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A study on antecedents of Green Consumption behavior in emerging economy

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Chapter 1: Introduction

For increasing the efficiency at the time of manufacturing the product there is need to do change in production processes and willingness to adapt to environmentally responsible consumption practices in the upcoming decade. The use of inefficient resources and unsustainable production and consumption methods are major causes of the environmental disaster. Production continued with old techniques is a new global challenge. According to the Global Research Forum The Global Research Platform on Sustainable Production and Consumption (GRP-SPaC) was established as a cooperative endeavour of several nations to bring together organisations and people committed to research and applications in the shift to sustainable production/consumption practises. (Vergragt et al., 2014). Green consumption is defined as the satisfaction of needs through the consumption of green or eco-friendly products that are produced without toxic chemicals from recyclable or biodegradable materials, have environmentally friendly packaging, and have low negative environmental impact at all stages of their lifecycle with the long-term goal of protecting the natural environment (OECD, 2009). Unprecedented study on numerous aspects of green consumption behaviour has been conducted during the past 20 years. Consumer research acknowledges those consumers' perceptions of environmentally friendly products in the form of product price consideration, desire for product information, desire for social recognition, and influence of situational variables may have a significant impact on the consumption of green products. (Hirschman, 1980; Bei and Simpson, 1995; Straughan and Roberts, 1999; Laroche et al., 2001). These consumer utility perceptions on various dimensions, including value for money, social value, conditional value, and epistemic value, serve as the foundation for the evolution of their decision-making.

Theoretical viewpoints on consumer choice for environmentally friendly items are discussed in this part, along with postulated theories on such purchasing choices. Different models have been created to describe pro environmental behavior (Dietz et al., 1998) and sustainable consumption behavior (also known as green choice behaviour; Young et al., 2010). Both the Theory of Reasoned Action (Fishbein and Ajzen, 1975) and the Theory of Planned Behavior (Ajzen, 1991), which is derived from the Theory of Reasoned Action, have been widely used to explain environmental behaviors based on attitudes and subjective norms, mediated by behavioral intentions. The theoretical framework for the Theory of Planned Behavior also includes perceived behavioral control. The Theory of Planned Behavior has been used to forecast a variety of environmental

behaviors, including food consumption (Vermeir and Verbeke, 2008), household recycling (Kaiser and Gutscher, 2003), overall pro-environmental behavior (Kaiser et al., 1996), and more. Other theories used to explain environmentalbehaviors and citizenship include the Norm-Activation-Model (NAM) and Value-Belief-Norm (VBN) theories (Stern et al., 1999).

Chapter 2 : Literature Review

- **Consumers change their purchasing power :**

The desire of consumers to engage in "greener" consumption behaviors is a prerequisite for the development of ecologically sustainable consumption and production systems. The goal of research has been to define, examine, and comprehend the "green customer." Initial study in marketing and economics has been done, concentrating on purchasing activities complemented by studies from disciplines like industrial ecology and sociology, giving a more complete picture of the process of green consumption.

- By analyzing the impact and connections between the major variables of environmental concern, consumer environmental knowledge, perceptions about biofuels, and behavioral intention (i.e., desire to use and pay) in the context of biofuels using statistically sound methods. An Important survey was used to get the data. Structured equation modelling is used to evaluate hypotheses that are based on a literature review, a pilot study, and the conceptual structural model that was created. The findings demonstrate that environmental awareness positively affects environmental knowledge, beliefs, and behavioral intention. Levels of environmental awareness and concern are also influenced by demography.

- **Growth of green consumption behavior:**

Marketing can contribute significantly to the understanding of consumer motivation and the various types of consumption influencers regarding biofuels in the broader context of environmental protection and sustainable economic growth.

Understanding the habits of eco-conscious, green consumers is crucial as long as sustainable consumption is one of Indian and worldwide society' top goals.

- According to a significant portion of the pertinent literature, consumers' concern for the environment is a general belief construct (also known as a "primitive belief"; Dunlap, Van Liere, & Mertig, 2000) that is operationalized as a forerunner of a number of more specific constructs, such as environmental knowledge, beliefs toward green products, and intentions to behave in a certain way.
- However, the results of the present study actually suggest a strong correlation between environmental concern and beliefs which gives rise to pertinent literature (such as Bamberg, 2003), which casts doubt on the relationship between general attitudes and behavior-specific attitudes. Additionally, prior research (Hines, Hungerford, & Tomera, 1987; Mostafa, 2007; Tilikidou & Delistavrou, 2006a) indicates that although environmental information positively correlates with green behaviour, it is unclear what type of knowledge strongly connects with green consumer behaviour.
- (Lebel & Lorek) discussed the significance of viewing consumption and production as a holistic system in which both the actions of, and interactions between, consumers and producers drive environmental impacts in an earlier Annual Review of Environment and Resources volume. Responsible purchasing, certification and labelling, resource-efficient strategies based on product service replacements, code sign strategies, and frugal resource utilization are some of the main techniques they suggest to establish more sustainable production consumption systems. All of these are very dependent on consumers' willingness and capacity to participate by altering their behaviour.
- Additionally, understanding of renewable energy sources increases customers' willingness to pay more for sustainable energy sources, (according to Bang et al. 2000); however, knowledge is not always linked to more favorable opinions about theusage of renewable energy.
- As a result of expansion and urbanization, changing lifestyles and consumption patterns are having a negative impact on the environment and sustainable development. The theory of consumption values is used in the study to identify perceptions of consumption value as the main force behind continued consumption of green products and intention to pay the premium for going green. These value perceptions are specific criteria for

gauging consumer utility along many value dimensions that influence decision-making.

