Consumers Behaviour Towards Green Products

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Abstract:

With the rise in global consumption, there has been a quickening of economic growth. The environment has gotten worse as a result of this excessive consumption.

The effects of this environmental deterioration include pollution, global warming, and other issues that have raised public concern and sparked the green movement for environmental preservation. Understanding the factors influencing customer purchasing behaviour for green products was the aim of this article. The study found that demographic characteristics had little impact on consumers' decisions to buy environmentally friendly goods. The likelihood that a buyer will make a purchase is influenced by how satisfied they are with the product. The characteristics of green products have the most impact on consumer behaviour and satisfaction.

Keyword: Green Product, Buying Behaviour and Environment

1.0   Introduction

Technology advancements have led to a rise in industrial activity, which has had a negative impact on the environment. The environment has been overused, which has contributed to climate change, global warming, pollution, ozone layer depletion, and other problems. Going green is a notion that was born as a result of environmental concerns prompted by these problems. Businesses have chosen environmentally friendly practises in response to government rules that have been implemented to protect the environment from further deterioration. One of the first actions made in response to this environmental concern was the introduction of goods that were meant to be both environmentally benign and useful to customers (D'Souza et al., 2006). These items are referred to as "Green Products" since they are less hazardous, biodegradable, recyclable, efficient in terms of energy use, and renewable. Green marketing initiatives have been a significant technique used by many organisations due to the adverse impacts on the environment, which has changed how consumers view buying green products (Cohen, 1973). The decision of whether or not to purchase an environmentally friendly product falls under the category of green behaviour.

Consumers are becoming ever more concerned about safety. There are many different ecologically friendly goods on the market nowadays. Consumer purchasing behaviour is influenced by their attitudes and level of awareness regarding environmental issues. Choosing a green product provides several long-term environmental benefits in addition to the consumer's personal advantages. The consumer's potential behaviour towards these items influences the choice to acquire them.

Due to what has been dubbed the "value-action gap" (Blake, 1999), it is likely that many environmentally concerned buyers do not regularly make these eco-friendly purchases. The value action gap is the discrepancy between a consumer's environmental awareness and the behaviour he exhibits while interacting with such items. According to research done in Canada in 2004 (Kennedy, Beckley, McFarlane, & Nadeau, 2009), there is a gap between the acceptability and implementation of green products.

Green marketing is the practise of promoting goods and/or services based on their favourable effects on the environment. Many businesses use raising customer awareness of environmental concerns to market their products, which causes consumers to switch from conventional to green products (Golkanda, 2013). This helps the businesses sell their goods more effectively and raise customer awareness.

More people now live a green lifestyle in wealthy nations than in developing ones. To protect the environment and make long-term profits, several businesses have started using green marketing and development tactics. Many environmentally friendly items are available on the market today, including CFL lamps, electric household appliances, jute bags, rechargeable batteries, and solar chargers.

2.0 Literature Review

Today, green marketing is regarded as one of the business trends with the fastest rate of growth. It entails actions done by organisations to address environmental issues by offering eco-friendly services and goods that do not harm the environment in any manner.

Nowadays, green products are preferred by both customers and marketers.

2.1 Environmental Awareness

The way people behave towards the environment depends on their level of environmental awareness. Consumer purchasing behaviour is positively impacted by awareness and attitude (Roberts, 1996). The more knowledgeable a person is about environmental issues, the more likely they are to act responsibly towards such issues. Positive attitudes are produced as a result of greater environmental awareness (Arcury, 1990). According to Laroche et al. (2001), attitudes and behaviours towards the environment are connected with environmental knowledge. People can become more environmentally conscious by having proper understanding of environmental issues (Schahn& Holzer, 1990). More environmentally conscious consumers make more eco-friendly decisions (Birgelen et al. 2009). Positive environmental behaviour may not always imply an individual's interaction with or participation in the environment. The level of personal engagement is crucial, because it affects how strongly a person is motivated to digest information (Petty & Cacioppo, 1990). These results suggest that customers who are knowledgeable and conscious of environmental problems are more inclined to make green purchases.

