

## A Quantitative Study on Consumer's Behaviour towards GREEN PURCHASING

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### Abstract:

Environmental deterioration is a major cause of worry in modern civilisation, as it leads to a shift in consumer behaviour toward environmentally responsible purchases. A complete literature study on green purchasing behaviour was undertaken in order to better understand the green goods purchasing selection process. The current study is a preliminary look at how sociodemographic characteristics influence customers' green purchase decisions. Gender, age, educational attainment, personal financial circumstances, and the number of children in the family were all taken into account. We have conducted a survey through Google Form and with the help of it we state the Consumer's behaviour towards saving the environment by doing Green Purchasing. According to our findings, all of the demographical parameters described above have an impact on green product awareness and purchasing behaviour. The research looks into the aspects that affect green buying decisions. It adds to existing knowledge base by elaborating on the factors that influence green purchasing behaviour in developing countries.

### Keywords:

Green Purchasing, Consumer's Behaviour, Environment, sociodemographic, Green Product.

## **Introduction:**

Consumer buying behaviour is the study of how buyers act while deciding to purchase a product that meets their needs. It is a study of consumer behaviour that leads to the purchase and use of specific products. Marketers need to research client buying behaviour because it allows them to learn what customers want. It aids in comprehending what motivates a customer to purchase a product. It is very difficult to examine the variety of products that consumers want before shooting them into the market. Marketers can learn about their customers' preferences and adjust their marketing methods as a results accordingly.



Consumer demand of goods and services has expanded dramatically over the world, resulting in natural resource depletion and serious environmental harm. Global warming, increased pollution, and a reduction in flora and fauna are just a few of the major consequences of environmental damage. Various governments around the world are beginning to recognise this problem and are attempting to reduce the negative environmental impact of their corporate activities. As a result of this realisation and concern for the environment and society, the term "sustainable development" has emerged, emphasising the need to promote sustainability and advocating for development that has the least detrimental impact on the environment and society. Environmentally conscious consumers have seen a favourable and considerable increase in environmental protection activities, attitudes, and knowledge during the last few decades. People's attitudes toward the environment are changing, and this has influenced their lifestyles and values. As a result of customer demand, businesses have begun to pay attention to the green product industry.

The present study tries to find the behaviour of consumer towards green purchasing, how does it differ from different age groups to gender and the various factors affecting the buying behaviour of a consumer.

## **Need of the study:**

Today our world is facing a huge problem of global warming, over pollution, soil degradation, Water disposal, natural resource depletion, loss of biodiversity and many more problems which has no end but what we citizens are doing to save it.

The main reason for this research paper is to find out the percentage of the consumer who are aware of green purchasing and have actually shifted to green purchasing for betterment of the environment.

As today's consumers are changing their needs, they are willing to change for the betterment of the environment. But, not everyone is aware and not all are willing to change. So, through our survey we need to clarify whether the number are increasing, consumers are doing green purchasing or not.

## Objectives:

- To identify whether consumer's attitude towards green purchasing is positive or not.
- To identify the factors that mostly influence consumer's green purchasing behaviour.
- To find out consumer awareness on the availability of green products.
- To identify whether consumer's attitude towards green purchasing varies with demographic structure.
- To examine whether gender plays any role towards green purchasing behaviour.

## Research Methodology

In order to study the research objectives, both primary and secondary data have been collected and processed. The first part of the research involved searching the internet for articles, reports, previous research papers and professional information on consumer behaviour studies and green marketing. Secondary data analysis provided a basic background for starting the collection, analysis, and interpretation of primary data.

Primary data was obtained by the use of questionnaire. Any consumer with independent purchasing power was our aim. The respondents were chosen using a persuasion random procedure. A total of 200 responses are collected and are used for data analysis. The questionnaire covered questions related to consumer awareness towards green purchasing, whether they are ready to pay high price for green products and also the factors that influence them to buy green products. On the basis of their responses, we have prepared pie-charts to do the analysis.

## Literature review:

*Hessam Zand Hessami, Parisa Yousefi, [2013]*. Investigation of major factors influencing green purchasing behaviour, in the study, the components influencing consumer's green purchasing behaviour were identified. The components were then broken down into effective and influenced components, and the severity of the was then ranked using the DEMATEL method and the development of a questionnaire. The main components identified were environmental ideas, environmental factors, awareness of green products and consumer's values. According to the findings, consumer behaviour has been altered as a result of worsening environmental contamination. Consumers who care about the environment purchase the products that they believe have a positive effect on the environment.

