Consumer Behavior towards purchase of Diversified Jute products

[1]E.Sheela Angel, [2]Dr.P.Uma

[1]Research Scholar, [2]Founder, Unique Research consultancy Service, Madurai

[1]Department of Business Administration, Madurai Kamaraj University, Madurai

Abstract:The Society today confront the biggest challenges to protect & preserve the earth's resources and also the environment. It has become more concerned with the natural environment and is realizing their consumption on purchasing behavior will have direct impact on the environment. The consequences of the 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. We all live in a society where change is the thing that doesn't change. The changes are in different forms and in different manner. These changes are healthy to mankind in particular and society at a large. Jute fibers find use in sophisticated fields like decorative and furnishing materials such as lamp shades, wall covers, curtains, upholsteries, etc. Today it is the least expensive fiber of mass consumption, at only a fraction of the cost of glass fibers; in terms of volume, jute is now the second most important fiber in the world, next to cotton. The paper investigated the behaviour of the respondents towards diversified Jute products through Attitudes towards Diversified Jute Product, Perceived Consumer Effectiveness, Attitude towards the Environment, Social Influence, Self-identity in, Environmental protection. It also focuses on consumer behaviour towards purchase of Diversified Jute Products in Madurai. Factor analysis has been applied to analyze the consumer behaviour towards the purchase of Diversified Jute products. Correlation analysis has been used to find the significant relationship among factors influencing the buying behaviour towards Diversified Jute products. Multiple regression analysis used to find the factors influencing the purchase behaviour indicates that the product and feature highly influences the purchase behaviour and hence, it was suggested that a sustained improvement in product features would lead to increase in usage of Diversified Jute products. Positioning of Diversified Jute products in the minds of consumers would influence consumer beliefs about the benefits they derive on usage. It was concluded that the Eco-friendly environment, quality, affordability value for money would lead to purchase of Diversified Jute Products.

INTRODUCTION

Green marketing and Eco-friendly products has become mainstream issue in current scenario. Towards Environmental concern consumer preference has highly increased to buy Greener products. Consumer's consumption has been changed due to rapid economic growth which has resulted in environmental degradation through over consumption and utilization of natural resources. Why one should start using eco-friendly products is because of the devastating effect of non-biodegradable plastics harmful gases, which not only pollutes the environment but also causes respiratory problems in human beings. There are lots and lots of harmful effects associated with the usage of chemicals, non-degradable items, which is why, it is high time that we should start using eco-friendly products as soon as possible. Also, there is a possibility of change our lifestyle restricting the usage of coolers only during utmost need, replacing plastic covers with jute and paper bags etc., Even in Feminine products like earrings, handbags, clutches, cosmetic which are available with natural items which an easily replace the artificial plastics ones. Now days there is a set of new trends in the market and make one feel proud of wearing eco-friendly dresses and accessories by helping in preventing damage to our surroundings. The present study focuses on consumer behaviour towards Purchase of Diversified Jute Products in Madurai.

SCOPE OF THE STUDY

Green label products were chosen as the study in the consumer behavior towards awareness on global warming. For the purpose of this study, green label products covers environmentally friendly products i.e. jute and diversified jute products which contains green labels. The study belongs to the area of Marketing. The main objective of the present study is to measure the level of factors influencing consumer behavior in purchase of Diversified Jute products in Tamil Nadu. The study is very useful to the marketers to find the buying behavior pattern of the customers towards Jute products.

REVIEW OF LITERATURE

The increasing environmental problems had created vast sense awareness among the consumers to go green. The situations had made a change in the attitude of the consumers. People awareness to shift their mode of selection to green products to keep the environment clean (Jacob cherian, Jolly Jacob, 2012). The Importance of environmental aspect is to stop Global warming. Perceived consumer awareness of the consumers to estimate an important factor to identify the purchase behaviour of the consumers because the consumer remains the one who choose the products that which to buy or not (Yakup Durmaz and Aydin

Ozdemir, 2016). The customers who had high level of environmental concern and less skeptical reflect a positive attitude. It was understood that the high subjective positive norm and the perceived behavioral control motivated them to become e-purchasers (Tahir Albayrak, Afak Aksoy and Meltem caber, 2013). The increasing trouble in using of UN eco-friendly nature of utilizing products, it had indicated the present condition of environmental depletion and the growing of eco-friendly conscious among the consumers. the use of plastic bags and the problem arises out of its massive usage (Collins Marfo Agyeman and Devaraj Badugu , 2017). the firms has to boost the pricing and promotional strategies in regard to the personal norms to capitalize the opportunities of the green market. Willingness to pay remind a strong predictor of green purchasing behavior; induced by personal norms and due to the impact attitude got significant (Anderia K.Moser , 2015).

