

CONSUMERS PURCHASE BEHAVIOUR TOWARDS GREEN MARKETING PRODUCTS

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Abstract- There has been a rapid growth in economy with the increase in the consumption across the world. This over consumption has resulted in the deterioration of the environment. The consequences of this environmental degradation has resulted in pollution, global warming etc which has become a cause of public concern which in turn lead to the green movement for the preservation of environment. The purpose of this paper was to understand the variables affecting the consumer buying behavior of green products. The study revealed the demographic factors don't influence the purchasing behavior of green products. A consumer's purchase behavior depends on the consumer's level of satisfaction towards the product. Purchasing behavior and customer satisfaction is mostly influenced by the attributes of the green products.

Keyword: Green Product, Buying Behavior and Environment.

I. INTRODUCTION

With the increase in the technologies there has been an increase in the industrial activities which has affected the environment adversely. The environment has been exploited extensively; this over exploitation of environment has resulted in climate change, global warming, pollution, depletion of the ozone layer etc. These issues have raised concerns to protect our environment which has led to the concept of going green. Government has introduced policies to save the environment from further degradation and so has the corporations opted for environmentally friendly practices. One of the earliest steps that were taken regarding this environmental concern was to introduce products that were supposed to be environmental friendly and had utilitarian status for consumers (D'Souza et al., 2006). These products have positive effects on the environment as they are less toxic, biodegradable, recyclable, energy efficient, renewable due to which they are termed as "Green Products". Because of the negative effects on environment, green marketing activities have been a major tool that is utilized by various organizations, which have brought about a change in buyers' purchasing approach towards green items (Cohen, 1973).

II. REVIEW OF LITERATURE

Khan Md.RaziuddiTaufique&Sridhar Vaithianathan (2018)¹This study attempts to explore the antecedents of ecologically conscious consumer behaviour (ECCB) among young urban consumers in India – an emerging market experiencing rapid economic growth with increased urbanization and changes in consumption patterns that are contributing to environmental hazard. The empirical study including a literature review uses Theory of Planned Behaviour integrating environmental attitudes, subjective norms, perceived consumer effectiveness, and behavioural intention in the model to investigate their influence on ECCB. The results suggest that attitudes and perceived consumer effectiveness both have a significant direct and indirect positive influence on ECCB. In addition, it would appear that the subjective norm, a measure of social demand, does not have any significant influence on behavioral intention leading to ECCB – contrary to established findings in a collective society considered in this study. This paper concludes with policy implications of the findings for marketers and policymakers, as well as potential directions for further research.

III. OBJECTIVES OF STUDY

1. To examine the buying motives and the level of awareness of the consumers towards green products.
2. To study the factors that influences the willingness of consumers in the purchase of green products and their level of satisfaction towards the green products.

IV. RESEARCH METHODOLOGY

The area of study is confined to Karaikudi Town. The data collected for the study through a structured questionnaire adapted from a previous research. The study consists of both primary and secondary data. Convenient random sampling technique was adopted to determine the sample size. The data for the study were collected from 80respondents.

V. RESULTS AND DISCUSSION

A. Descriptive Statistics

The Statistical Package for the Social Science (SPSS) VERSION 16.0 was used to analyze the data. The Age, Gender, Qualification and Income classification, giving an overview of the research sample is presented as follows:

5.1 Age-wise distribution

	Frequency	Percent	Valid Percent
Less than 20	6	7.5	7.5
20-30	72	90.0	90.0
30-40	2	2.5	2.5
Total	80	100.0	100.0

¹Vaithianathan, K. M. (2018). A fresh look at understanding Green consumer behavior among young urban Indian consumers through the lens of Theory of Planned Behavior. *Journal of Cleaner Production*, 183, 46-55.

As shown in the table below, age group 20-30 was the largest group representing 90% of the respondents, followed by 7.5% of respondents who belonged to the age group less than 20 years. On the other hand, the smallest number of respondents (2.5%) was 30-40 years age group.

5.2 Gender-wise distribution

	Frequency	Percent	Valid Percent
Male	56	70.0	70.0
Female	24	30.0	30.0
Total	80	100.0	100.0

Out of 80 respondents, 56 are male respondents (70%) and 24 are female respondents (30%).

5.3 Educational Qualification-wise distribution

	Frequency	Percent	Valid Percent
Higher Secondary	4	5.0	5.0
UG	12	15.0	15.0
Graduate	8	10.0	10.0
PG	56	70.0	70.0
Total	80	100.0	100.0

The Literacy wise distribution reveals that 8(10%) respondents are graduates, 56(70%) respondents fall under Masters Category and 12(15%) respondents fall under UG level while remaining respondents (4) fall under higher secondary level.

5.4 Monthly Income-wise distribution

	Frequency	Percent	Valid Percent
upto 25000	6	7.5	7.5
25000-50000	36	45.0	45.0
50000-75000	14	17.5	17.5
75000-100000	12	15.0	15.0
100000-125000	2	2.5	2.5
Abv 125000	10	12.5	12.5
Total	80	100.0	100.0

The monthly income distribution reveals that out of sample of 80 respondents, 6 respondents were having income upto 25000, 36 respondents were having income between 25000-50000, 14 between 50000-75000, 12 respondents between 75000-100000 and 10 respondents were having income of above 125000.