*Ricky Y.K. Chan & Loretta B. Y. Lau, [2008]*. Explaining Green Purchasing Behaviour: A Cross-Cultural Study on American and Chinese Consumers, the application of the Theory of Planned Behaviour to green purchasing behaviour in Chinese and American cultural settings is investigated in this study. Customers in Shanghai and Los Angeles were polled, and the related structural equation modelling analysis suggests that

the model's external validity in explaining Chinese and American consumers' eco-friendly purchases is good. The translation of green purchasing intention to equivalent behaviour is found to be more effective in the American sample. These gaps are likely due to cultural differences and disparities in the two countries' environmental development, and they would give policymakers and green marketers with useful information for fine-tuning their pervasive and interventionist methods.

*Magali Morel and Francis Kwakye, [2012].* Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast-Moving Consumer Goods (FMCG) sector. The study focuses on green marketing, specifically consumer views and buying intentions for environmentally friendly items. The main objective of this study was investigated and explored the impact of the four traditional marketing-mix elements, satisfaction, and word of mouth (WOM), on consumer attitudes and purchasing intentions for environmentally friendly products, particularly fast-moving consumer goods (FMCG) or non-durable products. The study's goal was to gather information from customers' perspective. Furthermore, one of the study's objectives was to compare the views of Swedish and non-Swedish people regarding environmentally friendly items. According to the research, consumers who had previously purchased eco-friendly products and were satisfied with their purchases were willing to repeat their purchases.

*Grace K. Dagher, Omar Itani, Abdul Nasser Kassar, [2015].* The Impact of Environment Concern and Attitude on Green Purchasing Behaviour: Gender as The Moderator. The goal of this study is to investigate the moderating effect of gender on the relationship between environmental concern and attitude toward green purchasing behaviour from the perspective of a Lebanese consumer. This study is based on socialisation theory, which claims that gender expectations in connection to the cultural setting impact individual behaviour. Data was collected from Lebanese consumers with independent purchasing power via an online questionnaire. According to the research, green marketers could gain by raising the level of environmental concern and attitude among both males and females. Marketers, educators, and policymakers should all be aware of the uniqueness of each market to encourage environmentally friendly conduct.

*Weifeng Yang\* and Yuelei Zhang, [2012].* Research on factors of green purchasing practices of Chinese. Enterprise competitive means have evolved over time as the social economic development level and market environment have changed, from quality competition to service competition to brand competition to green competition. Furthermore, as a result of a great number of unethical business activities in the consumer goods industry that have been disclosed, people are increasingly inclined to environmentally friendly items. As a result, developing green management of firms in China by enhancing the research of impact variables on green procurement implementation has undeniable practical value. The study utilised factor analysis and regression analysis to investigate the elements that influence China's green purchasing practises and identify the characteristics that influence green purchasing strategies in businesses.

*Clare D'Souza, Mehdi Taghian, Rajiv Khosla, [2007].* Examination of environmental beliefs and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention: According to research, the environment has had a significant impact on consumer behaviour, implying that marketers should target customers based on their environmental convictions. The price and quality variables were used as contributors to the formulation of buy intention in this study of consumers' green purchase behaviour. It uses an intelligent soft computing model to try to build a model that can help with a better knowledge of green customers' market segments. The findings revealed that businesses place a higher importance on decreasing pollution than on growing profitability. It showed numerous clusters that show varied levels of intention to purchase strength and market segment profiles.

*Manaktola, Kamal, and Vinnie Jauhari, [2007].* Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. The purpose of this study is to investigate the factors that influence consumer attitudes and behaviour toward green practises in the Indian lodging business, as well as the consumers' willingness to pay for these practises. Also, to present statistics about client buying behaviour in the Indian hotel business when it comes to green practises. A questionnaire-based quantitative and qualitative research methodology, and secondary research, has been proposed. The findings are that in India, customers using hotel services are concerned about environmentally friendly methods. They prefer hotels that have adopted green techniques. Hotels would be required to invest in environmentally friendly procedures and consider long-term benefits.

*Uddin, SM Fatah, and Mohammed Naved Khan [2016].* Exploring green purchasing behaviour of young urban consumers: Empirical evidence from India. The goal of this study is to look into the elements that influence young Indian consumers' green purchasing behaviour. The study provides a glimpse into the nature of young urban Indian customers' green purchasing behaviour, which has received little attention. Green purchasing behaviour, environmental involvement, environmental attitude, environmental consciousness, and perceived effectiveness of environmental behaviour are five underlying factors that influence green purchasing behaviour of young urban consumers in India, according to exploratory factor analysis. The tested hypotheses were used to determine green purchase behaviour and its variation across demographic characteristics. This paper provides valuable insights in the area of green purchasing behaviour of young Indian urban consumers which can be of immense help to domestic and international marketers in dovetailing their marketing strategies and developing appropriate promotional messages.