OBJECTIVES OF THE STUDY
To analyze the factors influencing Consumer behaviour towards purchase of Diversified Jute Products.

RESEARCH METHODOLOGY
The survey has been undertaken to analyze the consumer behaviour towards purchase of Diversified Jute Product.   The study is based on both primary and secondary data. The data collected are classified and analyzed keeping in view the objectives of the study. For the purpose of analysis the statistical tools such as Percentage, Correlation and Multiple Regression have been used.

DATA ANALYSIS AND INTERPRETATION
DEMOGRAPHIC PROFILE OF THE RESPONDENTS
The demographic profile of the respondents was obtained by using five parameters namely gender, age, monthly income, educational qualification and occupational status. The same is presented in the Table 1

Table 1 Demographic Profile of the Respondents

Descriptive Statistics	Particulars	No. of Respondents	Percentage
Gender	Male	180	72.0
	Female	70	28.0
	Total	**250**	**100**
Age	Below 20	23	8.2
	21 – 40 years	182	72.8
	41 – 60 years	39	15.6
	Above 60 years	6	2.4
	Total	**250**	**100**
Monthly income	Below Rs.5000	30	12.0
	5000 – 10000	131	52.4
	10000 – 15000	46	18.4
	Above 15000	43	17.2
	Total	**250**	**100**
Educational qualification	School Level	81	32.4
	Under Graduate	128	51.2
	Post Graduate	29	11.6
	Professional	12	4.8
	Total	**250**	**100**
Occupational status	Government	118	47.2
	Private Employees	4	1.6
	Professional	54	21.6
	Others	74	29.6
	Total	**250**	**100**

From the above Table 1 male respondents are (72.0%) constituted majority in the sample data when compared to female respondents (28.0%). Most of the respondents belonged to the age group from 21- 40 years of age (72.8%) the number of respondents above 60 years of age was the least of (2.4%). It was also noted that majority of the respondents had a monthly income of Rs.5000 – 10000 (52.4%), Majority of the respondents was graduates (51.2%) and majority of the respondents are government (47.2%).

CONSUMER BEHAVIOUR TOWARDS THE PURCHASE OF DIVERSIFIED JUTE PRODUCTS

The adoption of Diversified jute production is highly determined by market demand. Therefore, it is reflected in consumer behaviour and attitudes towards Diversified Jute products. Factor analysis has been applied to analyze the Consumer behaviour towards the purchase of Diversified Jute products. Before applying factor analysis, Table 2 exhibits the test of goodness of fit for factor analysis.

Table 2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.753
Bartlett's Test of Sphericity	Approx. Chi-Square	2184.789
	D. f.	300
	Sig.	.000

Source: Primary Data

KMO test and Bartlett's Sphericity test has been applied to check whether the data is fit for factor analysis or not. Kaiser Meyer Oklin (KMO) Test and Bartlett's test of Sphericity is carried out to ensure the adequacy of the data. The value of KMO statistic test is 0.753 which is above 0.5 which is taken as minimum level of acceptance. The value of chi square for Bartlett test of Sphericity was also significant. These test confirmed that the data are adequate for factor analysis.

