A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

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ABSTRACT

Green technology is potentially important concept which plays a role to achieve the global sustainable development. Today the world needs a new serious innovation, which would lead for a better environment. The basic objective of the study is to realize the requirement of innovative green products for today's global market and also try to identify the negative impact of non-green products. For the purpose of the study, a particular city (Coimbatore city – Tamil Nadu State) has been selected, collected required data from various available resources, analysed with suitable statistical methods and identified facts. The study reveals that the so called green products or organic products has more positive impact to the mankind's and helps to eradicate certain issues pertaining to green technology. It helps for the sustainable development. The study also throws a light on future research opportunities.

INTRODUCTION

Over the past few years, the demand for green products all over the world has been growing significantly due to the increased interest in the environment. Consumers today are increasingly "thinking green" and are willing to pay more for environmentally friendly products. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviours and these behaviours are constantly changing as a result of the availability of best alternatives to choose from. Products are chosen for numerous reasons. Overall, the buying process is extremely fast-paced today. Consumers are therefore, becoming more sensitive in their environmental attitudes, preferences, and purchases. The desire of consumers to purchase eco-friendly products and services is rising. Many are more aware of environmental issues and consequently choose products that do not damage the environment over less environmentally friendly products, even if they cost more. Firms today are faced with consumers who are environmentally conscious when making a purchase. Environmentally preferable products are sometimes more expensive to purchase than other alternative products.

OBJECTIVES OF THE STUDY:

➢ To study the consumer's buying behaviour towards green products.

➢ To measure the level of awareness of consumers about green products and practices.

➢ To identify the factors that influence the consumer buying behaviour.

➢ To analyse the relationship between the consumer buying behaviour towards green products and the factor influencing their buying behaviour.

➢ To study the difference in the consumer's buying behaviour based on the demographic factors of the respondents.

NEED FOR THE STUDY:

➢ To understand the concept of green products.

➢ To examine the consumer's perception towards green products.

➢ To explore the main predictors of consumer buying behaviour for green market.

➢ To analyse whether the consumer's environmental concern affects their buying behaviour.

➢ To overview the environmental issues and identify the green values of the consumers.

SCOPE OF THE STUDY:

➢ This study focuses on the consumer buying behaviour towards green products

➢ This study was conducted among different age groups of both men and women with different occupation and family income.

➢ This study examines the factors which influences the consumer buying behaviour towards green products.

This study aims to perceive the willingness of the consumer to buy green products.

SIGNIFICANCE OF THE STUDY:

➢ This study helps the government and other private companies to understand the consumer buying behaviour towards green product.

➢ This study motivates the government and private companies to concentrate more on innovation towards green products and thus will also motivate the consumer to purchase more green products.

➢ This study enables the consumer to be more aware about green products.

➢ This helps the consumer to be more environmentally friendly.

REVIEW OF LITERATURE

Rather, R. A., &Rajendran, R(2017). Consumer's awareness about green products is important in guiding the green consumer purchasing behaviour. The study brings out green product awareness among the consumers in Jammu & Kashmir. The main objective of this study is to know the consumer awareness about the green products and its impact on green purchasing behaviour. The research design used in this study is exploratory research design. The data was collected from 533 respondents by survey method through structured questionnaire with five point rating scale. Secondary data was collected from the available literature sources.

Yadav, R., & Pathak, G. S. (2016). The present research attempts to understand the young consumers' intention toward buying green products in a developing nation; India. The study has used the Theory of Planned Behaviour

(TPB) as its theoretical framework and further attempted to extend the TPB by incorporating additional constructs (environmental concern & environmental knowledge) in it.

Maichum, K., Parichatnon, S., &Peng, K. C. (2016). Green products are among the widely used products worldwide due to their environmental benefits. However, information on the consumers' purchase intention towards green products in developing countries, such as Thailand, is lacking. This study aims to investigate Thai consumers who are aged over 18 years, and whose base education is high school, on purchase intention for green products by using an extended framework of the theory of planned behaviour (TPB).