- As first-order constructs, we included environmental attitude, contextual factors, and consumer innovativeness. Structured questionnaires were used in a survey-based methodology to acquire the data. The proposed model was put to the test using structural equation modelling. Results showed that consumers' perceptions of price and knowledge were the key predictors of the behavioral outcome of sustained green consumption, and that this behaviour is the intention to pay the premium for green products.
- Value for Money

Value for Money is determined by how customers feel about the performance of the product in relation to the cost. It is considered to be the main influence on customer behaviour when making a decision to buy a green product (Sheth et al., 1991; Bei and Simpson, 1995; Biswas and Roy, 2015). Value-for-Money, or "Value-for-Money," forgreen products refers to the extent to which a consumer's requirement is satisfied by an evaluation of the consumer's perceived net utility from consuming green products based on their perception of the price concern of green items. Contrarily, it has been discovered that factors other than price have an impact on choosing expensive products (Lin and Huang, 2012). Extreme price sensitivity or a lack of understanding of the cost of green products among consumers reveals a lack of environmental awareness and responsibility (Malhotra and Maheshwari, 2011). The percentage of customers who take environmentally friendly actions, who have a favourable opinion of the cost of green items, and who express a willingness to pay a premium for green products has significantly increased (Laroche et al., 2001; Eriksson, 2004; Lung, 2010).

Chapter 3: Research Methodology

A research methodology is a means to describe how a researcher plans to conduct their investigation. It is a rational, methodical approach to a study issue. A methodology explains how a researcher will conduct the study in order to produce accurate, legitimate data thatmeet their goals and objectives. It includes the data they will gather, where they will get it, how they will gather it, and how they will analyze it.

- **Type of Study:**

In a descriptive study, data are gathered without altering the environment (i.e., nothing is manipulated). These are also known as "correlational" or "observational" investigations at times. Any study that is not truly experimental is a descriptive study, according to the Office of Human Research Protections (OHRP). A descriptive study in human research can reveal details on a particular group's innate health status, behaviour, attitudes, or other traits. To show connections or associations between things in your environment, descriptive investigations are also carried out.

- **Sampling Technique:**

In our research questionnaire is used to collect the samples. In the present study researcher has adopted the questionnaire sampling technique. There is no set procedure for obtaining the respondents, they could be found by simply providing questionnaire to the people on the street, in a public facility, or at work, friends, relatives etc.

- **Sample Size:**

Target sample size was 47 while I was collecting the data, I got actual 41 responses

- **Data Collection Tool:**

The questionnaire is a tool used in the research. We find the result in pie charts as well as in histograms.

- **Data Analysis Tool:**

❖ Are you aware of “Green products” or Eco-friendly products”?

Response	Number of Responses	% of the responses
Yes	33	80.5%
No	1	2.4%
A Little	7	17.1%
Total	41	100%

Interpretation: In this statement the analysis reveals that 80.5% of the people are aware about the Green Products on the other hand 2.4 % of people does not aware about Green Products and at last 17.1% have a little idea about the Green Products.

❖ How you became aware of green products or Eco-friendly products?

Responses	Number of Responses	% of the responses
Television	14	34.1%
Magazines	1	2.4%
Class Lectures	16	39%
Newspapers	7	17.1%
Other	3	7.3%
Total	41	100%

Interpretation: In this statement the analysis reveals that 34.1 % people aware about Green Products by Television on the other hand 2.4% by Magazines , 39% by Class Lectures, 17.1% by Newspapers and remaining 7.3% by other sources.

❖ Environmental protection is important to me when making product purchases?

Response	Number of Responses	% of the responses
Strongly Disagree	1	2.4%
Disagree	2	4.9%
Neutral	3	7.3%
Agree	8	19.5%
Strongly Agree	27	65.9%
Total	41	100%

Interpretation: In this statement the analysis reveals that 65.9% people is thinking about the Environmental protection is important to purchase the Green Products, 2.4% people is thinking about the Environmental protection is not important to purchase the Green Products.

❖ I believe that green products help to reduce pollution (water, air, etc.)

Response	Number of Responses	% of the responses
Strongly Disagree	1	2.4%
Disagree	1	2.4%
Neutral	4	9.8%
Agree	4	9.8%
Strongly Agree	31	75.6%
Total	41	100%

Interpretation: In this statement the analysis reveals that 75.6% people believe that green products help to reduce pollution on the other hand 2.4% people strongly disagree upon that green products help to reduce pollution.

❖ I believe that green products help to save nature and its resources

Response	Number of Responses	% of the responses
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	3	7.3%
Agree	4	9.8%
Strongly Agree	34	82.9%
Total	41	100%

Interpretation: In this statement the analysis reveals that 82.9 % people believe that green products help to save nature and its resources in our economy.

❖ Given a choice, I will prefer a green product over a conventional product

Response	Number of Responses	% of the responses
Strongly Disagree	1	2.6%
Disagree	0	0%
Neutral	6	15.4%
Agree	4	10.3%
Strongly Agree	28	71.8%
Total	39	100%

Interpretation: In this statement the analysis reveals that 71.8% people prefer green products over conventional products. On the other hand 2.6% people does not prefer green product over a conventional product.

❖ People who are important to me think that I should buy green products

Response	Number of Responses	% of the responses
Strongly Disagree	1	2.5%
Disagree	3	7.5%
Neutral	9	22.5%
Agree	5	12.5%
Strongly Agree	22	55%
Total	40	100%

Interpretation: In this statement the analysis reveals that 55 % should buy Green products, 12.5% people agree to buy Green Products on the other hand 12.5% people are neutral and 7.5% and 2.5% people are disagree to buy green products.