2.2 Purchase Behaviour

Individuals' actual future behaviours may be predicted by their behavioural intentions (Azjen& Fishbein, 1980). Over time, intentions are subject to modification. The accuracy of projected behaviour from intentions decreases with increasing time elapsed (Azjen& Fishbein, 1980). A person's intentions might change as a result of a variety of situations and outcomes (Azjen& Fishbein, 1980). In 1993, Alwitt, L.F., and Berger, I.E. investigated the structure of attitude strength and its connection to intention to buy. It was shown that while a consumer's overall attitude towards the surroundings does

influence his purchasing behaviour, his attitude towards the product influences his intents to make a buy.

2.3 Willingness to pay

Many consumers are concerned about environmental safety and some are concerned about their health and also about cost. Cost is a crucial factor when the willingness to pay a premium for green products is concerned and there is a lesser brand awareness of eco-friendly (Shukla et al, 1998). Thus, the intentions of a consumer to purchase green products can be dependent on certain factors like price of the product and availability of the product. If the customer becomes aware that the product's green advertising has been deceptive, ambiguous, or has made false promises about being green, their intentions to buy green items may also alter.

Additionally, it has been shown that customers who care about environmental issues are also prepared to pay more to be environmentally responsible. However, businesses must improve the functionality of their goods and make them more environmentally friendly, even if this means raising prices. (Syeda Shazia Bukhari, 2011) The cost of their goods. Thus, the effectiveness and quality of a green product may also be taken into account as a factor that influences customers' inclinations to buy a certain green product.

2.4 Customer Satisfaction

The main factors influencing a customer's satisfaction with a product are its performance and quality. In addition to forming customer loyalty and influencing future purchase decisions, client happiness with a product also helps the brand get favourable word-of-mouth publicity. Typically, consumer satisfaction is seen as a way to foretell future purchases (Oliver, 1999). A happy customer is likely to make the same purchase again in the future (Zeithaml et al., 1996). According to Reynolds and Arnold (2000), a happy customer is more likely to suggest the favoured product to others.

3.0 Objectives of Study

1. To research the respondents' purchasing patterns for green products.

2. To assess customer purchasing intentions and their degree of knowledge regarding environmentally friendly items.

 3. To research the elements that affect customers' desire to buy green products and their degree of satisfaction with such items.

4.0 Research Methodology

The area of study is confined to various cities of India. The data collected for the study through a structured questionnaire. 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 109 respondents.

5.0 Data Analysis and Results

5.1 Descriptive Statistics

We have applied independent T Test generated by IBM-SPSS to analyse the data. Using gender as grouping variable.

