



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.03
TPI 2020; SP-9(10): 211-215
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www.thepharmajournal.com
Received: 09-08-2020
Accepted: 13-09-2020

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A study on factor a Consumers buying behaviour towards selected green products

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Abstract

Green Marketing is the most latest and popular trend market which facilitated for the environment-friendly in individual, animal and planet (Rajeshkumar, 2012). The behavior is characterized by the uniqueness of individual expectations, the preference for multiple options, propensity to abandon Brand loyalty and switch to competitive brands that give higher (perceived) value. The new breed is even willing to import to satisfy specific requirement. Purposive sampling and Random sampling without replacement was used to select the study area and respondents. Information about the total number of respondent along with the population in that particular block was gathered. Then by random number table method were selected from easy day and metropolis as the respondents. Advertising greatly affects the purchase decision of green products. It is evident that the purchase behavior and customer satisfaction towards green products. Purchasing behavior of consumers depends on their level of satisfaction towards the products. The concern for environment has been found to be more among the young consumers. Consumers regard the features of the green products to be most important while purchasing them. They are even willing to pay more for the green products to protect their environment. Most of the respondents i.e. 83.33 per cent agreed with the statement that natural things are organic in nature are used for making green products which lure them to buy these products. A consumer's purchase behavior depends on the consumer's level of satisfaction towards the product. Purchasing behavior and customer satisfaction is mostly influenced by the attributes of the green products.

Keywords: Green marketing, eco-friendly products, green brands, green products

Introduction

An environmental issue is a latest topic nowadays as almost every country government and society has started to be more about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. Tiwari (2016) in her study entitled, "Green marketing in India: An Overview", Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. With the increase in the technologies there has been an increase in the industrial activities which has affected the environment adversely. The environment has been exploited extensively; this over exploitation of environment has resulted in climate change, global warming, pollution, depletion of the ozone layer etc. These issues have raised concerns to protect our environment which has led to the concept of going green. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still. "Green products" are the product that will not pollute the earth or deplore natural resources and can be recycled or conserved (Shandasani 1993) [8]. It is a product that has more environmentally sound content or packaging in reducing the environmental impact (Elkington and makower 1988, wasik 1996) [10]. In other words, green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment and on their health. Green lifestyle has become common in developed countries than in developing countries. Many firms have started green marketing and strategies for the development of green products to save the environment and to gain long term profits. Nowadays, we have lot of green products in the market e.g. CFL bulbs, Electric home appliances, jute bags, rechargeable batteries, solar chargers green clothing and green cleaning products.

Objectives

- To study the factor that influences the consumers' buying decisions towards green products.

- To measure the level of consumers satisfaction towards green products in Rudrapur.
- To offer various suitable suggestion to enhance the usage of green products.

Research Methods

Purposive sampling and Random sampling without replacement was used to select the study area and respondents. Information about the total number of respondent along with the population in that particular block was gathered. Then by random number table method were selected from easy day and metropolis as the respondents. A sample size is a definite plan for obtaining a sample from a

given population. Total sample size of 120 respondents was selected from two blocks (60 each). For descriptive data were collected personally by using the interview schedule method. The respondent were interviewed personally and helped to understand clearly the terms used so as to avoid misinterpretation of words and to elicit reliable data. The data was collected in the month of March and April. Prior to this pilot study was conducted to test the appropriateness of the tool i.e. interview schedule developed during the study.

Research Findings and Discussion

Table 1: Ranking of Frequency and Percentage Distribution Showing Preference for Purchase of Green Products (n=120)

S. No.	Ranking	1	2	3	4	5
a	Price	45 (37.5)	26 (21.66)	31 (25.83)	11 (9.16)	5 (4.16)
b	Quality	39 (32.5)	43 (35.83)	34 (28.33)	5 (4.16)	
c	Brand	34 (28.33)	33 (27.5)	26 (21.66)	12 (10)	15 (12.5)
d	Color	2 (1.66)	16 (13.33)	22 (13.33)	55 (45.83)	23 (19.16)
e	Green Aspect		2 (1.66)	7 (5.83)	36 (30)	72(60)

Note: Figures in parenthesis indicate the per cent ages of total respondents in this category.