Before grouping the variables into factors, variances are calculated. Table 3 exhibits the factor loadings for the Consumer behaviour towards the purchase of Diversified Jute products

Table 3 Factor Loading - Consumer behaviour towards Diversified Jute products

Variables	Component				
	1	2	3	4	5
Attitudes towards Diversified Jute Product					
I like the idea of purchasing Diversified Jute product	**.694**	.093	.119	.045	.186
Purchasing Diversified Jute product is a good idea	**.613**	.196	-.105	.128	-.144
Jute is an environment friendly fibre	**.604**	.096	-.092	-.167	.225
I have a/an attitude towards purchasing a Diversified version of a product	**.576**	.090	.283	.391	-.118
Perceived Consumer Effectiveness					
Each person's behavior can have a positive effect on society by signing a petition in support of promoting the Environment	.090	**.739**	.138	.106	.151
I can protect the environment by buying products that are friendly to the Environment	-.151	**.704**	-.015	.333	0.01
There is not much that I can do about the Environment	.348	**.687**	-.080	.043	.101
I feel capable of helping solve the environment problems	.278	**.653**	.302	-.092	-.102
Supporting environmental protection makes me more socially acceptable	.250	**.612**	.294	0.01	.028
Attitude towards the Environment					
It is essential to promote Green living in my country	.161	.067	**.684**	.133	.325
More environmental protection works are needed in my country	.044	.153	**.638**	.112	.159
It is very important to raise environmental awareness among the people in my country	.115	.264	**.521**	-.165	.104
I fully support the environmental activities of the Government	.123	-.042	**.496**	.297	.087
I make every effort to reduce the use of plastic	-.286	.291	**.486**	.341	.095
I am not willing to buy products from a company that does not care for the Environment	.250	.294	**.612**	0.01	.028
Social Influence					
People who influence my behavior would encourage me to buy Diversified Jute Products	.097	-.040	.082	**.668**	.128
My family thinks that I should purchase Diversified Jute Products	-.145	.212	.057	**.650**	.373
I have read/seen news reports which say that purchasing Green products contributes to a good environment	.283	.110	0.01	**.573**	-.087

The popular press adopts a positive view towards using Diversified Jute Product	-.226	.153 .153	.427 .427	**.569 .569** **.569**	059 .05 .05
Mass media reports have influenced me to try Diversified Jute Product	.260	.035	.022	**.365**	.029
Self-identity in Environmental protection					
Supporting Environmental protection makes me feel that I'am an Environmentally-responsible person	.059	-.105	.131	.307	**.680**
I feel proud of being a Green person	.115	.023	.406	.102	**.664**
Supporting environmental protection makes me feel meaningful	.079	.168	.348	-.180	**.657**

The above Table 4 shows the result of factor analysis for the given Five factors and its twenty seven statements (factors) relating to the consumer behavior towards purchase of Diversified Jute products. It is clear that all the twenty seven statements had been extracted into five factors and each statement is now identified with the corresponding variables namely Attitudes towards Diversified Jute Product, Perceived Consumer Effectiveness, Attitude towards the Environment, Social Influence, Self-identity in, Environmental protection, Purchase Intention.

Table 4 Variables with the Highest Factor Loading

Factor	New identified name	Selected Statement	Factor loading
F1	Attitudes towards Diversified Jute Product	I like the idea of purchasing Diversified Jute product	**.694**
F2	Perceived Consumer Effectiveness	Each person's behavior can have a positive effect on society by signing a petition in support of promoting the Environment	**.739**
F3	Attitude towards the Environment	It is essential to promote Green living in my country	**.684**
F4	Social Influence	People who influence my behavior would encourage me to buy Diversified Jute Products	**.668**
F5	Self-identity in Environmental protection	Supporting Environmental protection makes me feel that I'am an Environmentally-responsible person	**.680**

The factor analysis reveals that above five factors influence the consumer behavior towards Diversified jute products. The five factors are identified from variables loading on specific factors. The reliability scores of these factors are found to lie within acceptable limits.

Impact of Factors on the Buying Behaviour towards Diversified Jute Products

The impact of factors that are identified on the buying behaviour of the consumers is measured using multiple regression. The reliability of the items under each factor is measured using cronbach's alpha. The results are exhibited in the Table 5.

