



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

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ABSTRACT:

The model that integrated the value attitude behaviour hierarchy and the theory of planned behaviour had the highest fit with both sets of data than other models of consumers' environmental attitudes and eco-friendly product purchase intentions, according to survey data collected in the vadalur. The attributes of green products have the greatest influence on purchasing behaviour and customer satisfaction. The goal of this paper was to better understand the factors that influence consumer purchasing of green products. According to the study, demographic factors have no influence on green product purchasing behaviour. A consumer's purchasing behaviour is determined by his or her level of satisfaction with the product. Incorporating the effects of various types of perceived values of eco-friendly products (e.g., environmental, functional, and economic values) into the model did not improve model fit, despite the fact that the environmental value of the products had significant interaction effects with some of the non- environmental values.

Keywords: Eco – friendly, Survey, Green Products, Demographic factors, Consumer behaviour.

INTRODUCTION

Indian literate and concrete client is obtaining additional aware of the deserves of green product merchandise. However, it's still a replacement construct for the lots. The buyer must be educated and created tuned in to the environmental threats. The new green movements got to reach the lots which can take tons of your time and energy. By India's piece of writing heritage, Indian shoppers do appreciate the importance of exploitation natural and seasoning beauty merchandise. Indian client is exposed to healthy living lifestyles like yoga and natural food consumption. In those aspects the buyer is already aware and can be inclined to simply accept the green product merchandise.

Asian country is already one in all the biggest economies within the world, and can continue its speedy urbanization and economic development over ensuing few decades. This is often a cause for celebration, however one tempered by the popularity of challenges this growth presents: rising consumption and demand for energy, increasing greenhouse emissions, and constraints on essential natural resources like land, water, and oil. Like all alternative countries, Asian country must realize how to confirm energy and atmosphere property while not compromising its economic and social development. Despite India's robust policy framework and a few successes, environmental degradation has not been inactive on an outsized scale. While

method continues within the full speed across the worlds, this method has additionally brought some issues with it.

Leading one in all these issues are environmental issues that have an effect on all living beings negatively. These aforesaid environmental issues have begun to return to the agenda additional and additional on the recent years and folks have started worries concerning the longer term of the planet and as results of this principally like environmentally friendly merchandise. In returns to those attitudes of the shoppers, corporations have begun to form of their promoting methods therefore, on attractiveness increasing awareness of this environment-friendliness. These promoting methods, named as green product promoting, have caused corporations to adopt inexperienced policies in their evaluation, promotion, product options and distribution activities.

Taking into thought that corporations or socio-economic entities, it can't be expected that they continue to be unresponsive to the "Environmental Awareness that will direct client behaviours. Significantly promoting managers encounters with shoppers wise to environmental problems. The recent perception on, however businesses or institutions with no alternative objectives. However, to profit leaves its place speedily to a replacement perception that defines corporations as institutions that or wise to social issues. Aside from manufacturing atmosphere friendly merchandise and choosing environment — friendly markets, primarily understanding of "Environmentally Friendly" is needed to be integrated into the company culture.

REVIEW OF LITERATURE

Ben-Akiva, M. and Lerman, S. (1985) says that modeling travel behavior could be a key facet of demand analysis, wherever combination demand is that the accumulation of individuals' choices. during this chapter, we tend to specialize in "short-term" travel choices. the foremost necessary short-run travel choices embody selection of destination for a non-work trip, selection of travel mode, selection of point in time and selection of route. it's necessary to notice that short-run choices are conditional on long travel and quality choices like automobile possession and residential and work locations.

Anderson, R.C. and Hansen, E.N. (2004) is states that's objectives of this explorative study were to: 1) verify the relative importance of 5 wood CD rack product attributes; and 2) determine demographic and psychographic variables related to the respondents WHO rated environmental certification because the most significant attribute in forming their product preferences. The results indicate that respondents viewed environmental certification as a good product attribute. though our sample wasn't representative of the final population, these results give insight concerning potential selling implications. First, since environmental certification was a comparatively unimportant purchase call criterion for the common respondent, CFPs marketed in thought distribution channels.

Furlow, N.E. (2009) in her article has given the standing of the market currently flooded with "green products" that are literally dishonorable within the name of atmosphere protection. Within the wake of attracting an inexperienced audience, corporations usually use claims that sound atmosphere friendly, however are literally imprecise, and now and then is also false. As a result, "Green washing" has become commonplace within the marketplace. The priority over inexperienced laundry isn't solely that it misleads shoppers, however conjointly that if unscrupulous marketers still claim to be environmentally friendly, then corporations faithful their environmental mission lose their aggressiveness. Additionally, overuse and misuse of the "green" claims will saturate the market to the purpose that the greenness of the merchandise might become nonsensical to the patron. In the end, inaccurate environmental selling won't solely hurt shoppers and corporations, however it'll conjointly hurt our surroundings. Environmental claims should, therefore, be honest, sincere and a mirrored image of the organization's mission.