Ranking was done for the following aspects such as price, quality, brand, color and green aspect. Nearly 37 percent ranked price as the first followed by quality i.e 32.5 percent. Brand was ranked as third by 28.33 percent and only 1.66 percent ranked color as second. None of the respondents reported that for them green aspect was important. The reason for this was that they do not clearly understand the meaning of green aspect. Majority of the respondent's i.e 60 percent ranked green aspect as fifth. Nearly forty five percent ranked color as the fourth rank. Price and quality was ranked as the most important when the respondents were asked to rank.

Majority of the respondents gave price, quality and brand as first, second, and third rank respectively. The result of present study are in tune with Khan and Mohsin (2017) ^[9], in their paper entitled, "The power of emotional value: Exploring the effects of values on green product consumer choice behavior", Using the theory of consumption values, this research proposes to explore the consumer choice behavior for green products in Pakistan. Functional value (price and quality), social value, conditional value, epistemic value, and emotional value and environmental value were used to study the consumer choice behavior for green products.

Table 2: Frequency and Percentage distribution of Respondents being Affected by Persons for Purchase of Green Products (n=120)

S. No.	Ranking	1	2	3	4	5
a	Parents	16 (13.33)	19 (15.83)	51 (42.5)	31 (25.83)	
b	Sibling	15 (12.5)	20 (16.66)	39 (32.5)	42 (35)	
c	Friends	42 (35)	43 (35.83)	10 (8.33)	23 (19.16)	
d	Neighbors				6 (5)	114 (95)
e	Alone	47 (39.16)	38 (31.66)	17 (14.16)	18 (15)	6 (5)

Note: Figures in parenthesis indicate the per cent ages of total respondents in this category.

Regarding frequency percentage distribution of respondents being affected by persons for purchase of green products nearly 35 percent of the respondent ranked friend as first by whom they were being affected. Nearly 35 percent reported to

be influenced by friend followed by siblings and parents. The result revealed that the purchase decision were most influenced by neighbors then friends followed by parents and sibling.

Table 3: Frequency and Percentage Distribution of Respondents Regarding Ranking of Source of information for Purchase of Green Products (n=120)

S. No	Ranking	1	2	3	4	5	6	7
	T.V	15 (12.5)	23 (19.16)	31 (25.83)	8 (6.66)	19 (15.83)	3 (2.5)	20 (16.66)
	Friends	20 (16.66)	41 (34.16)	24 (20)		22 (18.33)	7 (5.83)	2 (1.66)
	Parents	27 (22.5)	36 (30)	22 (18.33)		12 (10)		
	Internet	55 (45.83)	10 (8.33)	20 (16.66)	11 (9.16)	32 (26.66)	11 (9.16)	6 (5)
	Newspaper		37 (30.83)	11 (9.16)	81 (67.5)	19 (15.83)	1 (0.83)	1 (0.83)
	Magazine			1 (0.83)	18 (15)	11 (9.16)	44 (36.66)	39 (32.5)
	Past Experience	3 (2.5)	3 (2.5)	11 (9.16)	2 (1.66)	5 (4.16)	54 (45)	52 (43.33)

Note: Figures in parenthesis indicate the per cent ages of total respondents in this category.

When the respondents were asked from where they got information for the purchase nearly 45 percent reported the internet was the main source of information. Second ranking was for parents that is 22.5 percent followed by friends. It was

evident from the collected data that newspaper and magazine were least preferred. Some of them i.e 2.5 percent said that past experience is also one of the main sources of information for purchasing green products. Hence, it can be concluded

that in the fast growing world, the purchase decision for buying green products is being influence by internet (45.83 percent) followed by TV. (12.5 percent) then parents 22.5 percent and finally friends(16.66 percent).

Reasons given by respondents for using green products

The reasons for popularity and non-popularity of green products have to be looked into so as to improve these and encourage people for their adoption.

Table 4: Frequency and percentage distribution of respondents according to qualities of green products. (n =120)

S. No.	Qualities of green products include	Frequency % yes	Frequency % No	Z (value)
a	Energy efficiency	105 (87.5)	15 (12.5)	8.23*
b	Water efficiency	95 (79.16)	25 (20.83)	6.39*
c	Low emitting rays harmful to the environment	96 (80)	24 (20)	6.57*
d	Healthy products	93 (77.5)	27 (22.5)	6.025*
e	Recyable	97 (80.83)	23 (19.16)	6.75*
f	Durable	103 (85.83)	17 (14.16)	7.85*
g	Biodegradable	92 (76.66)	28 (23.33)	5.84*
h	Renewable	95 (79.16)	25 (20.83)	6.39*
i	Certified products safe for consumption.	98 (81.66)	22 (18.33)	6.94*
j	Locally produced	104 (86.66)	16 (13.33)	8.03*

Actually when asked about specific qualities of green products, most of the respondents agreed and reported that green products are energy efficient, durable, locally produced, having certificate of products safe for consumption and have low emitting rays harmful to the environment. Majority of the respondents i.e. 87.5 percent said that green products are energy efficient as the products save energy. Nearly 79 percent said that green products are water efficient. Seventy seven percent reported that green products are healthy products which take care of the healthy conditions of individuals.