## **Hypothesis:**

**H1:** There is a positive relationship between green purchasing behaviour and environmental concern of the consumers.

**H2:** The positive association between environmental attitude and green purchasing behaviour is mitigated by gender; that is, in females, green shopping activity is higher than males.

**H3:** Customer knowledge towards a green product has a significant impact on consumer purchase intent.

## **Findings:**

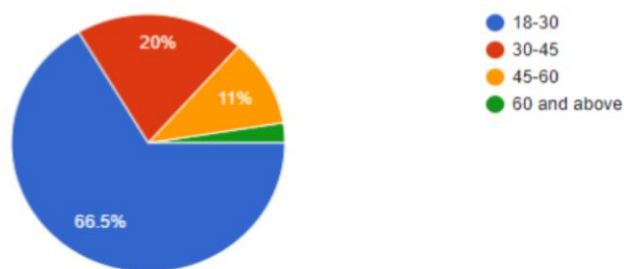
- Most of the consumers i.e. 90.5% of the consumers we approached are aware of the green products.
- It is observed that among 200 responses collected, around 75% of the consumers prefer buying green products and the rest 19% of the consumer's purchase preference depends on specific factors.
- We found that 91% of the consumers are influenced by green products because they are environmental friendly and around 4% prefers green products because of its features.
- Around 55.5% of the consumers feel that green purchasing is comparatively more expensive but still 35% of the total consumers are ready to buy green products irrespective of their high price.

- Around 61.5% of the consumers agree to the fact that consumer purchase decision is influenced by the price of green products.
- Most of the consumers i.e. 82.5% feel that consumers should shift towards green purchasing.
- It is observed that 87.5% of the consumers who responded will recommend green products to others.

### Data Collection:

#### 3. Age group

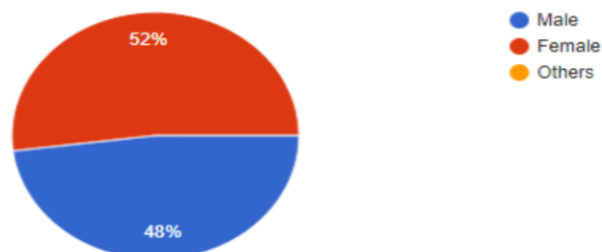
200 responses



66.5% customers surveyed are between age group 18-30, 20% are between 30-45 years, 11% of them are between 45-60 years and the rest above 60 years.

#### 4. Gender

200 responses

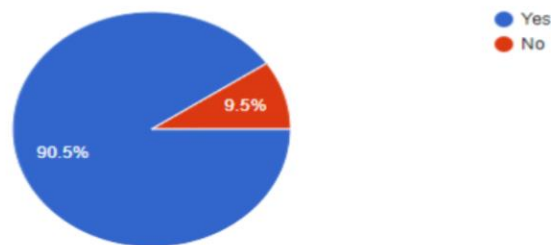


52% of the total respondents are females are 48% are males.



**5. Have you heard about green products?**

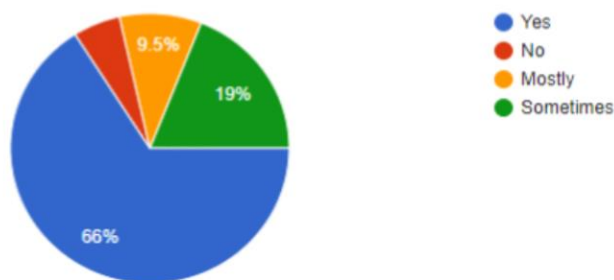
200 responses



Among 200 people surveyed, 90.5% of them are aware of green products and the rest 9.5% are not aware of it.

**6. Do you prefer buying green products?**

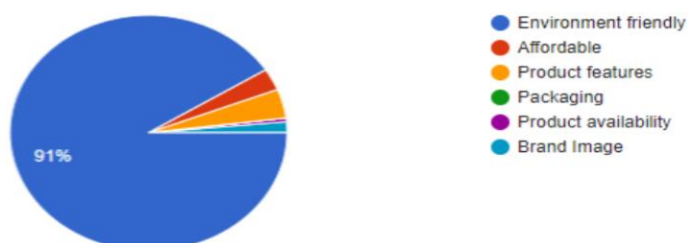
200 responses



Most of the consumers i.e. 66% prefer buying green products.