The Age, Gender, Qualification and Income classification, giving an overview of the research sample is presented as follows:
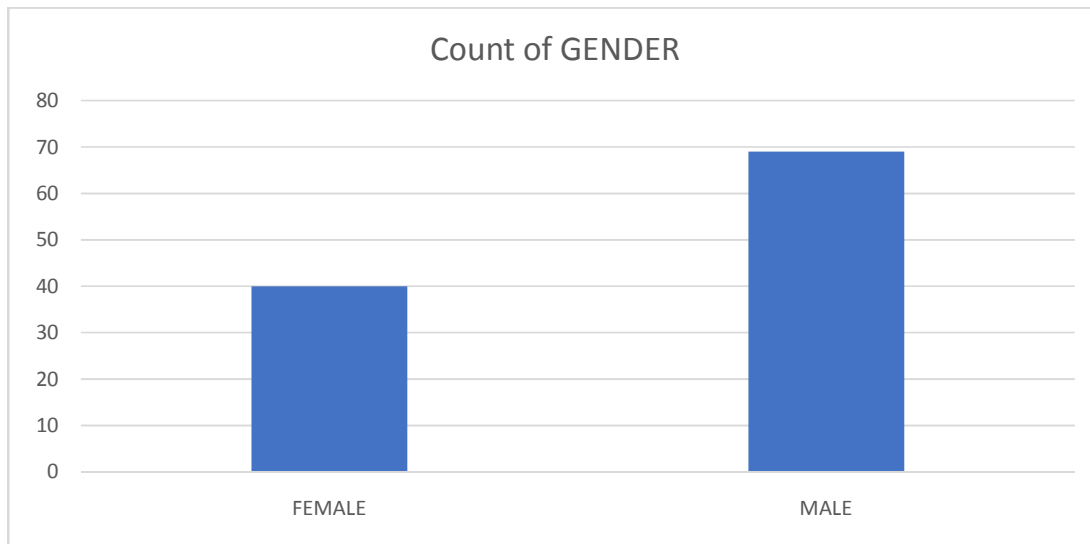
Out of 109 respondents, 69 are male respondents (63.33%) and 40 are female respondents (36.67%).
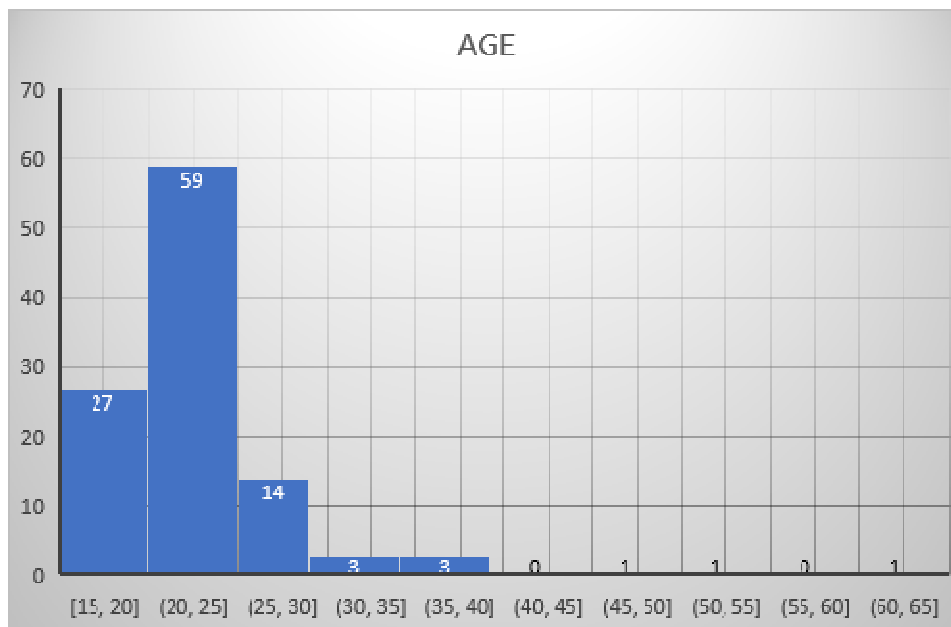
Out of 109 respondent, 27 respondents are of age group 15-20 which is (24.77%)

59 respondents are of age group 20-25 which is (54.13%)

14 respondents are of age group 25-30 which is (12.84%)

3 respondents are of age group 30-35 which is (2.75%)

3 respondents are of age group 35-40 which is (2.75%)

1 respondent are of age group 45-50 which is (0.92%)

1 respondent are of age group 50-55 which is (0.92%)

1 respondent are of age group 60-65 which is (0.92%)