Danish, K. M., &Naved, K. M. (2016). The purpose of this paper is to explore the relationship of environmental concern of consumers with their attitude towards green products and also to identify the predictors of environmental concern. The data was generated from a researcher controlled sample of graduate and post-graduate students enrolled in educational institutions located in the national capital of India (New Delhi) and surrounding areas popularly known as National Capital Region (NCR).

Khare, A. (2015). The purpose of this paper is to examine influence of past environmental attitudes, social and personal environmental norms, social influence, and green self-identity on Indian consumers' green buying behaviour. Data were collected through self-administered survey method by contacting respondents through mall intercept technique in six cities across India. The findings suggest that green self-identity, peer influence, and past green buying behaviour influence the decision to purchase green product. Consumers' self-identification with environment-friendly traits was a major predictor to green buying behaviour.

Kumar, P., &Ghodeswar, B. M. (2015). The literature on green consumer behaviour recently focuses upon the Asian markets. Though environmental consciousness in Indian consumers is observed in the literature, their purchase behaviour towards green products is not yet clearly understood. So, the purpose of this paper is to study the factors affecting consumers' green product purchase decisions in India. The research employs a survey-based method to test a theoretically grounded set of hypotheses.

RESEARCH DESIGN:

Research design is a conceptual structure within which the research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

SOURCES OF DATA:

- **PRIMARY DATA:**

  The primary data are those which are collected afresh and for the first time, thus happen to be original in character. The primary data is data that has not been previously published. The primary data collection can be done by means of observation, survey or experimentation.

- **SECONDARY DATA:**

  Secondary data refers to the data that was collected by someone other than the user. Common sources of secondary data include census, information collected by government departments, organizational records and data that was originally collected for other research purposes.

HYPOTHESIS:

H1: There is significant difference in the factors influencing the buying behaviour of the consumer based on consumer's product preference.

H2: There is a significant association between the age of the respondents and the level of awareness of the respondents.

H3: There is a significant relationship between the factors influencing the buying behaviour of the consumer and the buying behaviour of the consumer.

H4: There is a significant difference in the consumer's buying behaviour based on the income of the family.

PERCENTAGE ANALYSIS:

CLASSIFICATION BASED ON INFORMATION ABOUT GREEN PRODUCTS

S.NO	PARTICULARS	NO.OF RESPONDANT	PERCENTAGE
1	Television	50	49%
2	Newspaper	19	18.6%
3	Magazine	4	3.9%
4	Radio	2	2%
5	School/Universit ies	8	7.8%
6	Outdoor	1	1%
7	Others	18	17.6%
TOTAL		102	100%

INTERPRETATION:

From the above chart it reveals that from 102 response 49% of respondents get information about the green product from television, 18.6% get information from newspaper, 17.6% get information from others. The majority of the respondents are 49% get information about the green product from television.

The minority of the respondents are 17.6% get information from others.

T-Test

Aim 1: Difference in the factors influencing the buying behaviour of the consumer based on consumer's product preference.

H1: There is significant difference in the factors influencing the buying behaviour of the consumer based on consumer's product preference.

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	95% Confidence Interval Upper
3.What factors influence your awareness of green products?	Cohen's d	1.186	-.660	-1.137	-.179
	Hedges' correction	1.199	-.653	-1.125	-.177
	Glass's delta	1.623	-.483	-.960	.002

a. The denominator used in estimating the effect sizes.
   Cohen's d uses the pooled standard deviation.
   Hedges' correction uses the pooled standard deviation, plus a correction factor.
   Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

INTERPRETATION:

The result in the above table shows that there is significant difference in the factors influencing the buying behaviour of the consumer based on the consumer's product preference at T= -2.774 as p= 0.07 which is less than 0.05. This finding supports the hypothesis and so there is significant difference in the factors influencing the buying behaviour of the consumer based on the consumer's product preference.

CHI SQUARE TEST

AIM 2: To analyse the significant association between the demographic factors of respondents and their level of awareness.

H2: There is significant association between the age of the respondents and their level of awareness

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.486[a]	5	.625
Likelihood Ratio	3.290	5	.655
Linear-by-Linear Association	.060	1	.807
N of Valid Cases	100		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .03.

INTERPRETATION:

The result in the above table shows that there is significant association between the age of the respondents and their level of awareness as p= 0.001 which is less than 0.05. This finding supports the hypothesis and so there is significant association between the age of the respondents and their level of awareness.

