



# Eco- friendly Green Products: A study of Consumer buying behaviour in Karnataka

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This research tries to introduce green marketing of eco- friendly green products. Indian business is booming. Customers are shifting their choices of products, favouring eco-friendly products as environmental awareness and consciousness . Because there are abundant natural resources hence the manufacturers must maximise their use. Promoting green products and technology is essential for resource conservation and environmental protection. Due to this, firms are mainly promoting green products and services. Consumers still do not accept green marketing due to less information about eco-friendly products and eco-friendly services, ineffective form of advertising, and inconsistent government norms and regulations. So, independent sample t test and analysis of variance was performed in this research . The current work attempts to uncover customer perspectives towards eco-friendly green products. A stratified sample of 1070 millennials was taken from Karnataka who belonged to the age group between 26 - 38 year as on Jan 2020 was used.

## Introduction

The public's support for environmental preservation has ebbed and flowed. Regardless these concerns, the green movement is undoubtedly one of the most significant social movements in recent history. Many national polls show that public environmental concern has remained strong (Roper, 1992). People are more prepared to forego economic progress for environmental preservation than a decade ago (Gallup & Newport, 1990). Green marketing is now widely accepted as a legitimate competitive approach (Shrum, McCarty, and Lowrey, 1995). According to the American Marketing Association, green marketing is eco-friendly marketing that incorporates changes in manufacturing, packaging, product and promotion. Green products sales is practise of using resource which are friendly to the environment and they have easy methods across the value chain (Johri, & Sahasakmontri, 1998). Many advertisers target the green demography. Products with an environmental appeal include recycled paper and plastic goods. Eco-friendly product features Green products are those which are made using green technologies that do not harm the environment. Promoting green

technologies and green goods is critical for resource conservation and development towards sustainability.

Some green traits are listed below:

1. Products that are grown naturally without chemical usages, recyclable, reusable, and biodegradable. Recycled materials, non-toxic chemicals and non-polluting products.
2. Products which are not tested on animals, eco-friendly packaging, refillable containers etc. (Gurusamy, 2008 ) in his literature review paper mentioned that all throughout the world people are becoming increasingly concerned about the rapidly changing environment. Various research on green marketing and products have been undertaken. The studies in question are as follows:

### Research Methodology

The study had two main objectives which are as stated below

1. To learn more about how consumers feel about eco-friendly green products.
2. To make recommendations on appropriate green marketing activities for industry and consumers.

Design of Sampling : We had developed formal questionnaire using google form it was validated and pilot test was also conducted.

Methods of Information gathering predominantly, the present study is based on data collected from 1070 respondents who lived in different cities of karnataka. The study was conducted between February 2021 to January 2022, and the results are as follows ; According to the demographic features of the respondents, the majority of respondents were between the ages of 26 and 30 years, with 52 percent of them being female and the majority of them having completed their post-graduation .

### Instruments for Research

In order to do this, Likert's scale with seven points range from strongly disagree to strongly agree has been utilised.

### Scenario 1: Global Scenario

Nowadays, green marketing is becoming an increasingly popular topic of discussion. In order to safeguard customers and society, all marketing-related actions of multinational organisations are overseen by authorities and governments from across the world. These organisations are aimed to safeguard customers and the environment in a variety of ways; as a result of environmental protection, a slew of new regulations have emerged, including the following: The Australian Code of Commercial Practices

The Trade Practices Commission's (TPC) "Environmental Claims in Marketing- A Guideline (TPC1992)," and the United States Federal Trade Commission's (FTC) "Guides For The Use of Environmental Claims in Marketing (Guides For The Use of Environmental Claims)" The National Association of Attorneys General

(NAAG 1990), the World Trade Organization, and other organisations are examples. Marketers are embracing a fresh and dynamic notion.

### Limitation

When it comes to primary data, the bias of the respondents may have an impact on the outcome of the study. The findings of this study may not be consistent across various cities and locations. It was only in Karnataka state that the survey was performed. It is possible that it does not infer the general public's opinion. Constraints on time and money was also there .

### Data Analysis

The current study aims to investigate the influence of social media advertising towards buying behaviour of individuals with respect to Green products in karnataka. The antecedents for buying behaviour of green products considered in the current study are social influence, awareness of green products, perception towards social media advertising, attitude towards advertisement of green products on social media and buying intentions. The study tries to build the relationship between the independent variables considered for the study i.e., awareness of green products, social influence and perception towards social media advertising about green products. These variables have an influence on the attitude of the individual towards advertisement which further influences buying intention and finally the buying behaviour. Environmental consciousness is moderating variable which influences the relationship between attitude towards attachments of green products and the buying intentions. The mediating role of buying intention between attitude towards advertisement of green products and purchase behaviour of the green products is also examined in the current study.