WORK EXPERIENCE

Category	Value
7 - 10 YEARS	1
5 - 7 YEARS	6
15 YEARS OR ABOVE	2
10 - 15 YEARS	5
0 - 5 YEARS	95
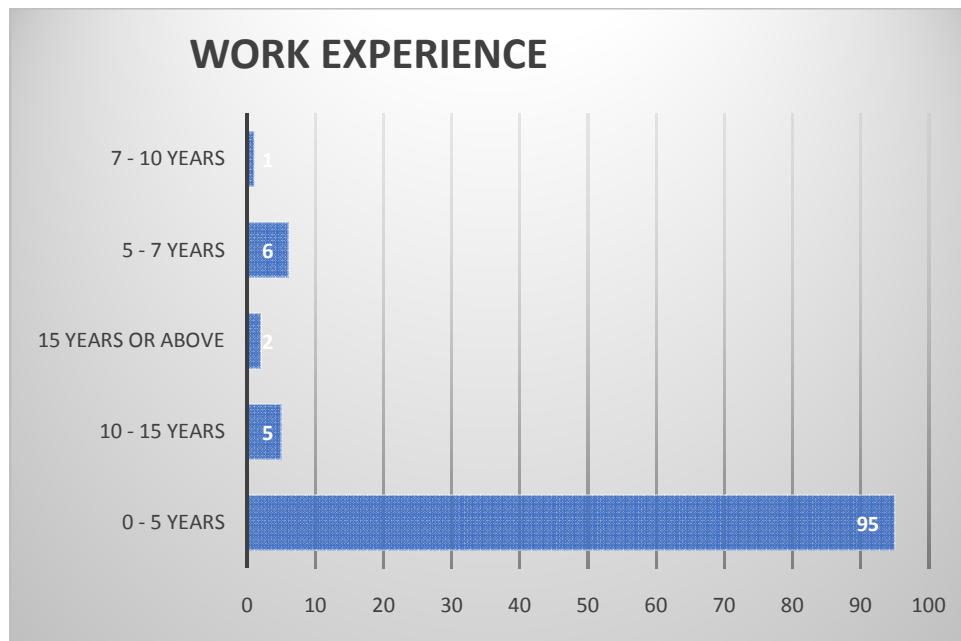
Work Experience distribution revels that out of sample of 109 respondents,95 are having between 0-5 years,6 are having between 5-7 years, only 1 is having between 7-10 year, 5 are having between10-15 year and 2 are havingabove 15 year experience.
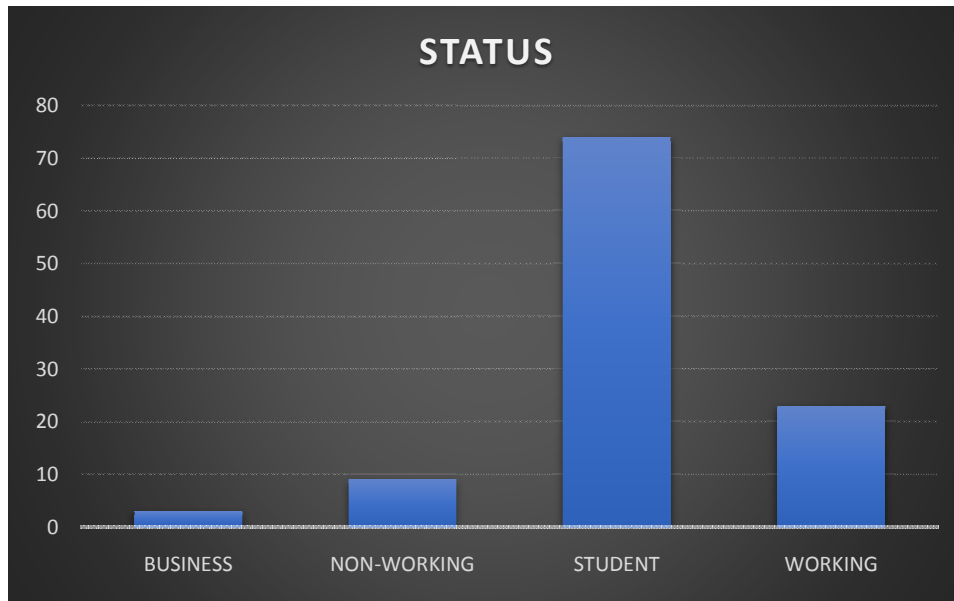
Working Status distribution revels that out of sample of 109 respondents, 3 are having business ,9 are Non-Working, 74are Students,23 are Working.
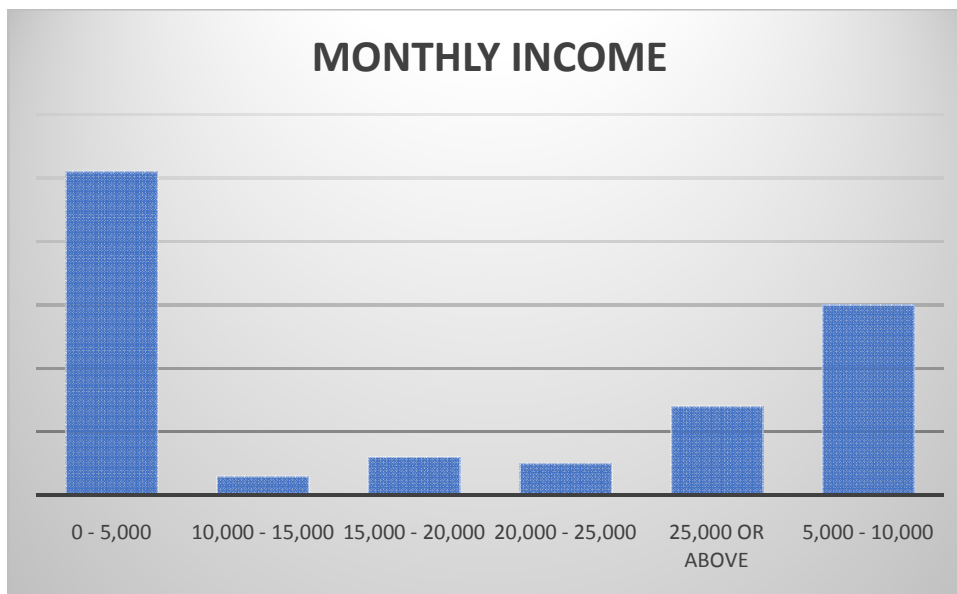
The monthly income distribution reveals that out of sample of 109 respondents,51 respondents were having income up to 5000,30 respondent between 5000-10000, 3 respondents were having income between 10,000-15,000,6 between 15,000-20,000,5 respondents between 20,000-25,000 and 14 respondents were having income of above 25,000.

