

# DEMOGRAPHIC FACTORS AFFECTING CONSUMER'S BUYING BEHAVIOUR REGARDING GREEN PRODUCTS IN NAINITAL AND UDHAM SINGH NAGAR DISTRICT

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## ABSTRACT

**Purpose:** The main objective of the study is to find out demographic factors affecting consumer buying behavior towards green products in Nainital and Udhm singh nagar district.

**Methodology/Approach:** The purpose of this paper was to understand the variables affecting the consumer buying behavior of green products .We collected primary data from 200 respondents. The target population for the study was the people of Nainital and Udhm singh nagar district form Uttarakhand state. Primary focus is the consumer's buying behavior regarding green products.

**Findings:** The findings of the study are demographic factors (age, income level and education level) influence the buying behavior of the consumers. Purchasing behavior of consumers depends on their level of satisfaction towards the products. Young customers have been discovered to be more concerned about the environment.

**Future Implications and limitations:** The study will be helpful for creating awareness in people about green products

and investigating the behavior of the consumers. Our study is confined to Nainital and Udhm singh nagar district of Uttarakhand state , this may be extended in other areas of Uttarakhand or any other areas.

**KEYWORDS: GREEN PRODUCTS, DEMOGRAPHIC FACTORS, CONSUMER PERCEPTION, COMMUNICATION.**

## I. INTRODUCTION

Governments, producers, and consumers all share responsibility for sustainability. Consumers may incorporate sustainability practices into their daily lives by favoring environmentally friendly products. Consumers' complicated and chaotic behavior makes it difficult for governments and manufacturers to address their concerns and provide their requirements.

While green consumerism is considered as a solution to ecological problems, it is also seen as a good source of

income and competitive advantage for commercial enterprises. It is extremely difficult for producers and marketers to design and position their green marketing efforts because green consumerism is not only a tendency towards products, but also a multi-faceted approach that varies from political struggle to ethical orientation.

**Demographics:** Information regarding to the demographics of human populations leads to better understand the consumer behavior, attitudes, characteristics, consumption tendencies, and lifestyle activities. Marketers and researchers are easily matching the consumer needs and wants with product and service they will Offer. Additionally, demographic analysis can be used in trend analysis, developing descriptors for segments and policy making regarding to the macro marketing (Blackwell et al., 2006).

**II. REVIEW OF LITRETURE**

- (a) **Makhdoomi, Ursil & Nazir, Ulfat. (2016)** studied that the demographic factors don't influence the purchasing behavior of green products. A consumer's purchase behavior depends on the consumer's level of satisfaction towards the product and purchasing behavior and customer satisfaction is mostly influenced by the attributes of the green products.
- (b) **Alwitt, L.F. & Berger, I.E. (1993)** examined the structure of attitude strength and its relationship with purchase intentions. This study also found that a consumer's overall attitude about the environment has an impact on his buying behavior.

- (c) **Syeda Shazia Bukhari (2011)** found that those customers, who are concerned about ecological problems, are also willing to pay more to be eco-responsible but companies need to enhance the performance of their products and make them more environment friendly, even if they need to increase the price of their products.
- (d) **Oliver (1999)** researcher studied that customer's satisfaction towards the particular product will influence the future buying decisions of consumers and form customer's loyalty but also spread a positive word of mouth about the product.

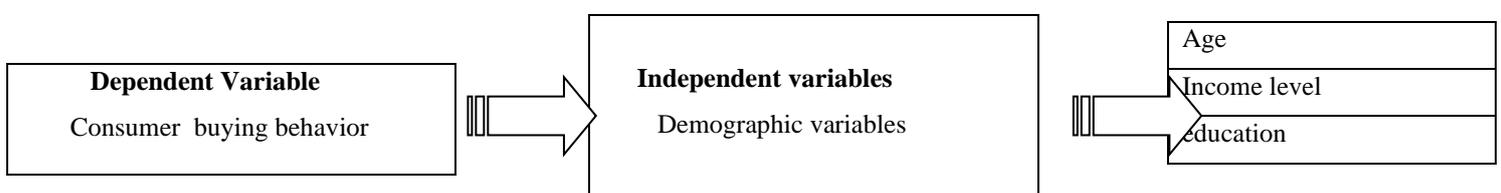
**III. OBJECTIVE OF THE STUDY**

- (a) To study about the demographic profile of the respondents.
- (b) To study the consumers' buying behavior towards green products.

