, have been examined.

#### (i) Systematic review

A systematic review answers a defined research questions by accumulating and succinct all empirical evidences that fits pre-specified admissible standards. It can be of varying quality. Systematic reviews, as the name implies, encompass a comprehensive and widespread plan and search strategy derived a priori, with the goal of reducing bias by categorizing, reviewing, and manufacturing all pertinent studies on a particular topic.

#### (ii) Relational analysis

Relational analysis begins with the act of identifying concepts present in a given text or set of text or set of texts. Seeks to go beyond presence by exploring the relationships between the concepts identified.

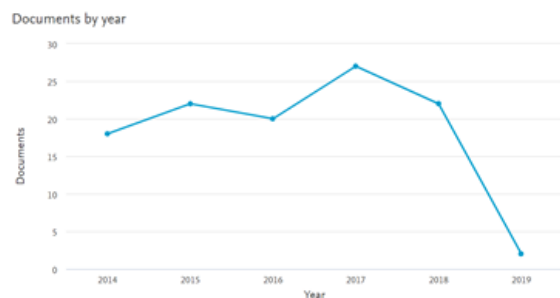
### Key variables of the study:

Environment concern
Consumer attitude
Consumer behavior
Green purchase behavior

**Results:**

In this section, we shall discuss the results based on methodology mentioned above i.e. Systematic presentation and Relational analysis.

Figure-1 indicates the year wise distribution of articles reviewed.



**(A) Systematic presentation:**

The subsequent methodological representations were identified in the reviewed articles:-

1. Nature and types of articles:

There are approximately 85% are articles followed by conference paper and book chapters which is 5.4 %. press releases are 2.3% followed by 0.9% of review article..

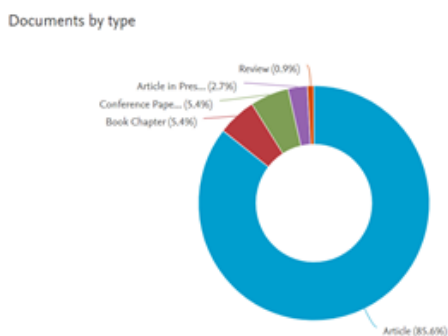
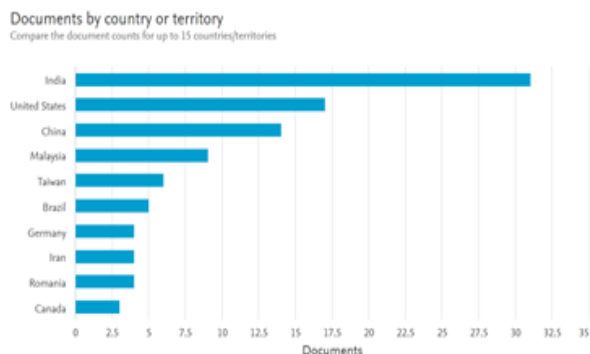


Figure-2 indicates the nature of articles

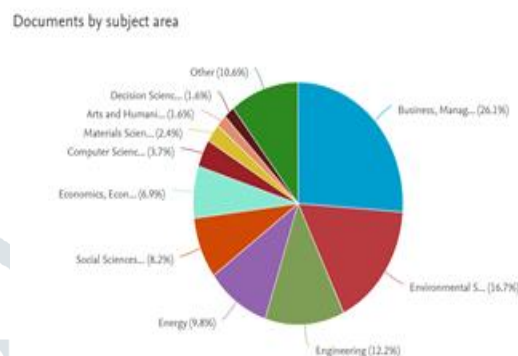
2. Type of document country wise: The country that produced maximum research is India followed by united states, followed by Italy and so on. Figure-3 represents documents by country.



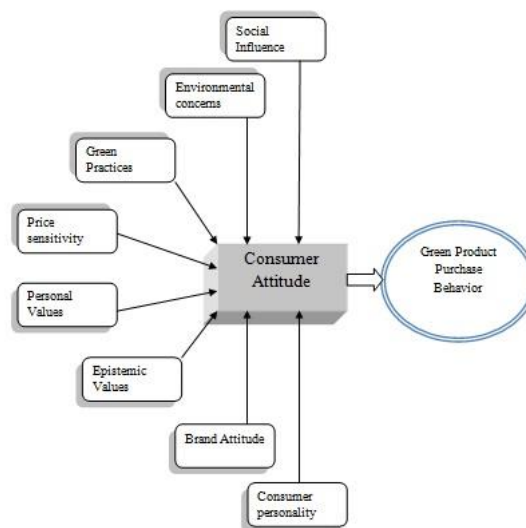
1. Figure-3 represents documents by country.

3) Subject areas in which research has been conducted:

The maximum researches in this area are conducted in Management areas (26.01%) followed by social environmental studies (16.7%) and so on.



**Proposed model**



**Conclusions:**

In this study various papers are analysed and it is shown that about 85% were articles in proceedings, 5.4% were conference and book chapters were review papers and 0.9% were conferences papers and 2.3% were press releases. In this study it is also shown that majority of papers were published by researchers of India followed by united states. The various authors have showed that implementing green measure impacts the consumer behaviour. There are various measures companies and state and improvise the environmental conditions of nations.

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