VAR00001= Do you know about green products ?

Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean

| VAR00001 | 1 | | 69 | 3.74 | .741 | .089 |
| | 2 | | 40 | 3.60 | .955 | .151 |

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00001	Equal variances assumed	2.794	.098	.848	107	.398	.139	.164	-.186	.464
	Equal variances not assumed			.793	66.294	.431	.139	.175	-.211	.489

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions. There was a significant difference in the scores for male (M=3.74, SD=0.741) and Female (M = 3.60,SD=0.955) condition; t(107)=0.848,p=0.398.

VAR00002 = Number of brands of green products do you know?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00002	1	69	2.71	1.261	.152
	2	40	2.68	1.163	.184

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00002	Equal variances assumed	1.628	.205	.144	107	.886	.035	.244	-.448	.518
	Equal variances not assumed			.147	87.084	.883	.035	.239	-.439	.509

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions. There was a significant difference in the scores for male (M=2.71, SD=1.261) and Female (M = 2.68 ,SD=1.163) condition; t(107)=0.144,p=0.886.

VAR00003 =Do you know about the benefits and advantages of green products?
Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00003	1	69	2.74	.585	.070
	2	40	2.70	.608	.096

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00003	Equal variances assumed	.280	.597	.332	107	.741	.039	.118	-.195	.273
	Equal variances not assumed			.328	79.123	.743	.039	.119	-.198	.276

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions. There was a significant difference in the scores for male (M=2.74 , SD=.585) and Female (M = 2.70 ,SD=.608) condition; t(107)=0.332,p=0.741.

VAR00004 = Do you use poly bags when going for shopping?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00004	1	69	2.64	1.084	.131
	2	40	2.53	.933	.148

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00004	Equal variances assumed	1.201	.276	.550	107	.584	.113	.205	-.294	.519
	Equal variances not assumed			.572	91.701	.569	.113	.197	-.279	.504

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions .There was a significant difference in the scores for male (M=2.64 , SD=1.084) and Female (M = 2.53 ,SD=0.933) condition; t(107)=0.550,p=0.584

VAR00005 = Do you prefer green products when purchasing a product?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00005	1	69	2.58	.628	.076
	2	40	2.63	.586	.093

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00005	Equal variances assumed	.518	.473	-.372	107	.711	-.045	.122	-.287	.196
	Equal variances not assumed			-.379	86.319	.706	-.045	.120	-.283	.192

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions. There was a significant difference in the scores for male (M=2.58 , SD=0.682) and Female (M = 2.63 ,SD=0.586) condition; t(107)= -0.372,p=0.711.

VAR00006 = Are you satisfied after using green products?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00006	1	69	2.71	.621	.075
	2	40	2.80	.464	.073

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00006	Equal variances assumed	3.047	.084	-.795	107	.428	-.090	.113	-.314	.134
	Equal variances not assumed			-.858	100.096	.393	-.090	.105	-.298	.118

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions. There was a significant difference in the scores for male (M=2.71 , SD=0.621) and Female (M = 2.80 ,SD=0.464) condition; t(107)= -0.795,p=0..428.

