

Consumer Buying Behavior towards Green products

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ABSTRACT:

The Business world today is becoming highly aware of the challenges posed to the environment resulting in problems of depletion of ozone layer, effects of greenhouse gases, pollution etc. A Productive action towards reducing this effect of challenges is a tremendous shift in customer attitude towards green products. As business firms have observed this alter in customer attitude. To satisfy this customer need and gain competitive edge in the market over other firms, they are incorporating eco-friendly practices in producing and marketing of eco-friendly products as a part of marketing mix strategy. The aim of this research paper is to study consumer awareness, perception, pre purchase and post purchase behavior of customers towards eco-friendly products produced and marketed in Hyderabad district.

The outcome of the paper is to give an insight in understanding consumer perception and buying behavior and their expectations before and after purchase towards green products. This paper helps the marketer to understand consumer perception and buying behavior of consumers and helps them to plan strategy and produce suitable product. The data for this research is collected through a structured questionnaire from the respondents of Hyderabad district on the consumer awareness, buying behavior towards green products.

This analysis will help the organization to understand consumer perception and buying behavior towards green products, there by suggesting producers and marketers to design superior products and offer better solutions.

Keywords: Consumer, buying behavior, environment, eco-friendly products, sustainable

I. IMPORTANCE OF CONSUMER BEHAVIOUR:

Behaviour is the interaction with the surrounding ambience, inherent in living creatures and mediated by their external and inner activeness.

Thus consumer behaviour is the actions of consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes consumers to buy particular goods and services, they will be able to determine which products are needed in the market place, and which are obsolete and how best to present those goods to the consumer.

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. In the words of Walters and Paul "consumer behaviour is the process whereby individuals decide what, when, where,

Industry Significance Of The Study:

Business firms today are becoming highly aware of the challenges posed to the environment resulting in problems of depletion of ozone layer, effects of greenhouse gases, pollution etc. A Productive action towards reducing this environmental degradation and facing these challenges has given a tremendous shift in customer attitude towards green products

A marketer should adopt green products because of the following five main reasons

- 1) To get competitive Edge over others
- 2) Market Opportunities
- 3) Changes in Government policies
- 4) Corporate Social responsibilities (CSR)
- 5) To control cost & maximise Profit

In the past few researches have been carried out on the consumer behavior towards green products specifically in relation to the consumer perception, factors influencing consumer purchase behavior towards green products. However, there is a huge wealth of research, attempting to study the profile the environmentally friendly members of the

population.

OBJECTIVES OF THE STUDY

- 1) To Assess awareness of consumers towards green products
- 2) To Analyse the awareness of Consumers towards green products based on Gender, Age and income levels
- 3) To Suggest measures to improve consumer awareness towards Green

II. REVIEW OF LITERATURE:

Rambalak Yadav, Govind swaroop pathak (2013), highlighted in this paper about the major Concerns in implementing green products in India , He says consumers have positive response towards green products , the major problem is with small firms in adopting and producing green products as it involves high cost initially as such practices are giving profits only in the long run, Ecofriendly products is not another concept of marketing which not only gives profitability to the business but also deals with social and environmental dimensions too, therefore it has to be introduced with lot of concern and utmost importance. The author also discussed in this paper about various factors that are acting as barriers for green products for low consumption in the Indian market, while going green they are high price and lack of awareness about eco-friendly products.

Prashant Kumar, Bhimrao M Ghodeswar (2014), discussed in his paper about factors affecting consumers' green product purchase decisions in India. With reference to Mumbai he has collected data from 403 working indian respondents from the city of Mumbai through his study he states that respondents are willing to buy green products to protect environment and take environmental responsibilities and are more interested and inclined to know product-related information about green products. So he highlighted that environmental protection, health consciousness and social appeal are important factors affecting green products purchase behavior, he also states that individuals should take responsibilities to protect environment and to have green product.

Yatish Joshia, Zillur Rahman (2015), discussed in his paper about the factors affecting green purchase decisions and reasons for inconsistency purchase behavior of consumers towards green products he identified the variables that received most attention from consumers are Environmental concerns, Attributes and features of products and subjective norms emerged to be major drive towards purchase of green products, whereas lack of availability, high price and lack of awareness and consumer trust in green products

emerged as main barriers for purchase decisions of green products The author also suggested that manufacturers promote more green products which will help retailers to keep a variety of green products so that customers have broader and better choice ranges, which finally encourages customers and society to 'go green'.

Rambalak Yadav, Govind S.Pathak (2016), highlighted in his paper about the behavior of consumers' towards green products purchase by using the TPB framework in the Indian context including belief constructs . He also stated that consumers have perceived the value of green products as healthy and environmental friendly and are willingness to pay more premium, he also used TPB model for evaluating on the impact of green products on consumer purchase intention and behavior.