Most of them said that green products are biodegradable i.e.

76.66 percent, 79.16 percent said to be renewable, 80.33 percent reported to be recyclable. Only a few i.e. 20-24 percent said that they do not think that green products can be recycled or are renewable or biodegradable and water efficient. The end of result were also significant at 1% level of significance. Consumers are becoming more concerned about the environment. This concern may lead to a higher level of environmental consciousness (Miller and Layton, 2001) ^[6] and green product purchasing behavior (Roberts, 1996) ^[7].

In this section the classification of different type of clusters based on level of satisfaction with factors which influence to purchase green products.

Table 5: Frequency and percentage distribution of respondents showing satisfaction regarding green marketing, product quality, facilities and functioning of green products

S. No.	Statement	Satisfied	Neutral	Dissatisfied
1.	Characteristic quality of green products			
a	Recyclable	109 (90.83)	11 (9.16)	
b	Reusable	111 (91.67)	10 (8.33)	
c	Reduce	105 (87.5)	15 (12.5)	
d	Refillable	75 (62.5)	44 (36.66)	
e	Degradable	87 (72.5)	32 (26.6)	1 (0.83)
f	Non-toxic	100 (83.33)	20 (16.66)	
g	Waste Conservation	100 (83.33)	20 (16.66)	
h	Energy Conservation	100 (83.33)	20 (16.66)	
2.	Satisfaction with facilities of green products of FMCG sectors			
a	Quality information given to consumer	100 (83.33)	20 (16.66)	1 (0.833)
b	Accuracy of information	99 (82.5)	19 (15.66)	1 (0.83)
c	After sales service	99 (82.5)	21 (17.5)	
d	Advertisement facilities	99 (82.5)	21 (17.5)	
e	Promotional schemes	97 (80.83)	23 (19.16)	
f	Payment facilities	95 (79.16)	25 (20.83)	
g	Delivery facilities	105 (87.5)	15 (12.5)	
h	Discount facilities	95 (79.16)	25 (20.83)	
i	Authenticity of food label information	100 (83.33)	19 (15.83)	1 (0.83)
3.	Satisfaction with functioning of green products			
a	Ready to serve consumer	100 (83.33)	20 (16.66)	
b	Understanding of consumer needs	97 (80.83)	23 (19.16)	
c	Working procedure	85 (70.83)	34 (28.33)	1(0.83)
d	Reliability	92 (76.66)	28 (23.33)	
e	Innovation	90 (75)	30 (25)	

Note: Figures in parenthesis indicate the per cent ages of total respondents in this category.

Basically when asked whether green product's ingredients are volatile organic compounds (VOC's) that may cause smog by contributing to ground level ozone formation, majority reported that they agreed and 15 per cent said 'no' when the same was being asked to them. Most of the respondents i.e.

89.16 per cent said FMCG products are popularly named as consumer packaged goods. The same response came out when asked that green marketing tries to be greener by reducing emissions towards environment making it safe.

More than 83.33 per cent said 'yes' that "green logo" is for

environmental excellence and only a few refused to say 'yes' to the statement. In all majority of respondents agreed and said 'yes' that green marketing products does not contain high toxic compound. Only a few i.e. 5.83 per cent said that they do not agree that green marketing of products does not contain high toxic compounds.

Regarding satisfaction of respondents that whether green products can be recycled, data revealed that 90.83 per cent respondents were satisfied and rest that is 9.16 per cent respondents were neutral. The view of the respondents regarding the Characteristic quality of green products regarding reusability data showed that 91.66 per cent respondents were satisfied followed by 15.66 per cent respondents that were neutral.