❖ My interaction with people influences me to buy green products

Response	Number of Responses	% of the responses
Strongly Disagree	4	10%
Disagree	1	2.5%
Neutral	8	20%
Agree	5	12.5%
Strongly Agree	22	55%
Total	40	100%

Interpretation: In this statement the analysis reveals that 55% people influence me to buygreen products and 10% people are strongly disagree upon it.

❖ My acquaintances would approve of my decision to buy green products

Response	Number of Responses	% of the responses
Strongly Disagree	2	4.9%
Disagree	1	2.4%
Neutral	6	14.6%
Agree	3	7.3%
Strongly Agree	29	70.7%
Total	41	100%

Interpretation: In this statement the analysis reveals that 70.7% people approve my decisionto buy green products on the other hand 4.9% people are disagree on this statement.

❖ It is entirely my decision to buy green products

Response	Number of Responses	% of the responses
Strongly Disagree	1	2.4%
Disagree	2	4.9%
Neutral	5	12.2%
Agree	5	12.2%
Strongly Agree	28	68.3%
Total	41	100%

Interpretation: In this statement the analysis reveals that 68.3% people buying greenproducts and on the other hand 2.4% people are strongly disagree upon it.

❖ I cannot pay more to buy green products

Response	Number of Responses	% of the responses
Strongly Disagree	3	7.5%
Disagree	4	10%
Neutral	13	32.5%
Agree	5	12.5%
Strongly Agree	15	37.5%
Total	40	100%

Interpretation: In this statement the analysis reveals that 37.5% people are paying more for green products and 32.5% people are on neutral stage and 7.5% people are not ready for paying more to purchase green products.

❖ I require a lot of time to search for green products

Response	Number of Responses	% of the responses
Strongly Disagree	0	0%
Disagree	3	7.3%
Neutral	11	26.8%
Agree	8	19.5%
Strongly Agree	19	46.3%
Total	41	100%

Interpretation: In this statement the analysis reveals that 46.3% people are taking more timeto search more on green products and 19.5% people are agree on searching on green products and 26.8% people are on neutral stage.

❖ I am confident about credibility of green product labels (ex: energy efficient ratingsuch as 5-star energy efficient)

Response	Number of Responses	% of the responses
Strongly Disagree	1	2.4%
Disagree	4	9.8%
Neutral	7	17.1%
Agree	8	19.5%
Strongly Agree	21	51.2%
Total	41	100%

Interpretation: In this statement the analysis reveals that 51.2% people are confident about credibility of green product labels and 19.5% people are confident about credibility of green product labels and 17.1% people are confident about credibility of green product labels.

❖ I intend to buy green products

Response	Number of Responses	% of the responses
Strongly Disagree	1	2.4%
Disagree	3	7.3%
Neutral	6	14.6%
Agree	5	12.2%
Strongly Agree	26	63.4%
Total	41	100%

Interpretation: In this statement the analysis reveals that 63.4% people are intend to buy green products and only 2.4% people are strongly disagree on buying green products.

❖ I try to buy products that can be recycled.

Response	Number of Responses	% of the responses
Yes	38	95%
No	2	5%
Total	40	100

Interpretation: In this statement the analysis reveals that 95% people are buying recycled products and only 5% people are not buying that products which are not recycled.

❖ I have convinced members of my family or friends not to buy some products whichare harmful to the environment

Response	Number of Responses	% of the responses
Strongly Disagree	0	0%
Disagree	4	9.8%
Neutral	7	17.1%
Agree	6	14.6%
Strongly Agree	24	58.5%
Total	41	100%

Interpretation: In this statement the analysis reveals that 58.5% people convinced themembers of my family or friends not to buy some products which are harmful to theenvironment.

Chapter 4: Analysis

In our questioners, we give weight for every answer of indicators, i.e. 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 strongly agree.

From the above research respondent's perception on purchase decision, habits, and recycling are tend to be important now a days. Buying Green Products help our nation to reduceharmful energy in our economy. As shown in the response nowadays people are much more aware about green products. Most commonly they used television, class lectures, newspapers, social media platforms, magazines to get more aware about the Green products. They understand that protection of our environment is important for our nation or for our economy so many people are start purchasing green products to keep our environment eco-friendly. They believe that green products help to reduce the air pollution, water pollution etc. It also helps to save the nature and its valuable resources.

Questionnaire

A study on ancients of Green Consumption behaviour in emerging economy

Dear Respondent,These days Customers are more and more concerned about environment and their health. Thus, they are beginning to change their habits of consumption and are demanding greener products whose manufacture has the least impact on the environment. Green products combine green concepts in the manufacturing and use- return process of these products while allowing the products to meet the same manufacturing regulations. Green products are the products which are sustainable, without the use of pesticides, made with recycled materials and simple packaging.This study is being conducted by the student of Institute of Business Management (IoBM) which is aimed to check the impact of cultural and behavioural aspects on Green buying behaviour for academic purpose; you are requested to spare your precious time to fill up the questionnaire. Your views and answers are important to me; please answer all questions as I cannot use the questionnaire if it is incomplete. Your responses will remain confidential.

- Gender.

ϒ Male
ϒ Female
ϒ Other

- Age Group.

ϒ 0-8
ϒ 8-15
ϒ 15-21
ϒ 21-30
ϒ Above 30

- Select the highest degree you received.

ϒ Metric
ϒ Intermediate
ϒ Graduate
ϒ Masters
ϒ Post Graduate
ϒ Other

- Your marital status

ϒ Married
ϒ Unmarried

- Which of the following categories best describe your employment status?

ϒ Employed
ϒ Not employed, looking for work
ϒ Not employed, not looking for work
ϒ Retired
ϒ Disabled, not able to work
ϒ Other

- Are you aware of "Green products" or Eco-friendly products"?