**7. Why do you prefer buying green products?**

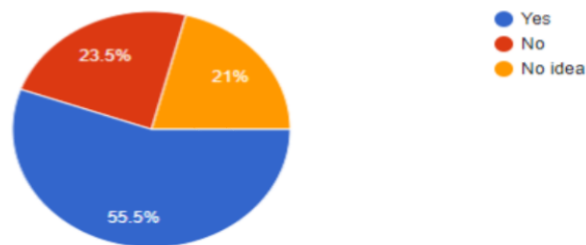
200 responses



91% of the consumers purchase green products because they are environmental friendly and around 4% of the people buy green products because of its product.

8. Do you feel green purchasing is more expensive as compared to non green purchasing?

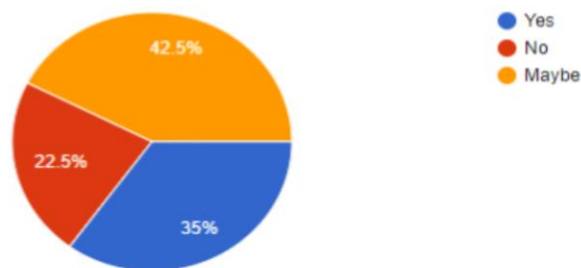
200 responses



55.5% of people among 200 people think that green products are comparatively more expensive.

9. Will you buy green products irrespective of their high price?

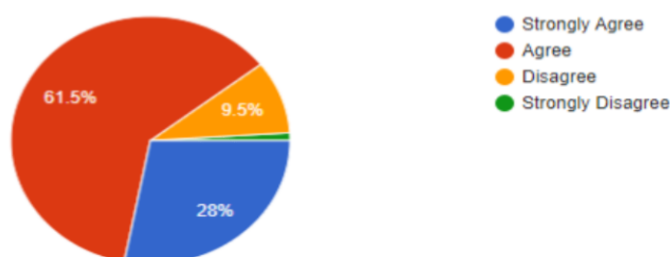
200 responses



Most of the people i.e. 42.5% are still not sure about purchasing green products because of their high price and 35% people are ready to buy them.

10. Do you feel consumer purchase decisions are influenced by the price of green products?

200 responses

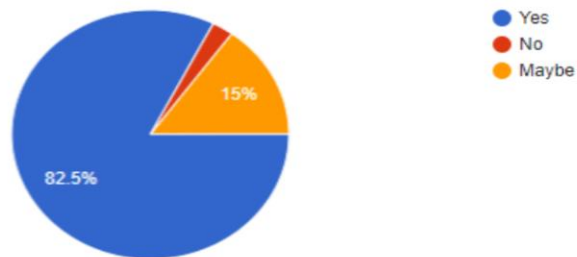


61.5% of the consumers agree that their purchase decisions are influenced by the price of green products.



11. Do you feel consumers should shift towards green purchasing?

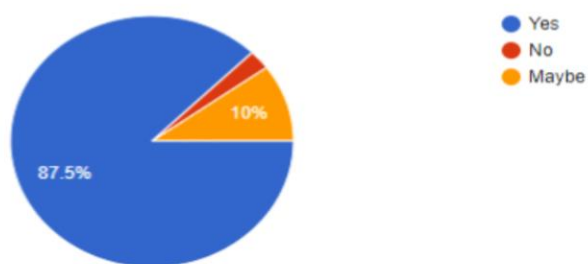
200 responses



82.5% of the total consumers think that they should shift towards green purchasing.

12. Would you recommend green products to others?

200 responses



Most of the customers i.e. 87.5% are ready to recommend green products to others.

### **Limitations of the study:**

- Study was limited to a particular city area. So the results of the study may not be applicable in other areas.
- Customer size is only limited to 200 customers. This sample size is too small to find out the consumer perception.
- Some amount of error may exist in data filling process because of the following reasons:
  - Hurried filling of questionnaire
  - Lack of interest of customers

### **Conclusion**

This study shows consumers beliefs and attitudes towards green products and confirms that the consumers are aware about green purchasing. It has addressed several aspects of consumer behaviour and illustrated how marketing can impact customer choice for greener goods. The results clarify that environmental concern, affordability, product features, product availability and peer pressure are the critical factors that creates positive attitudes towards environmental friendly products. Through our research we found out that gender is also one of the factors that affects green purchasing as most of the purchasing is done by the females. Also, consumers are becoming aware of the green products and are willing to shift towards green products.

To increase environmental awareness, the correct educational programme can be implemented early in the learning process. This is considered to decrease a number of environmental issues as well as boost buying intent and sustainable consumption.

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