REGRESSION ANALYSIS -1

AIM 3: To identify the significant relationship between the factors influencing the buying behaviour of the consumer and the buying behaviour of the consumer.

H3: There is significant relationship between the factors influencing the buying behaviour of the consumer and the buying behaviour of the consumer.

Coefficients table (Dependent Variable: 3.What factors influence your awareness of green products?)

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.623	.482		1.292	.201
	13.Buying behavior towards Green products (State the degree of 2ment for the following) [My purchase habits are affected by my concern for our environment]	-.312	.255	-.175	-1.221	.226
	13.Buying behavior towards Green products (State the degree of 2ment for the following) [It is important to me that product usage do not harm the environment]	.437	.194	.275	2.252	.028
	13.Buying behavior towards Green products (State the degree of 2ment for the following) [I Consider the potential environment impact of my actions while making many of my decisions]	-.003	.257	-.002	-.013	.990
	13.Buying behavior towards Green products (State the degree of 2ment for the following) [I feel the price of green products affect my purchase behaviour]	.072	.188	.046	.381	.704
	13.Buying behavior towards Green products (State the degree of 2ment for the following) [I am willing to buy green products even though the price of the products is high]	.611	.233	.353	2.619	.011

a. Dependent Variable: 3.What factors influence your awareness of green products?

INTERPRETATION:

The above table shows that the linear regression method was used and it was significant at p= 0.011. The first table shows R= 0.353 which is the correlation between the factors influencing the buying behaviour of the consumer and the buying behaviour of the consumer. The model summary table shows R square= 0.183 which means 18.3% of variance. The ANOVA table shows the F value of 3.093.

ANOVA TEST

AIM 4: Study significant difference in the factors influencing the consumer's buying behaviour based on the family's income of respondents.

H4: There is significant difference in the factors influencing the consumer's buying behaviour based on the family's income of respondents.

ANOVA

5.How 2 do you consciously choose green products when making a purchase?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.137	3	3.046	3.361	.022
Within Groups	88.823	98	.906		
Total	97.961	101			

INTERPRETATION:

The result in the above table shows that there is no significant difference in the factors influencing the consumer's buying behaviour based on the family's income of respondents at F=3.361 and p= 0.022 which is less than 0.05. This finding doesn't support the hypothesis and so there is no difference in the factors influencing the consumer's buying behaviour based on the family's income of respondents.

SUGGESTIONS

TO THE BRANDS:

- As the consumer's concern towards the environment has an impact on their buying behaviour. Top brands can concentrate more on products which are environmentally friendly.
- Brands can also take up green marketing strategies to promote green products which will attract people.
- The brands can manufacture products which will involve less environmental resources.
- The process of manufacturing the products should be harmless, in order to protect environment from the issues like air pollution, water pollution, etc.,...

TO THE GOVERNMENT:

- The government can create more awareness among the public so that public will be aware and increase their concern towards the environment.
  Thus, the purchase of green products will increase.

TO THE CONSUMER:

- Consumers can start using green products as they are harmless to health.
- Consumer should be aware of the green products and other environmental issues.
- Their concern towards environmental should increase, their action should product the environment.

LIMITATIONS OF THE STUDY:

- It is assumed that all the responses received are true and unbiased.
- The sample size is restricted to 300. So, the result cannot be generalized.
- Since convenience sampling is followed the findings cannot be generalized.
- This study is restricted to limited geographical area, which was covered and therefore the findings cannot be extended to other areas.

Time is a biggest constraint as the study cannot be conducted over an extended period of time

CONCLUSION:

Major environmental problems are depletion of natural resources force human civilization to focus on environmental responsible consumption. More and more organization are producing environmentally friendly products today and consumers are also showing increased willingness to purchase such products. However, a majority of previous studies report that consumer's favourable attitudes do not translate into actual buying actions and most of the consumers do not purchase green products. This research studies the consumer buying behaviour towards green products. Where, most of the consumers are willing to pay more for green products. Their concern towards environment has an impact on their buying behaviour. The demographic factors like age, educational qualification and income of the family influence the buying behaviour of the consumer at times.

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