**Table No 1 : Representing Various constructs in the study**

Construct	Variable
Awareness towards green products (AG)	Independent variable
Social influence (SI)	Independent variable
Perception towards Social media advertising (PSMA)	Independent variable
Environmental consciousness (EC)	Moderating variable
Attitude towards advertisement (AA)	Mediating variable
Buying behavior (BB)	Dependent variable

### Independent sample t test between gender and various constructs under study

1.  $H_0$ : There is no significant difference between gender and various constructs under the study

Table No 2 : Representing Various constructs gender based analysis

Constructs	Group	Mean	Median	SD
PSMA	Female	70.9	76	18.85
	Male	69	73	19.22
EC	Female	82.2	89	19.99
	Male	80.7	86	20.24
SI	Female	25.7	28	7.04
	Male	24.9	26	7.17
AG	Female	27.3	29	6.76
	Male	27	29	6.59
BB	Female	26	28	6.89
	Male	25.5	27	6.98
AA	Female	27.1	29	7.22
	Male	26.7	29	7.25

Table 3: t test results between gender and various constructs

Constructs	Statistic	df	p
PSMA	1.591	1068	0.112 <sup>NS</sup>
EC	1.256	1068	0.209 <sup>NS</sup>
SI	1.763	1068	0.078 <sup>NS</sup>
AG	0.9	1068	0.369 <sup>NS</sup>
BB	1.098	1068	0.273 <sup>NS</sup>
AA	0.912	1068	0.362 <sup>NS</sup>

\*  $p < .05$ , \*\*\*  $p < .01$ , Significant, NS- Not significant

Independent sample t test was conducted to find out the significant difference between the gender and various constructs under the study. From the above t values and p values we can make necessary interpretations. The t value for the various constructs like Perception towards social media advertisement, environmental consciousness, awareness towards green products, social influence, attitude towards advertisement, buying intention, purchase Behaviour was found to be below 1.96 and p value above 0.05. According to t test, the t

value has to be above  $\pm 1.96$  or  $p$  value  $< 0.05$  at 5 % level of significance to prove there is significant difference. It was hence found that the null hypothesis was accepted, it can be mentioned that, there is no significant difference between the gender and various constructs under study.

### Independent sample t test between marital status and various constructs under study

2.  $H_0$ : There is no significant difference between marital status and various constructs under the study

**Table No 4 : Representing Various constructs marital based analysis**

	Group	Mean	Median	SD
<b>AG</b>	<b>Married</b>	27.3	29	6.66
	<b>Unmarried</b>	27.1	29	6.68
<b>SI</b>	<b>Married</b>	25.5	28	7.25
	<b>Unmarried</b>	25.1	27	7.05
<b>PSMA</b>	<b>Married</b>	70.0	75	19.76
	<b>Unmarried</b>	69.8	75	18.68
<b>EC</b>	<b>Married</b>	83.3	89	20.46
	<b>Unmarried</b>	80.3	86	19.88
<b>AA</b>	<b>Married</b>	26.9	29	7.70
	<b>Unmarried</b>	26.9	29	6.97
<b>BB</b>	<b>Married</b>	26.2	28	6.95
	<b>Unmarried</b>	25.5	27	6.92

**Table No 5 : t test results between marital status and various constructs**

	Statistic	df	p
<b>AG</b>	0.5389	1068	0.59 <sup>NS</sup>
<b>SI</b>	0.7562	1068	0.45 <sup>NS</sup>
<b>PSMA</b>	0.1602	1068	0.873 <sup>NS</sup>
<b>EC</b>	2.396	1068	0.017*
<b>AA</b>	0.0117	1068	0.991 <sup>NS</sup>
<b>BB</b>	1.5956	1068	0.111 <sup>NS</sup>

\*  $p < .05$ , \*\*\*  $p < .01$ , Significant, NS- Not significant

In this analysis we used t test of independent sample to determine the significant difference between the marital status and various constructs under the study. From the above t values and p values we can make necessary

interpretations. The t value for the various constructs like Perception towards social media advertisement, awareness towards green products, social influence, attitude towards advertisement, buying intention, purchase Behaviour was found to be below 1.96 and p value above 0.05. Only environmental consciousness had t value 2.39 and p value 0.017. According to t test, the t value has to be above  $\pm 1.96$  or p value  $< 0.05$  at 5 % level of significance to prove there is significant difference. It was hence found that the null hypothesis was accepted and alternative rejected i.e., it can be concluded that, there is no significant difference between the marital status and various constructs under study except for environmental consciousness which showed significant difference.

## Findings

1. The data was analysed using t test of independent sample to find the significant difference between the gender and various constructs under the study. It was hence found that the null hypothesis was accepted which means there is no significant difference between the gender and various constructs under study. We also conducted t test to determine the significant difference between the marital status and various constructs under the study. It was hence found that the null hypothesis was accepted hence we can concluded that, there is no significant difference between the marital status and various constructs under study except for environmental consciousness which showed significant difference.

**Conclusion :** Based on the results of findings , it can be concluded that the research has been conducted on consumer buying behaviour of eco- friendly green products in Karnataka. The Indian sector is expanding at a rapid pace, and buyers' attitudes toward eco- friendly green products are shifting. As a result of their desire to safeguard the environment, people favour environmentally friendly green products and services above other options.

After doing the research, we have concluded that there is a lack of uniformity for certifying a product as green product unless certain authorities become involved in the process of granting the certification. For such labelling and licencing to be effective, a good quality control board must be established. Because it is a novel concept, there is a widespread lack of understanding about it. People must be taught about the issue and made aware of the environmental dangers that it poses.

The general public should be made aware about the green products via digital and social media , which will require a significant amount of effort. The environment must be viewed as an investment opportunity by investors and the start up company's, and marketers must consider the future benefits of the green products. Because it is a novel concept, it will require some time to gain acceptance. Focusing on customer advantages is the first guideline of green marketing since they serve as the key reason why customers would prefer to purchase certain items in the first place. As a result, businesses should encourage consumers to shift from non-green products or even pay a premium price for environmentally friendly products and services.