ϒ Yes
ϒ No
ϒ A Little

- How you became aware of green products or Eco-friendly products?

ϒ Television
ϒ Magazines
ϒ Class lectures
ϒ Newspapers
ϒ Other

- Environmental protection is important to me when making product purchases.Strongly Disagree

ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

- I believe that green products help to reduce pollution (water, air, etc.).Strongly Disagree

ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

- I believe that green products help to save nature and its resources.Strongly Disagree

ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

- Given a choice, I will prefer a green product over a conventional product.Strongly Disagree

ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

• People who are important to me thinks that I should buy green products.Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

• My interaction with people influences me to buy green products.Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

• My acquaintances would approve of my decision to buy green products.Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

• It is entirely my decision to buy green products.Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

• I cannot pay more to buy green products.Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

• I require a lot of time to search for green products .Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

- I am confident about credibility of green product labels (ex: energy efficient ratingsuch as 5-star energy efficient).

Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

- I intend to buy green products.Strongly Disagree

ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

- I try to buy products that can be recycled.

ϒ Yes
ϒ No

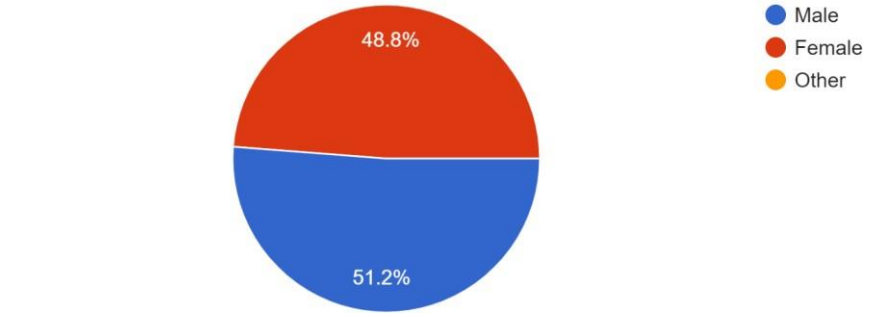
- I have convinced members of my family or friends not to buy some products whichare harmful to the environment.

Strongly Disagree
ϒ 1
ϒ 2
ϒ 3
ϒ 4
ϒ 5
Strongly Agree

Response

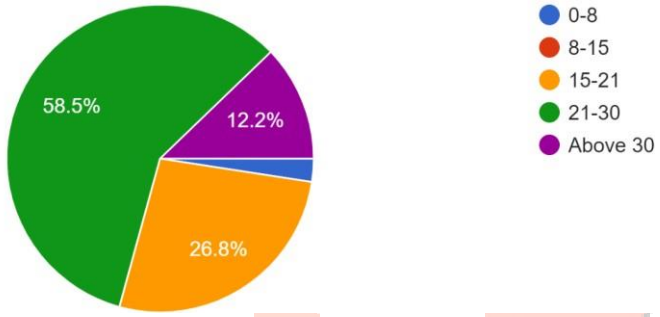
Gender:

41 responses



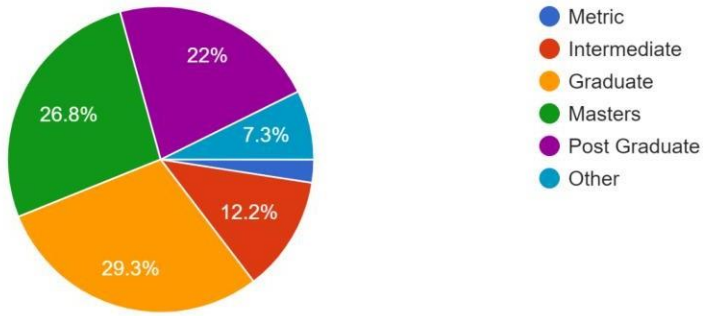
Age Group

41 responses



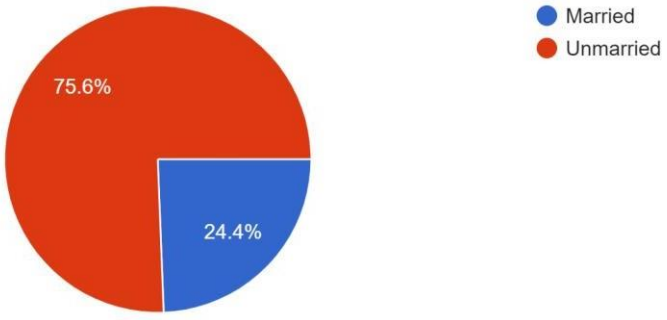
Select the highest degree you received

41 responses



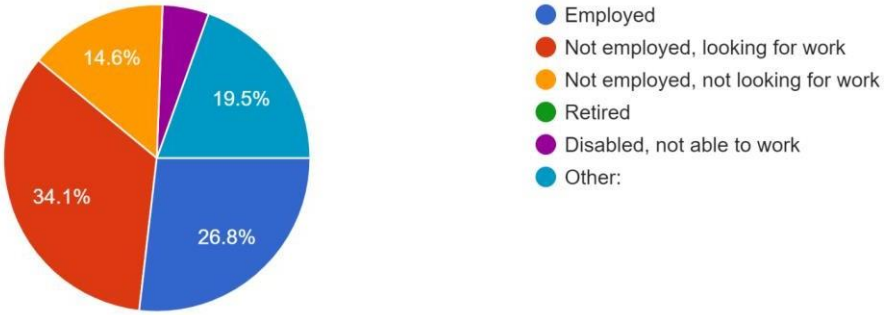
Your marital status

41 responses



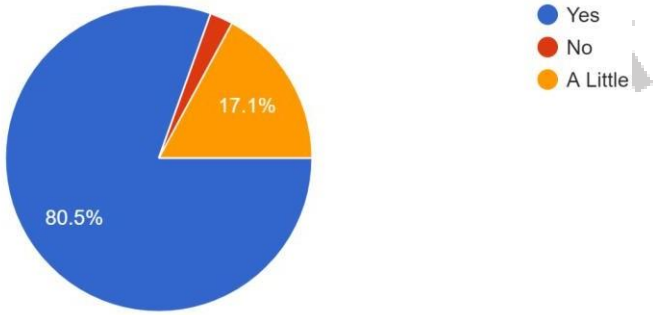
Which of the following categories best describe your employment status?