The responses of the respondent regarding quality data revealed that 87.5 per cent respondents were satisfied and rest that is 12.5 per cent respondents were neutral. When considering whether the green products and be refilled or not, the data revealed that 62.5 per cent respondents were satisfied followed by 36.66 per cent of the respondent who reported to be neutral. Regarding the information whether the green products are degradable then 72.5 per cent respondents said that they were satisfied followed by 26.6 per cent of the respondent who were neutral and 0.83 per cent of the respondents were dissatisfied.

When perception of respondent towards non-toxic green products was considered the data revealed that 83.33 per cent of respondents were satisfied and rest 16.66 per cent of the respondents were neutral. As far as waste conservation is concerned the data showed that 83.33 per cent respondents were satisfied followed by 16.66 per cent of the respondents were neutral.

The data regarding energy conservation of green products revealed that 83.33 per cent respondents were satisfied and rest 16.66 per cent of the respondents were neutral. The data pertaining to, information given to consumer showed that 83.33 per cent of respondents were satisfied and rest 16.66 per cent of the respondent were neutral and 0.83 per cent of the respondents were dissatisfied. When reference to accuracy of information is concerned the data showed that 82.5 per cent of respondents satisfied followed by 15.66 per cent of the respondent neutral and rest 0.83 per cent of the respondents were dissatisfied.

The response of respondents regarding after sales service of green products showed that 82.5 per cent of respondents were satisfied and rest 17.5 per cent of the respondents were neutral. The data regarding the advertisement facilities of green products showed that 82.5 per cent of respondents were satisfied and rest 17.5 per cent of the respondents were neutral. When promotional schemes of green products was taken under consideration it showed that ninety percent of respondent were satisfied followed by 19.16 per cent of the respondents were neutral. The data pertaining to payment facilities revealed that 79.16 per cent of respondents were satisfied followed by 20.83 per cent of the respondents were neutral.

With respect to delivery facilities the data showed that 87.5 per cent of respondents were satisfied followed by 12.5 per cent of the respondents were neutral. The views of the respondents regarding the discount facilities further revealed that 79.16 per cent respondents were satisfied and rest 20.83 per cent of the respondents were neutral.

Concerning authenticity of food label information data showed that 82.5 per cent respondents were satisfied followed

by 15.66 per cent of the respondent were neutral and rest that is 0.83 per cent of the respondents were dissatisfied. When the data regarding the ready to serve, consumer satisfaction with functioning of green products was considered data showed that 83.33 per cent of respondents were satisfied followed by 16.66 per cent of the respondents were neutral.

As far as existence of understanding of consumer needs is concerned the data showed that 80.83 per cent respondents were satisfied followed by 19.16 per cent of the respondent were neutral. As D'Souza *et al.* (2006) ^[1] suggest there is an expectation on the part of consumers that all products offered should be environmentally safe without a need to trade off quality and/or pay premium prices for them.

Conclusion

The conclusion of this study revealed that consumers who are environmentally conscious are more likely to purchase green products. Traditional product attributes such as price, quality, and brand are still the most important attributes that consumers consider when making green purchasing decision. It is evident that the purchase behavior and customer satisfaction towards green products. Purchasing behavior of consumers depends on their level of satisfaction towards the products. The concern for environment has been found to be more among the young consumers. Consumers regard the features of the green products to be most important while purchasing them. They are even willing to pay more for the green products to protect their environment. Consumers are motivated to buy green products not only because of their concern for the environment but also because they believe these can be healthier option for them. Thus organizations need to focus more on improving the quality of green products and also need to provide high quality green products at genuine prices.

Suggestion for how to Enhance Green Marketing

- There has to be a stimulus provided by the Government to encourage and support the manufacturers who are manufacturing green products by providing subsidies.
- Financial assistance should be given in the form of easy loan facility to equip for manufacturing green products.
- Awards and recognition should be given to those who successfully practice green marketing which becomes a motivating factor for others to implement it.
- Promotion of Eco-mark or Eco-labelling has to be done to create awareness not only amongst manufacturers but also consumers.
- It is suggested that the promoters may reduce the price of green products by creating strong customer base.
- Suitable measures meet to be taken for the difference in level of satisfaction of green products.
- Level of satisfaction for various factors of influence to purchase green products can be increased among the genders.
- Awareness and popularity for purchase of green products have to be increased. So that people belonging to different occupation status can increase the level of satisfaction.
- Social advertising to be carried out on a large scale through various medias to promote environment friendly practices, to promote the consumption of green products.

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