**IV. HYPOTHESIS OF THE STUDY**

- (a) **H 1:** There is no strong association between age and consumer buying behavior towards green products.
- (b) **H 2:** There is no strong association between income level and consumer buying behavior towards green products.
- (c) **H 3:** There is no strong association between education level and consumer buying behavior towards green products.

**V. VARIABLES OF THE STUDY**



**VI. RESEARCH METHODOLOGY**

The study was conducted in and around Nainital and Udham singh nagar district of Uttarakhand. The method used in this paper is descriptive analysis. Simple Random sampling and convenience sampling method was used for the study among consumers of Nainital and Udham singh nagar district. The

total sample size was 200. Researcher had prepared the Google forms to take the response from respondents. For that purpose, framed a structured questionnaire in Google forms and take the online views over different topics of buying behavior of consumers towards green products. The collected data were tabulated, analyzed by using frequency, percentage and required test through SPSS software.

**VII. RESULTS AND DISCUSSION**

**TABLE 1: DEMOGRAPHIC INFORMATION**

Table 1: Respondent profile	Frequency	
<b>Gender</b>	Male	128
	Female	72
<b>Age</b>	18-24	32
	25-32	80
	33-45	56
	46-60	24
	Above 60	8
<b>Education level</b>	Senior secondary	40
	Graduation	65
	Post graduation	56
	Higher degree	39
<b>Family size</b>	Up to 3 members	32
	4-5 members	104
	6-7 members	24
	Above 7 members	40
<b>Occupation</b>	Self employed	32
	Government employee	32
	Private employee	88
	Other profession	48
<b>Family earnings per month</b>	Below Rs.15000	32
	Rs.15001-25000	53
	Rs. 25001-35000	79
	Above Rs. 35001	36

(Source: primary data)

table 1 depicts the demographic details of the respondents. This table concludes that

- Gender- It is found that the dominating Category belongs to male (64 per cent).
- Age-It is inferred from the above table that out of 200 respondents, the majority of the respondents (40 per cent) belong to the age group of 25-32 years.
- Education level- the majority of consumers have completed bachelor's degree (32.5 per cent)
- Family size-majority of consumers belongs to nuclear family size (4-5members) with 52 per cent.
- Occupation- Dominating Category of the respondents belonged to the occupational status of private employee (44 per cent).
- monthly income/earnings - The majority of the respondent's family earns between 25001-35000 (39.5 per cent)

**Table 2: Age and consumer buying behavior towards green products (two-way table)**

AGE		CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS				TOTAL
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	
<b>18-24</b>	Count	24	8	0	0	<b>32</b>
	% within age	75.0%	25.0%	0.0%	0.0%	<b>100.0%</b>
<b>25-32</b>	Count	20	35	0	25	<b>80</b>
	% within age	25.0%	43.8%	0.0%	31.3%	<b>100.0%</b>
<b>33-45</b>	Count	8	16	24	8	<b>56</b>
	% within age	14.3%	28.6%	42.9%	14.3%	<b>100.0%</b>
<b>46-60</b>	Count	8	16	0	0	<b>24</b>
	% within age	33.3%	66.7%	0.0%	0.0%	<b>100.0%</b>
<b>Above 60</b>	Count	3	3	1	1	<b>8</b>
	% within age	37.5%	37.5%	12.5%	12.5%	<b>100.0%</b>
<b>Total</b>	Count	<b>63</b>	<b>78</b>	<b>25</b>	<b>34</b>	<b>200</b>
	% within age	<b>31.5%</b>	<b>39.0%</b>	<b>12.5%</b>	<b>17.0%</b>	<b>100.0%</b>

The age wise distribution of respondents of consumer buying behavior towards green products is being featured in the table 1. Out of the various categories of ages of the respondents, majority of them expressed agree as it constitutes 78 respondents at 39 per cent. Most respondents at the group of 25-32 years expressed agree having 121 respondents. In order to find out the relationship between

age and buying behavior of consumers to purchase the green products, a Chi-square test has been employed to test the hypothesis given below.