41 responses



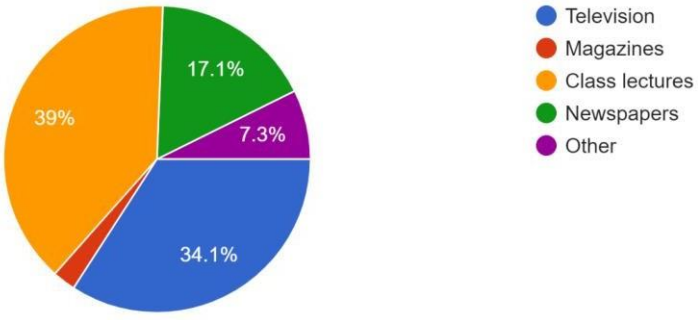
Are you aware of “Green products” or Eco-friendly products”?

41 responses



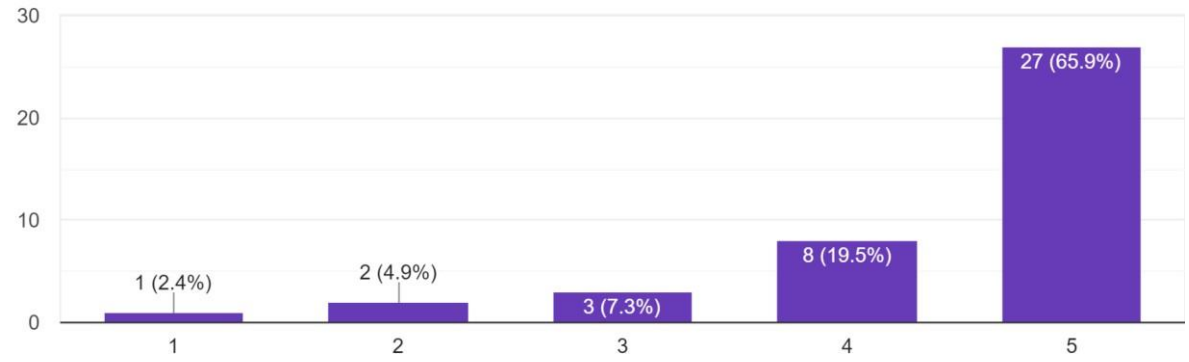
How you became aware of green products or Eco-friendly products?

41 responses



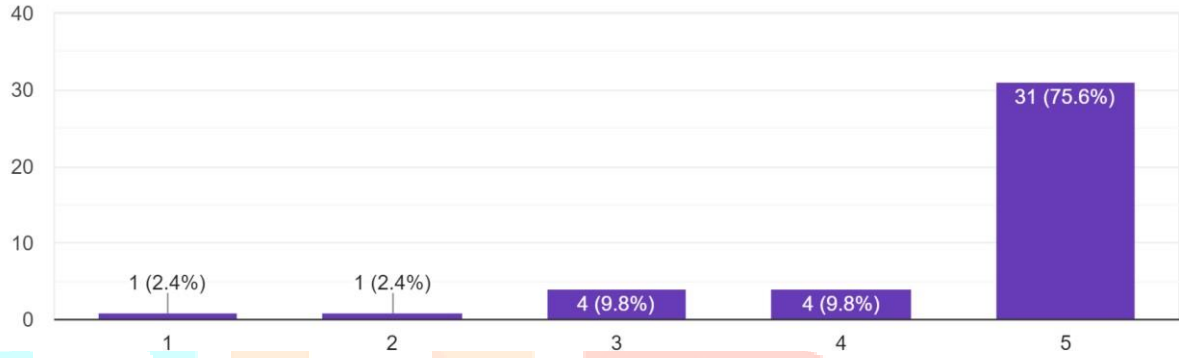
Environmental protection is important to me when making product purchases

41 responses



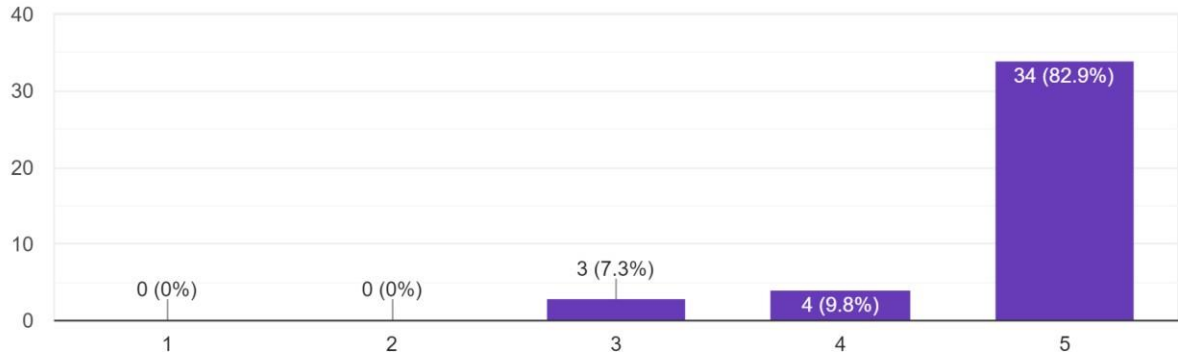
I believe that green products help to reduce pollution (water, air, etc.)

