

Green Consumerism: A Special Emphasis on Purchase Behaviour towards Eco-Friendly Products in Bengaluru, India



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Abstract: Green Consumerism is acquisition of a product in a market in sustainable way and eco- friendly environment. Now a days, our society is very much worried about our environment and the pollution caused by us. So, in order to protect our environment, we should follow green practice. Due to pollution and decomposition of Industrial waste, the ozone layer is getting depleted. The organization has to step forward to protect the environment by producing and selling. Moreover, because of this green product the sales of the organization can also be increased and it protects our environment. According to 2016 the green packaging global market value is 135.15 Billion U.S. dollar they are planning to reach 283.3 billion U.S. dollar by 2025. The study emphasis on factors influences the consumer behaviour toward Green Marketing. The questionnaire was prepared and sent to 373 people but, in that 283 respondents given their opinions. According to the study, the Vouch Factor, Environmental Factor and Reference Group are the factors influencing the consumer to Buying Behaviour Green Products

Index Terms - Green Packing, Vouch Factor, Buying Behaviour, Green Consumerism.

I. INTRODUCTION

Green vend is a process of selling product/ service in order to protect consumer's health and environment. It incorporates a broad range of activities, including product modification, changes to the production process, [sustainable packaging] as well as modifying advertising. Green Marketing is a process of helping companies to increase brand equity and sales of the firm. It reduces the usage of energy because of that, it reduces the cost of production and operation. This green product also reduces the environmental and health hazards.

When we talk about Green Marketing, the green strategy implemented in designing the product or service, the promotion activities done green life style, the price of the product or service is comparatively high, and the place where

they are going to place the product is as per the requirement of consumer demand.

In order to increase organization, profit they have started using eco- friendly techniques in to protect our nature. The companies can reduce their production and operation costs by reducing the usage of energy and they can boost the sales of the firm. The techniques which is implemented is in order to protect the environment.

In the green marketing they have diversified factors which influences the customers to buy the product in the market. In India, the factors like health and environment friendly. So, many companies started implementing green product strategies.

II. LITERATURE REVIEW

A Consumer's level of awareness about the Green products are high but, still they're not aware government initiatives and schemes towards Environment Friendly products/ services. Green Marketing has come into system not only, to protect the Environment. Green products in fashion retail industry has become a corporate social responsibility where, they can build their brand image. Buy producing eco-friendly product of organic nature.

Before designing the green product, the marketer should analyze the consumer behaviour and their needs based on the Demographic characteristics, cultural, religion and lifestyle aspects. For example, the products have to be designed based on income, age, education and occupation. The government has to frame the policy to enhance the green strategy.

The government has taken up the initiative by conducting campaigns/advertising and has to pass messages to public to make it green. The government has taken initiative for changing the current situation to green products. The government when they frame the policies and strategies sas per the nature of the product creation and disposal.

III. OBJECTIVE OF THE STUDY

1. To identify the Individual and Environmental factors influencing the customer behaviour with regard to Green Products
2. To find the Satisfaction level of the customer in Green Product
3. To study the Expectations of the Customer while purchasing the green product

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IV. RESEARCH DESIGN

4.1. Variable of the Study: The variables used in the study are Depicted below:

Independent Variable	Demographic Variables (Gender, Age, Martial Status, Occupation, Education, Children, Monthly Income)
Dependent Variable	Buying Behaviour (Motive to Buy, Medium, Place to Buy, Frequency of Purchasing)

4.2. Sample and Sampling Technique: The questionnaire was distributed among 383 respondents to carry out the pilot study. Among the 16 Questionnaire were partially filled and were not include the final response in that 283 responses were completely filled, and it is used for the study (n = 283). Convenient cum purposive sampling technique was used to choose the right sample from different locations of India.

4.3. Tool for Analysis: The analysis was carried by preparing the questionnaire using Likert Scale. There are 7 Demographic variables and 30 variables for Buying Behavior were considered. In that, 16 variables were scaled in the extremely influenced in these factors have great impact on green Marketing. In that, 8 variables were sometimes influence the Green Marketing. The 2 variables have influenced somewhat. Remaining, 4 variables has never influenced the respondents. The scaling has rated as 5- extremely Influenced, 4- Very Influential, 3- Somewhat Influential, 2- slightly, 1- Not at all Influential.

