

An Empirical Study With Special Reference To Green Products From Customers Perspective In Bangalore

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Abstract

Consumer engages in environmental behaviour as a result of their desire to solve environmental problem. They should become role models and a belief that they can help to preserve the environment. However, consumers' indications of positive attitude towards environmental issues do not necessarily lead to actual environmentally friendly purchasing behaviour. This research examines the factors impacting consumers purchasing behaviour toward green products in Bangalore City. Price, quality, environment, brand loyalty are taken as the independent variables and purchase decision of green products is taken as dependent variables. A sample of 140 customers were surveyed based on convenience sampling technique. Frequency, correlation and regression analysis were carried out. It is found that customers are willing to purchase green products due environment concern and product quality

Keywords: Consumer behaviour, Green Marketing, Environmentally Friendly products, Logistic regression.

INTRODUCTION

Green environmental issues and green awareness in terms of food choice, green management, green branding and green consumer choices have been the topical interest worldwide for some time now (Lin and Huang, 2012). The research on green awareness or green orientation is relatively limited, especially in developing countries, like India. India is big economy, where the education level is relatively high and the economic condition is growing at a steady rate. India is also fast growing economy due to its huge market base. India attracts lots of industrialists and foreign companies. Interestingly, India once upon an agricultural based economy but it has advanced technology advance economy, in recent years as well. The environment has become a critical issue that is influencing how products are developed, marketed and disposed it. Previous research has shown that 84% of consumers expressed concern on issues related to the environment and some consumers are changing their consumptive and purchasing behaviours because of their concern (Schlossberg, 1990; Fisher, 1990). Consumers purchase products and services with a mix of attributes including environmental attributes that maximizes their utility. However, not all consumers are willing to pay a higher price for green products. This implies that consumers derive greater utility from the price and quality attributes rather than environmental attributes. The consumers may be willing to purchase the environmentally friendly products within certain constraints. However, huge price differentials and inconveniences associated with environmentally friendly products may deter consumers in buying them. It is important to increase people's environmental awareness and consciousness, because as customers, they can impact the environment through their positive purchasing decisions. Further argues that the growing number of customers and consumers who prefer and are willing to buy eco-friendly products are creating opportunities for businesses that are using eco-friendly or environmentally friendly as a component of their value proposition.

Review of literature

Dunlap (1991) consumer purchasing decision is influenced by price of a product. Consumers always prefer to purchase or buy those products which have low prices as compared to other products and less from market. In case to purchase those products or goods which are environmentally friendly goods or products are more expensive as compared to ordinary products which are harmful for health and environment. The community who want to purchase the green product is small and willing to pay more for green product in premium price

Welford (2000) described green marketing as a management process of identifying, anticipating and satisfying the consumers' needs and wants while being sustainable as well as profitable. Despite the

growing body of literature focusing on green marketing, a universal definition remains elusive with many heterogeneous definitions remaining in use, depending on the researcher's perspective.

Peattie (2001) classified green consumer needs in four categories such as knowledge and information, preserving their choice of lifestyle, desires to be substantive and the desire to control. Laroche et al., (2001) believe that the value that individuals hold would influence their behaviour. For example recycling is a behaviour that individuals must do, even though the immediate rewards for engaging this behaviour is low. Wossen Kassaye (2002) stated that consumers believe environmental issues are or will become problematic, is possibly related to the disagreement regarding the cause and effect, responses and timeframes in which remedial action must be taken. Bryman and Bell (2007) believe that for studying the social facts, quantitative approach is suitable. Hence, in order to be able to answer the research question about the factors involved in green purchasing behavior towards buying Eco printers, which is categorized as social behavior, the "quantitative" research methods has been chosen by the authors. Dahlstorm (2021) characterized green marketing as an integration of ecological concerns into marketing aspects including production, distribution and logistics, promotion and packaging along with marketing communications. Manjunath (2023) the companies try to provide high quality product with the low price but sometimes the prices of green product is high as compared or relative to traditional environment friendly goods or products. Company try to decrease its operational and production cost to provide low price green product and try to gain more or large share in the market.

Statement of the problem

The further degradation of environment causes losses and may end in excess rains, cloud burst, excessive global warming, destruction of ozone layer and the health of qualitative life of consumers may be severely affected. The environment protection through consuming only eco products are going to be crucial in creating successful environmental strategies and in assisting the business firms and economies towards environmental sustainability. To attain sustainability of humankind green marketing practice is needed in the society. The ecological issues are since getting worse, the consumers concern about the environment protection have led to the diversification in the buying approach towards green lifestyle. Therefore, business houses persuading relevant data to develop potential ecological approaches in the green marketing industry. Green marketing and green product development are useful techniques that are used by firms to increase competitive advantage and stand a chance of gaining consumer satisfaction in order to achieve firms mission and vision. The ecological impacts have altered the relationship between human and organizations and obviously environment significance has been redefined. Consequently, new perception emerged on the issues like environmental friendly products, recyclability waste reduction, the associated cost with pollution and the price value relationship of environmentalism. Furthermore, pressure from different stakeholders, government, global environmentalists, NGOs and consumers is put on the retailers which in turn place the retailers to be watchful, get a touch with latest developments. Governments, on the one hand is taking strict action on the violation of environment norms and on the other hand, consumers are outspoken regarding their environment friendly products and in many cases consumers are ready to pay premium and ready to buy high priced green products.