Table 5 Factors influencing the Purchase of Diversified Jute Products

S.No.	Attributes	No. of Items	Cronbach's Alpha
1	Attitudes towards Diversified Jute Product	4	0.852
2	Perceived Consumer Effectiveness	5	0.831
3	Attitude towards the	6	0.879

	Environment		
4	Social Influence	5	0.818
5	Self-identity in Environmental protection	3	0.893

Table 5 upshots that the scale determines the factors influencing purchasing of organic food are more reliable since the Cronbach's Alpha values are more than 0.8. Self identity in environmental protection is reduced to 3, since the variable about the respondents opinion about their natural ingredients has less correlation value it is removed. Attitude towards the environment consists of 6 variables and a variable related to their opinion towards Social Influence has less correlated and hence removed.

CORRELATION ANALYSIS AMONG FACTORS INFLUENCING THE BUYING BEHAVIOUR TOWARDS ORGANIC FOOD

H0: There is no significant relationship among factors influencing the buying behaviour towards Diversified Jute Products.

Table 5 Significant relationship among Factors influencing the buying behaviour towards Diversified Jute Products - Result of Correlation Analysis

	Attitudes towards Diversified Jute Product	Perceived Consumer Effectiveness	Attitude towards the Environment	Social Influence	Self-identity in Environmental protection
Attitudes towards Diversified Jute Product	1				
Perceived Consumer Effectiveness	.339** .000	1			
Attitude towards the Environment	.376** .000	.355** .000	1		
Social Influence	.552** .000	.491** .000	.459** .000	1	
Self-identity in Environmental protection	.325** .000	.228** .000	.326** .000	.423** .000	1

**. Correlation is significant at 0.01 level (2-tailed).

It is understood from the above table 5 that there is a low degree of positive correlation between Attitude towards diversified Jute Product and Perceived Consumer effectiveness (0.339), Attitude towards the environment (0.376) and Self-identity in Environmental protection (0.325) at 1 per cent level of significance. But the relationship between Attitudes towards Diversified Jute Product and Social Influence is moderate (0.552). Thus, among the four variables Product feature has dominant correlation with Attitudes towards Diversified Jute Product.

There is a low degree of positive correlation between Perceived Consumer Effectiveness and Attitude towards the Environment (0.355) and Self-identity in Environmental protection (0.228) at 1 per cent level of significance. But the relationship with Social Influence is moderate (0.491). Thus, among the three variables, Product feature has a dominant correlation with Perceived Consumer effectiveness.

There is a moderate degree of positive correlation between Attitude towards the Environment and Social Influence (0.459), and a low degree of positive correlation between Attitude towards the Environment and Self-identity in Environmental protection (0.326). Among the two variables, Attitude towards the Environment has a dominant correlation with Social Influence.

There is a moderate degree of positive correlation between Social Influence and Self-identity in Environmental protection (0.423).

MULTIPLE REGRESSIONS FOR FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR TOWARDS DIVERSIFIED JUTE PRODUCTS

Regression analysis involves identifying the relationship between a dependent variable and one or more independent variables. Here, regression analysis is used to study the significant relationship between dependent variable, the buying behaviour of the respondents and independent variables such as Attitudes towards Diversified Jute Product (X_1), Perceived Consumer Effectiveness(X_2), Attitude towards the Environment(X_3), Social Influence(X_4), Self-identity in Environmental protection(X_5) by formulating the following null hypothesis.

H01: There is no significant relationship between dependent variable and each independent variable keeping about other independent variable being held constant.

Table 6 ANOVA and Model Summary

Multiple R			0.863		
R2			0.745		
Adjusted R2			0.740		
Standard Error			0.194		
Model	**Sum of Squares**	**D f**	**Mean Square**	**F**	**p Value**
Regression	51.483	9	5.720		
Residual	17.658	465	0.38	150.640	.000[b]
Total	69.140	474			

It is found from the above Table 6 the value of R (0.863) indicates a good level of prediction of the dependent variable. The value of R2 (0.745) points out that the independent variables in these analysis explain 74.5% of the variability of the dependent variable and adjusted R2 (0.740), which is close to R2 (0.745) confirms that the independent variables makes a contribution of 74% in explaining the dependent variable.

$F_{(9,465)}$ =150.640 and p<0.005 explains that independent variables statistically significantly predict the dependent variable. It reveals that the regression model is considered to be good fit of the data.