41 responses



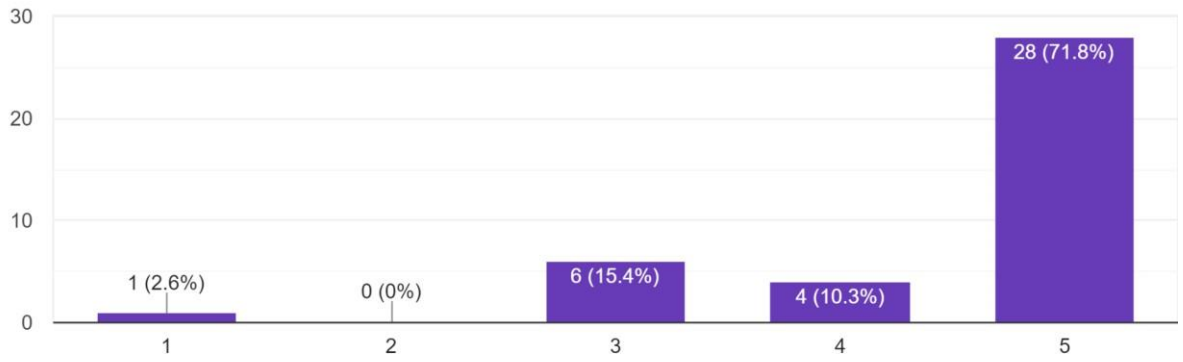
I believe that green products help to save nature and its resources

41 responses



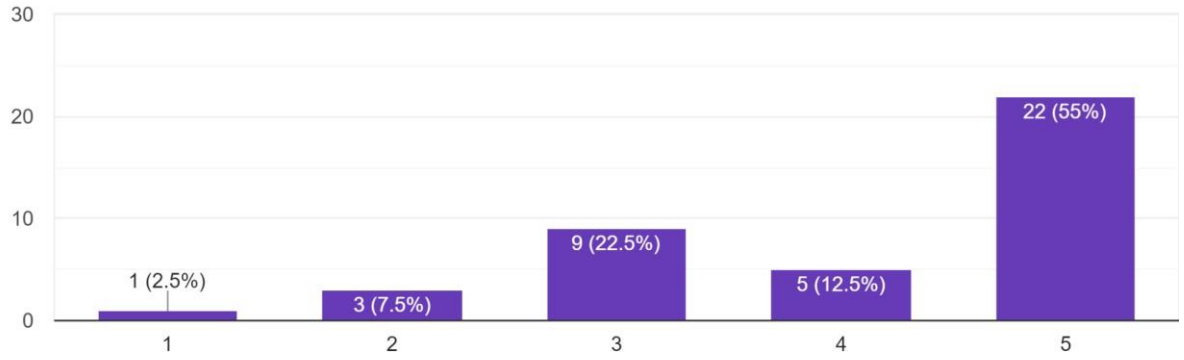
Given a choice, I will prefer a green product over a conventional product

39 responses



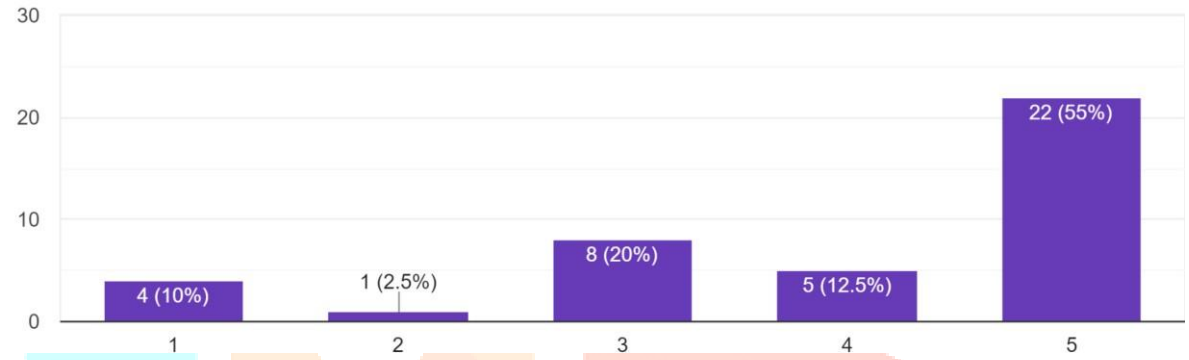
People who are important to me thinks that I should buy green products

40 responses



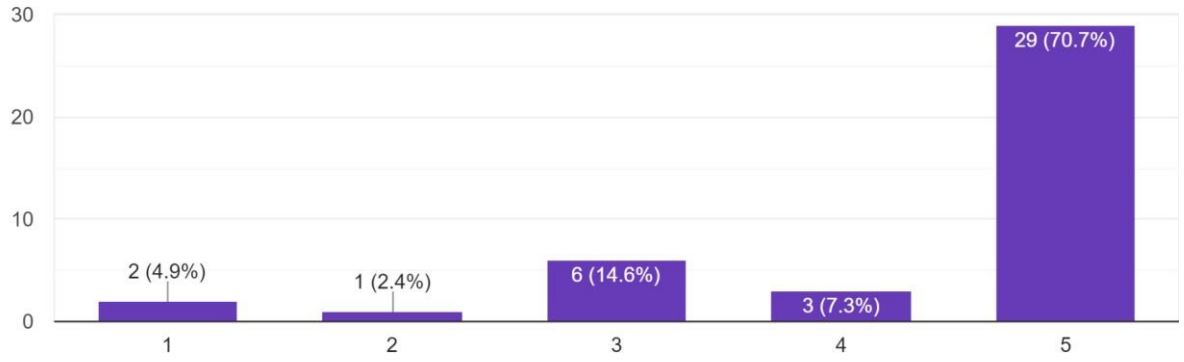
My interaction with people influences me to buy green products