4.4. Data Collection: The study has been carried out from September 2019 to October 2019. The questionnaire was prepared and sent to the respondent and 283 responses were filled. Structured Questionnaire were used to collect the data from the Respondent.

4.5. Statistical Technique for Data Analysis: The reliability analysis was carried out to measure the consistency from Cronbach’s Alpha. From the Frequency, Percentage and Mean Score were analyzed the Demographic Characteristics of the consumer. Factor analysis and Multiple Regression were used identify the factor which influenced the customer behaviour towards Green Vend.

V. DATA ANALYSIS AND RESULT

According to the study, the internal reliability coefficient (Cronbach’s Alpha) value is 0.952 which indicates the reliability of 30 Variables.

Cronbach's Alpha	N of Items
0.952	30

a) Descriptive Statistics for demographic variables

		NUMBER (n=283)	%
Gender	Female	79	27.9
	Male	204	72.1
Age Group	15 - 18	56	19.8
	19 - 29	210	74.2
	30 - 39	13	4.6
	40 - 49	4	1.4
Marital	Married	29	10.2

Status	Unmarried	254	89.8
Occupation	Student	218	77.0
	Self-Employee	19	6.7
	Business	5	1.8
	Service	41	14.5
Education	Undergraduate	212	74.9
	Graduate	35	12.4
	Postgraduate	36	12.7

Children	One	11	3.9
	Two	4	1.4
	Three & Above	4	1.4
	None	264	93.3
Monthly Income	Below 10000	113	39.9
	10000 - 20000	45	15.9
	21000 - 30000	86	30.4
	31000 - 50000	24	8.5
	Above 100000	15	5.3

According the Table-2, data was analyzed using descriptive statistics based on the Gender, Age, Martial Status, Occupation, Education, Children and Monthly Income. The Majority of respondent are Male Dominant with 72.1%, the people of the (19 -29) with the Majority of 74.2%, the martial status majority of 89.8% unmarried, the majority are student who prefer the green product 77%, the majority of under-graduate respondent 74.9%, the respondent majority don’t have children 93.3% and the income level of the respondent is below 10000 is 39.9%.

b) Descriptive statistics for Buying Behavior:

		NUMBER (n=283)	%
Motive to Buy	Health aspects	145	51.2
	Environment safety aspect	115	40.6
	To Use Better Quality Products	23	8.1
Medium	Tv	8	2.8
	Magazine	10	3.5
	Internet	78	27.6
	Friends	67	23.7
	Relatives	120	42.4
Place to Buy	Retail Malls	92	32.5
	Local Shops	84	29.7
	Internet	31	11.0
	Tele-Shopping	5	1.8
	Specialized Shop Unit	61	21.6
	Factory Outlet	10	3.5
Frequency of Purchasing	Once a Week	34	12.0

	Once a Month	94	33.2
	Once a Year	10	3.5
	Regularly When Needed	145	51.2

According to the Table-3, the majority of the respondent motive to buy product is concern of health is 51.2%, the medium through which respondent influenced to buy the product is through Relatives 42.4%, the place preferred to buy the product is retail mall 32.5% and the frequency of purchasing the product is regularly when needed is 51.2%.

c) Descriptive statistics for Level of Satisfaction:

According to the, table-4 the level of Satisfaction of the consumer towards the product/ service is very satisfied.

Most of the respondent was very satisfied where; the level of satisfaction is 42.8%

Table:4- Descriptive statistics for Level of Satisfaction

		NUMBER (n=283)	%
LEVEL OF SATISFACTION	Very Satisfied	121	42.8
	Satisfied	105	37.1
	Neutral	51	18.0
	Dissatisfied	6	2.1



Factor Analysis:

The factor which influenced the customer behaviour to buy Green products using Factor Analysis to reserve ticket at online was analyzed using factor analysis. Then the variables are analyzed using Multiple Regression and few variables were rejected in factor analysis rotation Iteration. Sampling adequacy was checked using KMO and Bartlett's test as shown in table 5. According to, Kaiser- Meyer- Olkin the sampling adequacy should be more than 0.5 but here, according to the analysis it is 0.783. Therefore, the data is highly significant.