Table 7 Factors influencing the Buying Behaviour of the Respondents towards Diversified Jute Products - Multiple Regression

Model	Unstandardized Coefficients	Standardized Coefficients	Beta	t	Sig.
	B	**Std. Error**			
(Constant)	49.428	9.894		4.996	.000
Attitudes towards Diversified Jute Product	.667	.197	.105	3.389	.001
Perceived Consumer Effectiveness	.895	.184	.165	4.871	.000
Attitude towards the Environment	.663	.166	.122	4.005	.000
Social Influence	.975	.103	.305	9.500	.000
Self-identity in Environmental protection	.787	.190	.162	4.148	.000

The multiple regression equation is
Y=49.428 + 0.667 (X1) 0.895 (X2) + 0.663 (X3) + 0.975 (X4) + 0.787 (X5)

In Short,
→ Social Influence influences the Consumer purchase behaviour to the extent of 97.5 per cent.
→ Perceived Consumer Effectiveness influences the Consumer purchase behaviour to the extent of 89.5 per cent.
→ Self-identity in Environmental protection influences the Consumer purchase behaviour to the extent of 78.7 per cent.
→ Attitude towards the Environment influences the Consumer purchase behaviour to the extent of 66.7 per cent.
→ Attitudes towards Diversified Jute Product influences the Consumer purchase behaviour to the extent of 66.3 per cent

Based on Standardized co-efficient value, X4 (Product Feature factor) is the most important factor influencing the Consumer buying behaviour of the respondents towards Diversified Jute Products followed by X2 (Perceived Consumer Effectiveness factor), X5 (Self-identity in Environmental protection factor), X1 (Attitudes towards Diversified Jute Product factor), X3 (Attitude towards the Environment factor).

SUGGESTIONS
1. Since the Social Influence is highly influences the Consumer purchase behaviour, Social Influence would lead to increase in Usage of Diversified Jute products.
2. Durability in Diversified Jute products in the minds of consumers would influence consumer beliefs about the benefits they derive on buying.
3. The availability Diversified Jute products need wider awareness and advertisement.

CONCLUSION
Consumer behaviour is an indicator in analyzing the factors influencing the Consumer buying behaviour of the respondents towards Diversified Jute products. The variables Attitudes towards Diversified Jute Product, Perceived Consumer Effectiveness,

Attitude towards the Environment, Social Influence, Self-identity in Environmental protection to buy persuades a consumer to buy Jute products and have greater influence. Durability, Variety, Eco-friendly nature is some of the indirect intention for buying Diversified Jute products. The consumers believe that the Diversified Jute products is valuable for their lives and also for environment as there exists a high degree of correlation between Attitudes towards Diversified Jute Product and Social Influence. As Attitudes towards Diversified Jute Product is the least influencing factor among all, it is necessary to pay attention towards price of the goods which should be minimized. The researcher concluded that the Eco-friendly environment, quality, affordability value for money would lead to purchase of Diversified Jute Products.

REFERENCES

1. Andrea K. Moser, (2015),"Thinking green, buying green? Drivers of pro-environmental purchasing behavior", Journal of Consumer Marketing, Vol. 32 Iss 3 pp. 167 – 175 Permanent link to this document: http://dx.doi.org/10.1108/JCM-10-2014-1179

2. Collins Marfo Agyeman and Dr. Devaraj Badugu (2017) International Journal in Management and Social Science Vol.05 Issue-01, (January, 2017) ISSN: 2321-1784

3. Jacob Cherian & Jolly Jacob,(2012) "Green Marketing: A Study of Consumers' Attitude towards Environment Friendly Products ", Asian Social Science; Vol. 8, No. 12; 2012

4. Tahir Albayrak #afak Aksoy Meltem Caber, (2013),"The effect of environmental concern and scepticism on green purchase behaviour", Marketing Intelligence & Planning, Vol. 31 Iss 1 pp. 27 – 39 Permanent link to this document: http://dx.doi.org/10.1108/02634501311292902

5. Yakup Durmaz and Aydin Özdemir (2016), "A Study On The Relationship Between Perceived Consumer Effectiveness, Environmental Concern And Green Purchase Behavior Of Consumers At University", International Journal of Management and Information Technology council for Innovative Research, Volume 11 Number 5 October 2016