40 responses



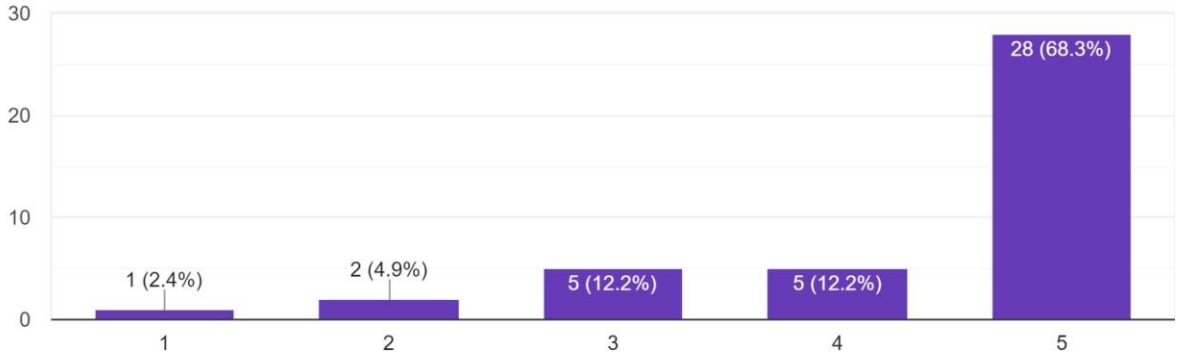
My acquaintances would approve of my decision to buy green products

41 responses



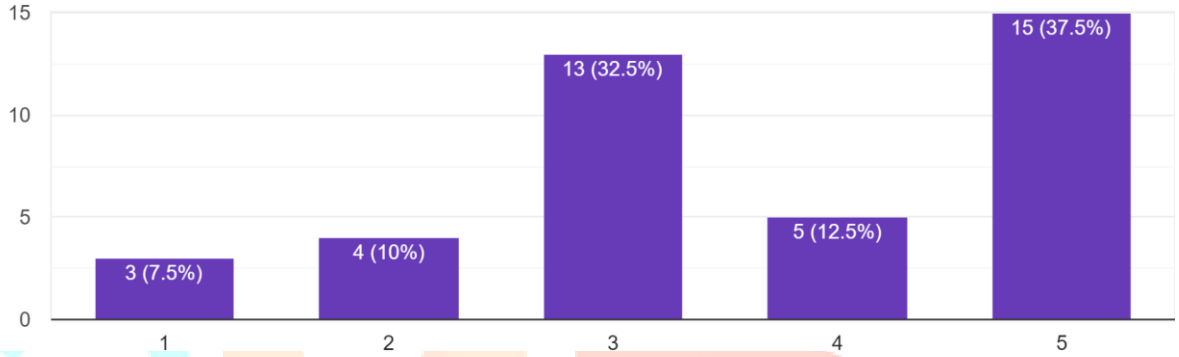
It is entirely my decision to buy green products

41 responses



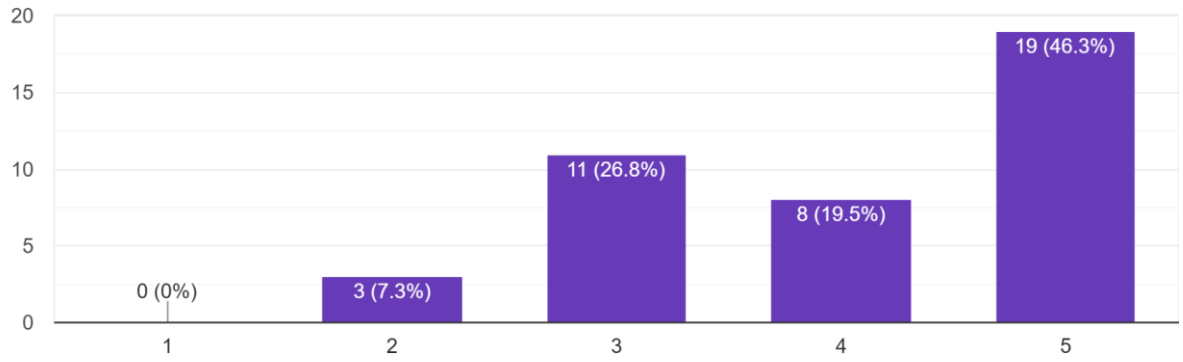
I cannot pay more to buy green products

40 responses



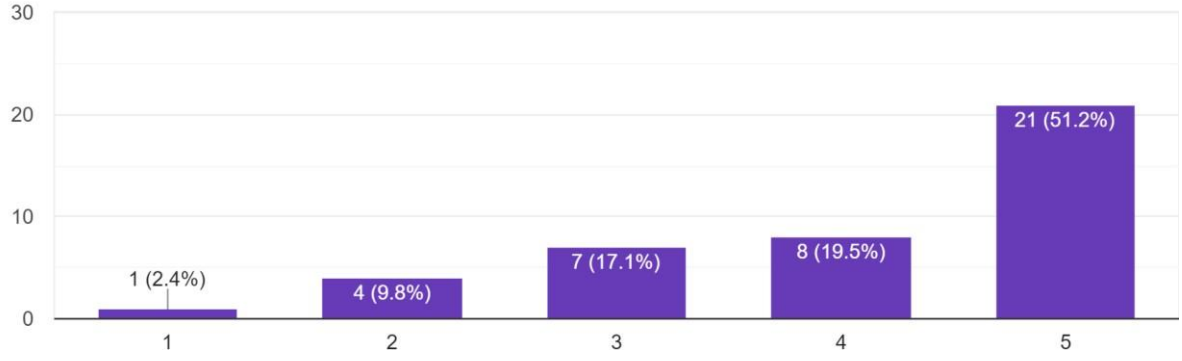
I require a lot of time to search for green products