Camilla Barbarossa & Patrick De Pelsmacker (2016), discussed in this paper about the factors that drive and prevents the purchase of eco-friendly products of different consumer groups he categorises the positive effect of consumers those who have environmental concern and aspect as personal inconvenience of purchasing green products.

Vishal Kumar Laheri (2017), highlighted in his study significance difference between gender and purchase behavior of consumers towards green products they do vary while making decisions to purchase the green products. he also stated that there is a Significance difference between age and educational profiles of the respondents with their purchase behavior for the green products. Income profile of the respondents, the results revealed that there is no significance difference with their purchase behavior for the green products. Education of the respondents does significantly impact their purchase behavior for the green products

Abdullah Al Mamuna, Mohd. Rosli Mohamad (2018) "highlighted in his research paper that he conducted among the low-income households in coastal Peninsular Malaysia. He identified a eco-literacy and self-efficacy on attitude are having positive impact on green products in his study he focused on the psychology of low-income households with specific interest towards their purchase intention towards ecofriendly Green awareness and understanding can be raised by campaigns and participation of the communities members to promote green life style for those who are not familiar with the environmental degradation. He identified various beliefs (idiosyncratic) which are influencing consumer buying behavior towards green products.

He says marketers should focus on product attributes that influence low income households to purchase green products. In addition to this it will also further be of great help to the marketers to research the attributes of green products that are suitable to the low-income households. The producers and the various suppliers of ecofriendly products must start enhancing and improving environmental knowledge among the low-income households, and also provide variety of green products to customers for better choice and preference to improve green consumption among the low-income households in Malaysia

Aasha Sharma, Cyril Foroapon (Dec 2018), in his research paper discussed about inconsistency behavior of consumers towards green products, he stated that green purchase intention is not translating in to purchase behavior because of few factors like product attributes and poor communication of green products benefits. The author in this paper discussed about three types of purchase behavior in his study which he has conceptualized, like conditional purchase, unconditional purchase, and accidental purchase and identified that consumers are willing to pay more for green products provided this green products work in function equally with non-green products in parameters of price, quality, ease to use and durability. He also reveals that factors like product attributes, lack of availability, lack of consumer trust and importantly high price are the barriers in the purchase of eco-friendly products.

Vishal Kumar Laheri (March 2020), conducted his research in Delhi-NCR metropolitan city conducted research on three green products, organic food, organic personal care and energy efficient products he discussed about the factors that is influencing consumers to buy energy efficient products and barriers which stopping consumers not to buy organic personal care and organic foods and also highlighted the relationship between purchase intention and purchase behavior.

Dr Meghna Sharma, Dr Prachi Trivedi, Syed Najmus Saqib (Nov 2020) highlighted in their paper conducted among consumers of Delhi/NCR region that increase of awareness

towards green products will lead to more green consumption, he says there is less awareness of green products in the city as though consumers are show more interest towards protecting the environment. He also states that consumers consider green products only when they are environment friendly, recyclable, biodegradable, and reusable and energy efficient. Consumers should be made aware of green product and their benefits, more advertisements and campaigns should be done on online platforms to increase awareness and increase green consumption. He also concludes Age and Education level of consumers are the only demographic variables which have significant relationship with consumer awareness about ecofriendly products and factors that affect purchase behavior is Environment sustainability and Health consciousness the factors which demotivate the green purchase are unavailability for products and high price.

RESEARCH METHODOLOGY:

In this study a structured questionnaire is used to assess consumer awareness towards green marketing. In this primary data was collected from the respondents of Secunderabad region, through a questionnaire prepared for a sample of 100 respondents by using the survey method. Secondary data was collected using the available literature, journals, and internet search wherever necessary.

The collection of data for proposed research study is done using both the sources of primary and secondary data.

Sample size: As the population is large, a sample of 100 respondents is collected from Hyderabad and random sampling method was used.

The primary data for study is collected as below

1. Direct Personal Interview with Respondents in select region
2. Personal Observations
3. Survey through Questionnaire to Respondents.

Secondary Data

The secondary data is an important source for making analysis of companies going green.

III. DATA ANALYSIS AND INTERPRETATION

Analysis on Green Products

Analysis on Consumer Awareness towards Green Products

1) Gender Base Analysis Towards Green Products

Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	65	65.0	65.0	65.0
Female	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Interpretation: The above is the gender base analysis of respondents based on their gender specification. The total of 100 respondents are

chosen for this research study. In total of 100 respondents 65 numbers are male and remaining 35 respondents are females.