Table:5- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.783
Bartlett's Test of Sphericity	Approx. Chi-Square	9239.506
	df	435
	Sig.	0.000

The total variance of the component are analyzed using extractive method as shown in above table. The Eigen value of First factor is 12.732 and its variance is 42.441%. The Eigen value of Second Factor is 3.613 and its variance is 12.042%. The Eigen value of third factor is 2.416 and its variance is 8.054%

The rotated component matrix in which each variable is,

Determinant-1: Vouch Factors

1. I consider the feedback and review about the performance of the product who are used to the product.
2. The content and ingredient used in the product are shown in Label.
3. I would like to buy product when there is discounts and offers.
4. I would like to buy product based on the product certification.
5. I would like to buy the product based on the ingredients added in the product is green.
6. I would like to buy the product based on retail assistance about the ingredients and the contents used in in the product and its advantages.
7. I wish to use green products because it is good for health and easily curable.
8. These green product manufacturing organization where they follow the green practices.
9. The product should have proper certification and safety for the customers.
10. When I buy green product, the certification of the product that the product is environmentally green.

Determinant-2: Environmental Factors

1. I prefer to buy these products because the products are good and healthy.
2. I want to protect my Planet so; I go ahead with green product.
3. When I purchase the product, I clearly go through the labels where I protect myself.
4. I go ahead with green product because the products are recyclable.
5. The packages used are refillable
6. I don't prefer to buy the products from the company which are not eco-friendly.
7. Before taking up the decision to buy the product the phenomenon which I look into is price.
8. I also compare the price of the product in the market with other products.
9. The easily available green products in the market I prefer to buy.
10. If the product is not available in the store I switch the source of buying instead ignoring the product.
11. I prefer to buy the green products only if it available in retail shops
12. I would like to buy green products only because, it is good for health. Even though, it is costly.
13. Green product is good if the product is clinically tested and confirmed.

Determinant-3: Reference Group

1. The green product symbolize the status of the product in the society.

2. My friends and neighbors suggested me to use the green products
3. Because of my family compulsion I prefer to use green products.
4. I started using green products because of my doctor's suggestion.
5. My family systems value culture also affects me to buy the product.
6. If I want to the green product it depends upon the brand I go for.
7. When I want to buy any green product, My interest depends on the attributes and characteristics of the products I have opted for.

Multiple Regression:

Table: 6 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000 ^a	0.999	0.999	0.58045

a. Predictors: (Constant), REGR factor score 3 for analysis 2, REGR factor score 2 for analysis 2, REGR factor score 1 for analysis 2

According to the Table-6, the R value is 0.999 and it says that, there is better linear relationship between the response and the predictor. Then, the difference between the R Square and the Adjusted R square which is Nil. The overall regression model is analyzed using the F Ratio using ANOVA. It shows independent variables depend on the dependent variables $P(3, 279) = 60085.055$

The co-efficient of the regression model has been interpreted in equation.

$$Y = \text{CONSTANT} + V1 + V2 + V3$$

$$\text{Factors Influencing} = 97.177 + 25.270(V1) + 0.796(V2) + 0.126(V3)$$

The first variable is Vouch Determinant where, the consumer requires a certification or authentication for the product to use. The second variable is Environmental Determinant the consumer buys this product in order to protect the environment from hazards. The Third variable is influence of reference groups to buys the green product i.e., they purchase product based on others reviews and opinions.

FINDINGS OF THE STUDY:

1. The study evident that consumer's if they want buy green products, the factor which influence the most is Environmentally Friendly.
2. The consumer before buying the product they, require certification and transparency about the product materials used and method of manufacturing.
3. The Reference group reviews and opinions plays a major role in consumer's decision-making process and they expect transparen in the green product.

VI. CONCLUSION

According to the study, it is evident that there many determinants which is influencing the customers to buy the green products based on three major determinants. Such as, Vouch Factors, Environmental Factors and Reference Groups. The main focus of the customer to buy green

products the product which they opt should be certified under recognized organization, the product design should be in order to protect the environment and the consumer will always look for others review about the product.

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AUTHORS PROFILE



Prof. Milana B., has 1.5 years of Academic Experience and 1.2 year of Corporate Experience. She has completed her graduation in B.E Electrical and Electronics Engineering from Anna University, Chennai and Master of Business Administration in Marketing from IFIM Business School, Mysore University with First Class Distinction. Currently, working as Assistant Professor and Placement coordinator in Koshys Institute of Management Studies, Bengaluru. She has published several national papers, attended several workshops, seminars and conferences. Her area of interest is in HR, Data Science and Marketing. She is certified Trainer of Fidelity National Finance Company. She has been awarded as "Best Faculty (Students Favorite) by Koshys Group of Institution".



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