- **H 1:** There is no strong association between age and consumer buying behavior towards green products.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	111.728 <sup>a</sup>	12	.000
Likelihood Ratio	115.775	12	.000
Linear-by-Linear Association	2.830	1	.092
No of Valid Cases	200		

It is clear from the chi-square test that If the “Asymp. Sig. (2-sided)” or p value for the Pearson Chi-Square statistic is less than .05. Hence, the null hypothesis has rejected. From the analysis it is concluded that there is a relationship between age and consumer buying behavior towards green products.

**Table 3: Income level and consumer buying behavior towards green products (two-way table)**

INCOME LEVEL		CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS				TOTAL
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	
<b>Below 15000</b>	Count	16	16	0	0	<b>32</b>
	% within income	50.0%	50.0%	0.0%	0.0%	<b>100.0%</b>
<b>15001-25000</b>	Count	4	32	0	17	<b>53</b>
	% within income	7.5%	60.4%	0.0%	32.1%	<b>100.0%</b>
<b>25001-35000</b>	Count	20	19	24	16	<b>79</b>
	% within income	25.3%	24.1%	30.4%	20.3%	<b>100.0%</b>
<b>Above 35000</b>	Count	23	11	1	1	<b>36</b>
	% within income	63.9%	30.6%	2.8%	2.8%	<b>100.0%</b>
<b>Total</b>	Count	<b>63</b>	<b>78</b>	<b>25</b>	<b>34</b>	<b>200</b>
	% within income	<b>31.5%</b>	<b>39.0%</b>	<b>12.5%</b>	<b>17.0%</b>	<b>100.0%</b>

The relationship between family earnings and consumer buying behavior shown in the table 2. The various categories of family earnings and their majority of the preference are shown in the table. In the category of between 15001 to 25000, 18 per cent agreed to it. In order to find out the relationship between family earnings and consumer buying behavior, a Chi-square test has been employed to test the hypothesis given below.

**H 2:** There is no strong association between income level and consumer buying behavior towards green products.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.319 <sup>a</sup>	9	.000
Likelihood Ratio	102.511	9	.000
Linear-by-Linear Association	.168	1	.681
No. of Valid Cases	200		

It is clear from the chi-square test that If the “Asymp. Sig. (2-sided)” or p value for the Pearson Chi-Square statistic is less than .05. Hence, the null hypothesis has rejected. From the analysis it is concluded that there is a relationship between income level and consumer buying behavior towards green products.

**Table 4: Education and consumer buying behavior towards green products (two-way table)**

		CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS				TOTAL	
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE		
<b>EDUCATION</b>	<b>Senior secondary</b>	Count	16	16	0	8	<b>40</b>
		% within edu	40.0%	40.0%	0.0%	20.0%	<b>100.0%</b>
	<b>Graduate</b>	Count	24	24	8	9	<b>65</b>
		% within edu	36.9%	36.9%	12.3%	13.8%	<b>100.0%</b>
	<b>Post graduate</b>	Count	8	24	16	8	<b>56</b>
		% within edu	14.3%	42.9%	28.6%	14.3%	<b>100.0%</b>
	<b>Higher degree</b>	Count	15	14	1	9	<b>39</b>
		% within edu	38.5%	35.9%	2.6%	23.1%	<b>100.0%</b>
	<b>Total</b>	Count	<b>63</b>	<b>78</b>	<b>25</b>	<b>34</b>	<b>200</b>
		% within edu	<b>31.5%</b>	<b>39.0%</b>	<b>12.5%</b>	<b>17.0%</b>	<b>100.0%</b>

The relationship between education and consumer’s buying behavior is presented in the table 3. In the category of school level education, most respondents agreed at 16 per cent, in under graduation level about 24 per cent of respondents agreed, in post graduation level 16 per cent of respondents agreed and being the professionals most respondents at 14.5 per cent agreed to purchase the green products. In order to find out the relationship between educational qualification and consumer buying behavior, a Chi-square test has been employed to test the hypothesis given below.