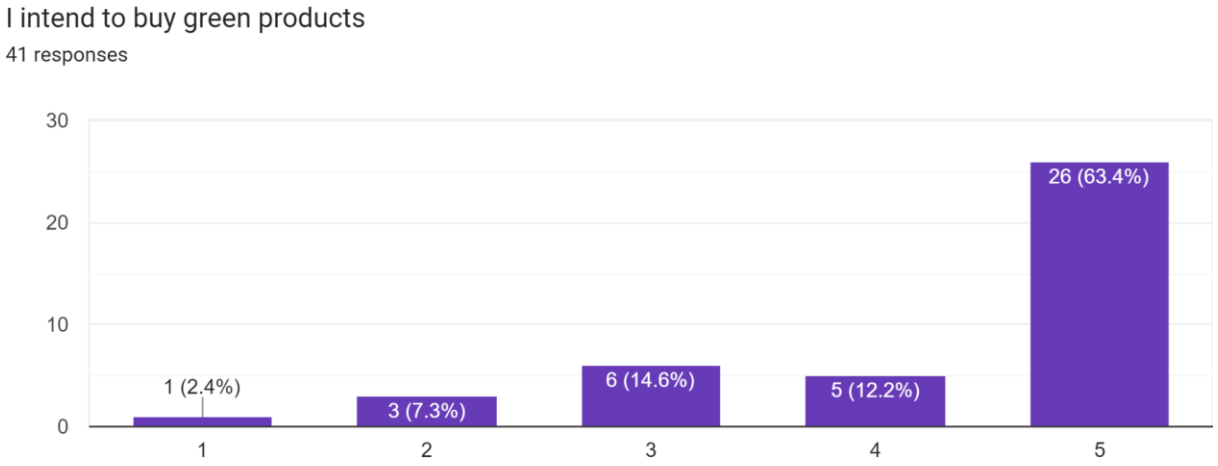
41 responses

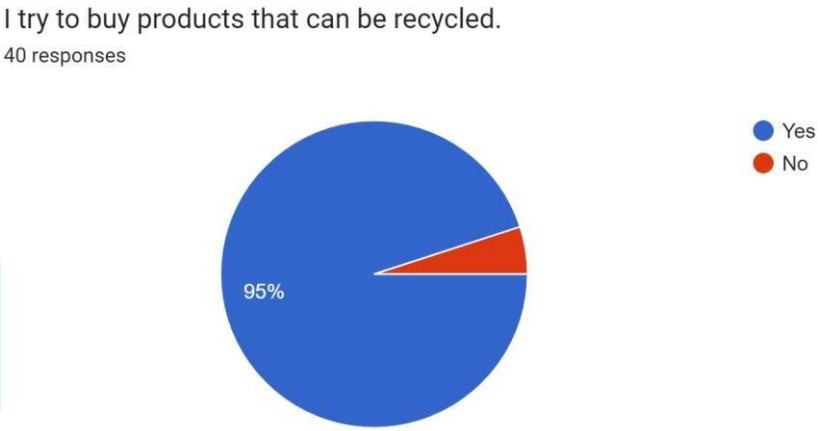


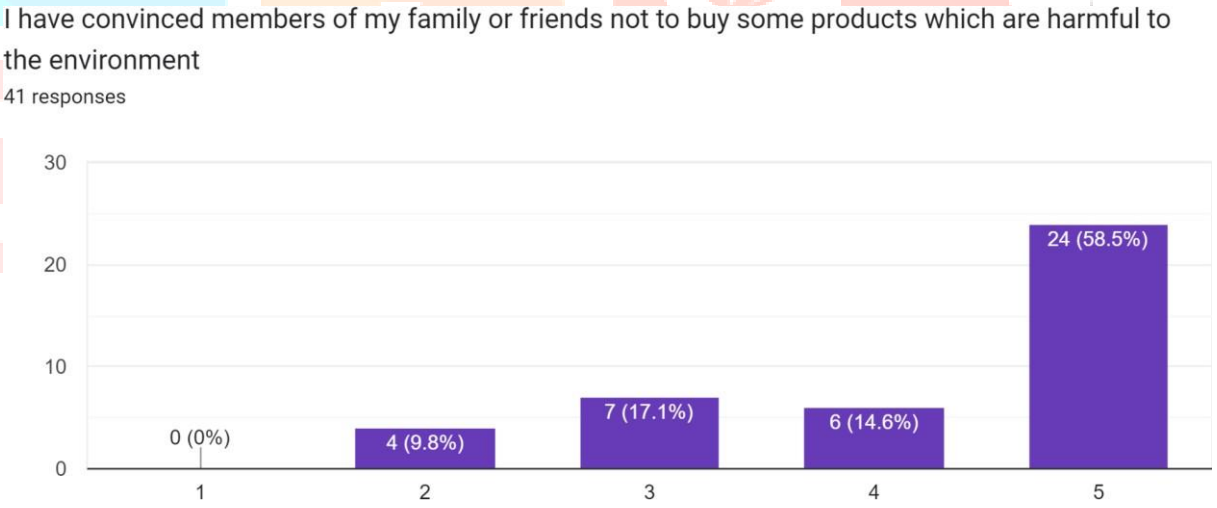
I am confident about credibility of green product labels (ex: energy efficient rating such as 5-star energy efficient)

41 responses









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