Ali, A., Khan, A.A., Ahmed, I. & Shahzad, W. (2011) in their analysis article has examined the Pakistani consumers' intention to shop for environmentally friendly product. The prime focus of this analysis paper was to look at and investigate the hypothesized relationship between predictor and criterion variable i.e.,

inexperienced purchase angle (GPA) and inexperienced purchase intention (GPI). The second was to see the link of criterion variable and outcome variable i.e., inexperienced purchase (GPI) intention and inexperienced purchase behavior (GPB). The third objective was to determine the alleviative impact of perceived product value, and quality (PPP&Q). The tests unconcealed there's not solely a correlational statistic between criterion and GPI however conjointly a person's criterion had a major impact on his GPI. Similarly, GPI is absolutely related to with GPB. The results have shown that buyers with intentions to shop for inexperienced product exhibit higher actual shopping for rates than those that demonstrate no intention of shopping for. The upper the offerings of inexperienced product with competitive value and quality as compared to ancient product, the stronger the link between purchase intention and get behavior.

OBJECTIVES OF THE STUDY

To study the buying behavior of the respondents towards green products at Vadalur.

RESEARCH METHODOLOGY

Research Design:

In this project, Descriptive Research Design is used in research topic.

Sampling Technique:

Stratified sampling is used as sampling technique in this project.

Sources of Data:

Survey method has been followed for the study. Both primary and secondary source of data were used. In this project, primary data is collected through Questionaries. In this project, secondary data is collected from journals, magazine, websites and research papers.

Structure of Questionnaire:

Multiple choice questions and Likert's scale questions.

Sample Size:

The present study covers buying who have using green products in vadalur town only.

Period of Study:

The period of study is carried out from January 2021 to March 2021 which is three months of study.

Analytical Tools:

The applied statistical tools to process the collected data: Percentage analysis, ANOVA, Chi-square test, T-test, Correlation analysis.

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and the choice of discarding an old electronic device.

H1 (Alternate Hypothesis): There is a significant difference between Gender and the choice of discarding an old electronic device.

Correlation between Gender the choice of discarding an old electronic device

| Correlations | | | |
|---|---------------------|---------|---|
| | | Gender | The choice of discarding an old electronic device |
| Gender | Pearson Correlation | 1 | -.227** |
| | Sig. (2-tailed) | | 0.007 |
| | N | 140 | 140 |
| The choice of discarding an old electronic device | Pearson Correlation | -.227** | 1 |
| | Sig. (2-tailed) | 0.007 | |
| | N | 140 | 140 |

Inference:

The p-value is 0.007 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

H1 (Alternate Hypothesis): There is a significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

ANOVA on buying eco-friendly approved products

| ANOVA | | | | | |
|--------------------------------------|----------------|-----|-------------|-------|------|
| Buying eco-friendly approved product | | | | | |
| | Sum of Squares | Df | Mean Square | F | Sig. |
| Between Groups | 10.326 | 1 | 10.326 | 4.728 | 0.31 |
| Within Groups | 301.417 | 138 | 2.184 | | |
| Total | 311.743 | 139 | | | |

Inference:

The p-value is 0.031 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Buying eco-friendly approved product with Between Groups and Within Groups.

T.TEST

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Buying eco-friendly approved products and Qualification.

H1 (Alternate Hypothesis): There is a significant difference between Buying eco-friendly approved products and Qualification.

Independent Samples Test on Buying eco-friendly approved products and Qualification

| Independent Samples Test | | | | | | | |
|---|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | |
| | | F | Sig. | t | Df | Sig. (2-tailed) | Std. Error Difference |
| Buying eco-friendly approved products and Qualification | Equal variances assumed | .389 | .534 | -2.174 | 138 | 0.031 | .259 |
| | Equal variances not assumed | | | -2.254 | 119.222 | 0.026 | .249 |

Inference:

The p-value is 0.031 which is greater than the alpha value (0.05), hence null hypothesis (H0) is accepted. Therefore, there is a no significant difference between Buying eco- friendly approved products and Qualification.

SUGGESTIONS

- It is suggested to increase the satisfaction of the green products among respondents by taking several measures.
- The promoters must meet the respondents' expectations for purchasing green products and increase their level of satisfaction.

CONCLUSION

The modern customer is well aware of his or her social, economic, and environmental responsibilities. Green products are those that are both environmentally friendly and safe for customers to use. One thing that has been repeatedly stated is that current consumption levels are excessive and unsustainable. According to the study, educational background has no significant influence on the purchasing decision of green products, and the main limiting factor for purchasing eco-friendly products is a lack of access to green products. As a result, the marketer should make these products available in locality stores. It will almost certainly increase the demand for the products.

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