Analysis on Consumer’s Perception towards Companies going for Green products based on Gender

Perception of Respondents	Gender of respondents		Total
	Male	Female	
Strongly Agree	41	24	65
Agree	20	7	27
Neither Agree nor Disagree	1	0	1
DisAgree	2	3	5
Strongly Disagree	1	1	2
Total	65	35	100

Interpretation:

From the above table it is clearly indicated that the majority of respondents are having the knowledge on green products. And they believe majority of the companies are going green. The

perception of Consumers indicates very few companies are not following the green product concepts. Majority of the consumers opined that the companies are giving priority for green product concepts.

2) Analysis on Consumer’s Perception towards Companies going Green products based on Age of Respondents

Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 - 30	16	16.0	16.0	16.0
31 - 40	22	22.0	22.0	38.0
41 and above	62	62.0	62.0	100.0
Total	100	100.0	100.0	

Interpretation:

From the above table majority of the respondents aged are more than forty years and above.

Twenty-two percentage of respondents are aged between 31 – 40 years. Very few respondents are aged below thirty years. From the above frequency table respondent’s states majority of the respondents are aged more than 40 years.

Perception Respondents	of Age of respondents			Total
	20 - 30	31 - 40	41 and above	
Strongly Agree	2	10	53	65

Perception Respondents	of salary of respondents	Total
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Agree	13	8	6	27
Neither Agree nor Disagree	0	1	0	1
DisAgree	1	3	1	5
Strongly DisAgree	0	0	2	2
Total	16	22	62	100

Interpretation:

From the above table it is clearly drawn majority of the respondents aged more than forty years are strongly agreed that the companies are going green. The respondents aged between 20 and

30 years are moderately agreed that the companies are going green. Very less percentage responses are standing opined neutral on companies are going green.

3) Analysis on Consumer’s Perception towards Companies going Green Marketing based on Salary of Respondents

salary of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 - 5000	15	15.0	15.0	15.0
5001 - 10000	20	20.0	20.0	35.0
10001 - 15000	20	20.0	20.0	55.0
15001 - 20000	18	18.0	18.0	73.0
20001 and above	27	27.0	27.0	100.0
Total	100	100.0	100.0	

INTERPREATION:

From the above table depicts the income levels of the Respondents. The table indicates the majority of the respondent’s income is more than

20, 000. Very few respondent’s income levels are less than 5000. Forty percent of respondent’s income level are lies between 50001 – 10000 and 10000 – 15000.

	0 - 5000	5001 - 10000	10001 - 15000	15001 - 20000	20001 and above	
Strongly Agree	1	8	18	18	20	65
Agree	13	8	2	0	4	27
Neither Agree nor Disagree	0	1	0	0	0	1
DisAgree	1	3	0	0	1	5
Strongly DisAgree	0	0	0	0	2	2
	15	20	20	18	27	100

INTERPRETATION:

From the above table majority of the respondents irrespective of their income levels opined that the most of the companies are going green. The Income level which is more than 20,000 and above

green. The respondent's salary less than 5000 are moderately agreed that the companies are giving priority to Green marketing concepts.

IV. FINDINGS:

From the above research study, it is clearly evident on consumer's response toward green products.

1. The age and gender does not have any impact on the perception of the consumers but annual income has an impact on the perception of the consumers.
2. Majority of the consumers who has high salary income level are having good awareness of green products and their practices
3. The analysis shown us that high price, lack of availability of green products are the major barriers for inconsistency purchase of green products
4. Majority of the consumers prefer green products due to health consciousness, environmental protection and energy saving efficiency.
5. Majority of the consumers opined that the companies should focussed more on activities relating to Green marketing awareness to increase green purchase behaviour
6. As per above literature more consumers believe creating more awareness and improving Product attributes can increase purchase intentions
7. From above research literature it is evident that the relationship between consumer attitude and purchase behaviour is changing because of different location.

V. CONCLUSION:

such respondents are having the good awareness about the green marketing concepts.

Very few respondents whose income levels are less than 10,000 are opined neutral about companies going

From the above research study, it is clearly drawn a conclusion on consumer's behaviour towards green products. Majority of the consumers who responded that majority of the companies are going green. The analysis shown us different age people, income responded differently on green products. Different income levels of consumers are expressed their opinion on Green marketing differently. From the analysis it is clear that the consumers whose earnings are higher are having the good awareness about the green products. Majority of the consumers opined that the companies should focussed more on activities relating to Green marketing campaigns, advertisements etc. Government should take strong initiative to promote green products introduce schemes and benefits both customers and marketers to reduce environmental degradation.

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