VAR00007 = Do you agree that green products are more effective than regular products?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00007	1	69	4.03	.874	.105
	2	40	4.18	.747	.118

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00007	Equal variances assumed	1.709	.194	-.885	107	.378	-.146	.165	-.473	.181
	Equal variances not assumed			-.923	92.150	.358	-.146	.158	-.460	.168

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions. There was a significant difference in the scores for male (M=4.03 , SD=0.874) and Female (M = 4.18 ,SD=0.747) condition; t(107)= -0.885,p=0.378

VAR00008 = Are you willing to pay more on green products?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00008	1	69	2.17	.747	.090
	2	40	2.43	.636	.101

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00008	Equal variances assumed	.447	.505	-1.784	107	.077	-.251	.141	-.530	.028
	Equal variances not assumed			-1.862	92.394	.066	-.251	.135	-.519	.017

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions .There was a significant difference in the scores for male (M=2.17 , SD=0.747) and Female (M = 2.43 ,SD=0.636) condition; t(107)= -1.784,p=0.077

VAR00009 =Which product have better quality green products or regular products?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00009	1	69	2.68	.630	.076
	2	40	2.90	.379	.060

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00009	Equal variances assumed	17.169	.000	-1.995	107	.049	-.219	.110	-.436	-.001
	Equal variances not assumed			-2.264	106.819	.026	-.219	.097	-.410	-.027

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions .There was a significant difference in the scores for male (M=2.68 , SD=0.630) and Female (M = 2.90 ,SD=0.379) condition; t(107)=,-1.995p=0.049

VAR000010 =If green products are easily available at same price as ordinary product, will you prefer the green products?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00010	1	69	2.62	.666	.080
	2	40	2.80	.516	.082

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00010	Equal variances assumed	7.473	.007	-1.444	107	.152	-.177	.122	-.419	.066
	Equal variances not assumed			-1.545	98.178	.126	-.177	.114	-.404	.050

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions .There was a significant difference in the scores for male (M=2.62 , SD=0.666) and Female (M = 2.80 ,SD=0.516) condition; t(107)= -1.444,p=0.152

VAR000011 =According to you do green products adds quality to your life?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00011	1	69	3.64	.804	.097
	2	40	3.73	.640	.101

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00011	Equal variances assumed	1.460	.230	-.587	107	.558	-.087	.149	-.382	.207
	Equal variances not assumed			-.624	96.610	.534	-.087	.140	-.365	.191

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions .There was a significant difference in the scores for male (M=3.64 , SD=0.804) and Female (M = 3.73 ,SD=0.640) condition; t(107)= -0.578,p=0.558.

VAR000012 =Can we classify green products as environment friendly?

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
VAR00012	1	69	3.67	.741	.089
	2	40	3.70	.648	.103

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00012	Equal variances assumed	.332	.566	-.237	107	.813	-.033	.141	-.313	.246

Equal variances not assumed			-.245	90.608	.807	-.033	.136	-.303	.237

An independent-samples t-test was conducted to compare consumer behaviour towards green product in Male and Female conditions.There was a significant difference in the scores for male (M=3.67 , SD=0.741) and Female (M = 3.70 ,SD=0..648) condition; t(107)= -0.237,p=0.813.

6.0 Conclusion

The primary goal of the essay was to examine how customers approach buying green items. It is clear that a consumer's age, gender, money, or level of education has no impact on their purchasing behaviour or pleasure with green products.Consumer buying habits are influenced by how satisfied they are with the merchandise.Young customers have been discovered to be more environmentally conscious.When buying green products, consumers place the greatest importance on their attributes. To safeguard their environment, they are even prepared to pay extra for green items. In addition to their environmental concerns, consumers are encouraged to purchase green goods because they think they may be healthier alternatives for themselves. Therefore, businesses must put more effort into enhancing the quality of green products and offering them at competitive pricing. As the two most significant reasons that hinder and demotivate people from considering acquiring such items, the high price and poor quality of the green products.

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