B. MEANS VARIANCE OF DIMENSIONS UNDER STUDY

For every individual item, mean was calculated and then finally the total mean of every dimension was calculated in order to know the most important factor which affects Consumers Purchase Behavior towards Green/Eco-Friendly Products.

5.1.1 Means variance of dimensions under study

	N	Minimum	Maximum	Mean	Std Deviation
Awareness	80	1	5	3.39	.701
Concern For Environment	80	1	5	3.32	.781
Customer Satisfaction	80	1	5	3.68	.717

5.1.1 The total mean for factor Awareness was found to be 3.39 which indicates that Awareness regarding green products strongly influences the attitude of customers.

5.1.2 The total mean for factor Concern for environment was found to be 3.32 which indicate that customer's behavior towards green products is also strongly influenced by concern for environment.

5.1.3 The total mean for factor purchase behavior was found to be 3.68 and for customer satisfaction it was found to be 3.58. Out of all the factors the highest mean was for customer satisfaction (3.68) which indicates that customer satisfaction is the major factor that affects the consumer's behavior towards green products. In other words, we can say satisfaction was rated as the most important factor for purchasing green products.

CALCULATION OF THE IMPACT OF DEMOGRAPHIC FACTORS ON DIFFERENT FACTORS UNDER STUDY

In order to compare means of different factors with demographic factors t-test and ANOVA was used. For gender t-test was used and for the demographic factors like age, education and Income, one way ANOVA test was used.

5.1.2 Environmental Awareness with Age

Awareness	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.560	2	.280	.500	.609
Within Groups	43.177	77	.561		
Total	43.737	79			

The (p) significance value for knowledge with age was found to be .609 which is more than .05. Hence age does not have any significant impact on Environmental Awareness.

5.1.3 Environmental Awareness with Education

Awareness	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.111	3	.370	.660	.579
Within Groups	42.626	76	.561		
Total	43.738	79			

The (p) significance value for knowledge with education was found to be .579 which is more than .05. Hence education does not have any significant impact on Environmental Awareness.

5.1.4 Environmental Awareness with Income

Awareness	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.508	5	1.702	3.574	.006
Within Groups	35.229	74	.476		
Total	43.738	79			

The (p) significance value for knowledge with Income was found to be .006 which is less than 0.05. Hence income does have significant impact on Environmental Awareness.

5.1.5 Concern for environment with Age

Concern forenvironment	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.209	2	2.104	3.618	.032
Within Groups	44.788	77	.582		
Total	48.997	79			

The (p) significance value for concern with environment with age was found to be .032 which is less than .05. Hence age does have significant impact on concern for environment.

5.1.6 Concern for environment with Education

Concern for_environment	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.143	3	.381	.605	.614
Within Groups	47.854	76	.630		
Total	48.997	79			

The (p) significance value for concern for environment with education was found to be .614 which is more than .05. Hence education does not have any significant impact on concern for environment.

5.1.7 Concern for environment with Income

Concern for environment	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.208	5	.442	.698	.626
Within Groups	46.789	74	.632		
Total	48.997	79			

The (p) significance value for concern for environment with income was found to be .626 which is more than .05. Hence income does not have any significant impact on concern for environment.

5.1.8 Satisfaction with Age

satisfaction	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.059	2	.029	.067	.935
Within Groups	33.726	77	.438		
Total	33.784	79			

The (p) significance value for satisfaction with age was found to be .935 which is more than .05. Hence age does not have any significant impact on satisfaction.

5.1.9 Satisfaction with Education

satisfaction	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.133	3	1.044	2.589	.059
Within Groups	30.652	76	.403		
Total	33.784	79			

The (p) significance value for satisfaction with education was found to be .059 which is more than .05. Hence education does not have any significant impact on satisfaction.

Satisfaction with Income

satisfaction	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.692	5	.338	.780	.567
Within Groups	32.092	74	.434		
Total	33.784	79			

The (p) significance value for satisfaction with income was found to be .567 which is more than 0.05. Hence income does not have any significant impact on satisfaction. Assuming equal variances, the p value in all the dimensions under study comes out to be more than 0.05. Thereby, indicating that the gender has no impact on customer's purchasing behavior towards green products.

VI. CONCLUSION

The paper was mainly focused to study the purchasing approach of consumers towards green products. It is evident that the purchase behavior and customer satisfaction towards green products is not influenced by age, gender, income or educational qualifications of the consumers. Purchasing behavior of consumers depends on their level of satisfaction towards the products. The concern for environment has been found to be more among the young consumers. Consumers regard the features of the green products to be most important while purchasing them. They are even willing to pay more for the green products to protect their environment. Consumers are motivated to buy green products not only because of their concern for the environment but also because they believe these can be healthier option for them. Thus organizations need to focus more on improving the quality of green products and also need to provide high quality green products at genuine prices.

VII. LIMITATIONS OF STUDY

The sample size of the study was restricted to Srinagar city and to a limited number of consumers. The data for the present study were collected through questionnaire. As a result generalization of the finding is not applicable to any similar situation.

VIII. FUTURE STUDY

A lot of efforts need to be done in order to improve awareness and availability of the green products among Indian consumers. Studies can be done to figure out various other factors that can influence that environmental consciousness and purchasing decisions of consumers.

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