Research Objective

- To study the customers, purchase behaviour towards green products in Bangalore City.

Hypothesis of the Study

Product quality consciousness, prices consciousness, brand consciousness and environmental consciousness are not influencing that purchase intention of consumers in the purchase of green product.

Research Method

Descriptive type research is applied. Questionnaire is developed to collect the primary data from the customers. Questionnaire includes the purchase of green product intention to purchase green product and reasons for purchasing green products. A sample of 140 customers were surveyed based on convenience sampling technique. The collected data were analysed with frequency analysis, correlation and regression analysis.

RESULT AND DISCUSSION

Customers are asked to whether they are purchased green products or not or having the idea to purchase the green products in future. The result is displayed in the table-1.

Table .1 Purchase of Green Products

Purchase Behaviour	Frequency	Percent
Purchase green products	104	74.5
Not purchase	36	25.5
Very likely in future	88	63.2
Some What likely	52	26.8

Source : Primary data computed.

From the analysis it is inferred that of the respondents indicated that they purchased green products, while 25.5 per cent of the respondents indicated they did not purchase green products. The respondents were also asked to indicate their intention to purchase green products in the future. Significant proportion (63.2%) of the respondents indicated that they are somewhat likely or very likely to purchase green products in the future, while only 26.8 per cent of them indicated that they are somewhat unlikely or very unlikely to purchase green products in the future.

Table. 2 Green Product Features and Purchase Intension

Features	Purchase Intension	
	r-value	p-value
Quality consciousness	0.829	0.001*
Price consciousness	0.612	0.001*
Brand consciousness	0.348	0.001*
Environmental consciousness	0.882	0.001*

Source: Primary data computed (* Significant at one percent level)

It is hypothesised that product, price, brand and environmental consciousness does not having relationship with green products purchase intension among the customers. Pearson correlation analysis carries out to rest the hypothesis. The result is displayed in the Table 2. The calculated P-values are significant at one percent (0.001) level. Hence, the hypothesis rejected. The calculated r-values are ranged from 0.348 to 0.882. From the r-values it is inferred that customers are having more relationship with environmental consciousness and green product purchase intension.

Customers are having more consciousness about environment and green product quality while purchasing products.

Table. 3 Effect of Green Products features on Purchase Intension

Effect	Coefficients	Std. error	t-test	Marginal effects
Constant	-3.018	1.044	2.514	-0.583 (NS)
Brand con	-0.205	0.142	1.135	0.001*
Environmental con	1.732	0.139	6.713	0.211(NS)

Source: Primary data computed

(* Significant at 0.01 level)

Influence of green product quality, price, brand and environmental concern on customers purchase intension is analysed with help of regression analysis. In regression model, it found that green product quality and price are not influencing the customers purchase intension towards green products. But, environmental Consciousness and Brand Consciousness are statistically significant and the signs on the parameter estimates support the hypotheses. For example, environmentally consciousness positively impacts consumers' purchasing decision on green products and the marginal effect of environmentally consciousness on the probability of consumers purchasing green products is 21 percent. Environmentally conscious consumers are expected to score higher than those not so environmentally conscious. But, brand Consciousness negatively impacts consumers' green product purchasing decision and the marginal effect on the probability of consumers purchasing green products is 4.1 percent. Consumers who have developed brand loyalty to other conventional brands are also less likely to purchase green products. This may be because brand loyalty is hard to break. Consumers, who are brand loyal, they are less likely to switch to other brands or try new products. However, price consciousness and quality consciousness are

not significant. The results showed that price and quality have significant effect on consumers' green purchasing decision. This may be attributed to that most consumers. In cuddalore customers are already price and quality conscious towards both green and non-green products, therefore not revealing significant consciousness of these two attributes on green purchasing behaviour the findings in the literature

Recommendations

In order to gain the people's trust and belief in green products' performance, green products manufacturers' can design and open the testing stores for general public to use the eco products for free and unlimited in the store area.

The green products manufacturers should include the Eco labels and place them more appropriately on their products which can be easily viewed and identified by the consumers and customers. Customers are having more concern about environmental issues. Hence, manufacture to concentrate to save the environmental by making green product.

CONCLUSION

This research analysed the customers purchase behaviour of green products. It is found that customers are having more important about green product brand and environmental issues. Hence it is conclude that the customers should educate green knowledge and eco literacy, attitude and green belief, environmental laws and guidelines and willingness to pay. respondents found that green products are healthy, good for environment and are better than traditional products. Respondents were influenced by promotion for green products and felt packaging, labeling and product information strongly influenced their purchase decision. Further, the respondents have knowledge of social factors influencing the purchase of green products. The agrarian community who lives nearby nature and agricultural land are better aware of environmentalism and its effects if environment protection is ignored.

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