- **H 3:** There is no strong association between education level and consumer buying behavior towards green products.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.120 <sup>a</sup>	9	.001
Likelihood Ratio	33.659	9	.000
Linear-by-Linear Association	1.398	1	.237
No of Valid Cases	200		

It is clear from the chi-square test that If the “Asymp. Sig. (2-sided)” or p value for the Pearson Chi-Square statistic is less than .05. Hence, the null hypothesis has rejected. From the analysis it is concluded that there is a relationship between education and consumer buying behavior towards green products.

It is the Asymptotic Significance, or p value, of the chi-square we’ve just run in SPSS. This value determines the statistical significance of the relationship we’ve just tested. In all tests of significance, if  $p < 0.05$ , we can say that null hypothesis has rejected. So, there is a statistically significant relationship between the two variables. The p-value in our chi-square output is  $p = 0.000$ . This means that the relationship between education level and consumer buying behavior of respondents is significant.

**VIII. FINDINGS**

Objective 1: To study about the demographic profile of the respondents.

- 64 per cent of the respondents were male and 36 per cent were female.
- 40 per cent of the respondents belonged to the age group of 25-32 years.
- 52 per cent of the respondents’ family size has up to 4-5 members.
- 32.5 per cent of the respondents’ Educational qualification was belonged to Graduation level.
- 44 per cent of the respondents are belonged to the occupational status of Private Employee.
- 70.4 per cent of the respondents have up to 2 earning members in their family.
- 39.5 per cent of the respondents’ family members had a monthly Earnings between Rs. 25,001 to Rs.35, 000

Objective 2: To study the factors influencing the consumers' buying behavior towards green products.

- There is a significant relationship between Age and consumer buying behavior of respondents.
- There is a strong relationship between Family income and consumer buying behavior of respondents.
- There is a significant relationship between educational qualification and consumer's buying behavior towards Green products.

## IX. CONCLUSION

Today's organizations have a better understanding of their environmental responsibilities. They've discovered that recognizing the importance of their own personal responsibilities to society and the environment isn't enough. Many of the world's most prestigious corporations have begun to take steps to improve the natural environment. Environmental deterioration is taken into account by businesses, resulting in the development of new green products.

The paper was mainly focused to study the buying behavior of consumers towards green products. It is evident that the purchase behavior towards green products is influenced by age, income and educational qualifications of the consumers. Purchasing behavior of consumers depends on their level of satisfaction towards the products. Young customers have been discovered to be more concerned about the environment. When it comes to purchasing green products, consumers prioritize the qualities that are most essential to them. They are even willing to pay a higher price for environmentally friendly products in order to protect the environment. Consumers are motivated to purchase green products not only because they care about the environment, but also because they believe they are a healthier option for them. As a result, enterprises must place a greater emphasis on enhancing the quality of green products while simultaneously providing high-quality green products at reasonable rates. As the high price and low quality of the green products are the two most important factors that encourage and demotivate the consumers while thinking about purchasing such products.

## Future study

This academic paper is preliminary study of some factors that affect consumers buying for green products. The future researches can continue this study by comparing the effect of demographics on consumers choice. This will help green marketers in preparing marketing strategies for green products on demographic basis. With the help of this research energy companies will be able to target and approach their potential consumers more accurately. Sample size for this research was smaller in future with bigger sample size and more factors can be added to study the consumer buying behavior. Moreover, further study can identify the potential green segment for the energy market, so researchers have a broader field to invest and come with fruitful results in future.

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