



STUDY ON THE GREEN PURCHASE BEHAVIOUR

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ABSTRACT

Introduction: Green marketing was given a few considerations in 1970, but the idea of green marketing came into existence in 1980 when some products manufactured in Europe were found hazardous.

Aim of the study: the main aim of the study is Study On The Green Purchase Behaviour

Material and method: To find the optimal study strategy, data collecting technique, and topic selection, exploratory research is undertaken for an issue that has not been precisely defined.

Conclusion: the study's most significant conclusion is more informed by the researcher's own reflexive understanding than by any hard data: marketers have spent the better part of the last few decades laser-focused on their own roles, preventing them from developing the interpersonal ties to other parts of the value chain that are essential to their success.

1. INTRODUCTION

1.1 OVERVIEW

Green marketing was given a few considerations in 1970, but the idea of green marketing came into existence in 1980 when some products manufactured in Europe were found hazardous. After that, green marketing has passed three stages. The very first stage of green marketing was marked in late 1980s and green marketing concept was discussed at that time and various marketing strategies were adapted as a concern towards environment. Marketers started indulging in various types of green marketing activities to satisfy consumers. It was assumed that individuals would purchase products having green characteristics and thus will result in building goodwill of organization and would also help in capturing more market share. But, nothing happened that was actually expected. And the reason was green washing. In order to boost the sale, organizations were faking themselves to be green, but actually did nothing. The second phase which was known as environmental green marketing was

introduced after the backlash was witnessed by marketers and the focus was clean technology. As a result, new products were designed that would not be hazardous. The third phase known as sustainable green marketing started in mid 1990s, when individuals were becoming more aware of the environmental problems and were seeking the solution to the problem. Therefore, companies changed their selling patterns forcefully (Francis, 2021).

2. LITERATURE REVIEW

Menck, A.C.M. and Filho, J.B.O. (2014) this study explains different theories related with green marketing and corporate social responsibility. The deontological approach takes green marketing as a duty of the companies and which drives socially responsible behaviour. According to teleological approach, the results of the behaviour are studied. If the behaviour produces more good than evil, it is considered ethical. In Utilitarian moral philosophy, if the whole society's good is to be maximised, then corporate social responsible behaviour is



regarded as ethical. A firm is said to be socially responsible if it fulfills certain needs of the society like on moral, ethical, legal, economic and discretionary terms. Most of the times consumers as stakeholders are left out during maximising stakeholders' interests. According to Freeman, while making strategic plans, all stakeholders' interests should be considered.

Iiami, A.H. and Khusravi, A. (2014) Their study aimed to find the relationship between Green The marketing of social responsibility as a buffer between competitive advantage and marketing. Statistics were primary which was collected through questionnaire from the participants of sales and marketing department. After running the correlation analysis, all the variables were found to have a positive and significant relationship at 99% confidence level. Further, regression analysis model proves that 47% variance in competitive advantage is due to Green Marketing and there is a linear relationship between the two. Next, green marketing has very little effect on social responsibility but they also have linear relationship. Further, social responsibility has an effect over competitive advantage and 44% variance is due to CSR. When these three were analyzed together, 65% of variance in competitive advantage is due to green marketing and CSR where social responsibility is considered as mediator proven by Sobel test.

Kumar, S. (2015) asserts that Green Marketing is mainstream now a days. It has been made mandatory by the Companies Act to spend some percentage of three years average profit on CSR. Home appliances are one big segment that affects the environment during their make, use and dispose. Companies which are taking initiatives are LG running a National Recycling Program, Panasonic running eco-dairy program and publishes tips for recycling, Sony focuses on climate change, resource and biodiversity conservation, Godrej launching hundred

percent green products. Haier and Philips are working on sustainability programs as showed by their CSR reports. Haier issues a list of toxic components of E-waste and their damage on human health.

Seth, S. and Khan, M.S. (2015) After a thorough review of literature, authors identified four dimensions of CSR- Economic, Philanthropic, Legal and Ethical where green marketing interventions has been explained with the help of a model. The results show that as business' ability increases, social and environmental responsibilities increases. For gaining competitive advantage green marketing can be used as an effective tool. Organizations should include green in all the four P's of Marketing. There are companies in India which are adopting Green Marketing as a CSR intervention. Examples are Tata, NDTV, Titan, Reva, Wal-Mart, Henkel, HUL, Philips etc. By adopting Green Marketing organizations have many advantages like reduction in taxes, cost cutting with the help of 3 R's, goodwill creation, welfare of the environment, various environmental certification, fulfilling social duties, creating balance between nature and humans etc.

Mostafa, M.M. (2007) Ten hundred ninety-three Egyptian college students participated in the research. There were a total of 1500 surveys sent out, with only 1093 valid responses. The research examined the gender gap in three areas: environmental literacy, environmental consciousness, and green product purchasing behavior. Three hypotheses were developed: (1) males know more about the environment, (2) women care more about the environment, and (3) men are more skeptical of green items. Perceived environmental knowledge, environmental concern, and green buying attitude were developed as three separate scores. It was determined via an examination of marginal means that males are greener than women in terms of environmental literacy, environmental consciousness, and product

preference. Using univariate analysis of variance, we found that males and females vary significantly in their perceptions of environmental literacy, environmental care, and preference for eco-friendly goods. Thus, the first hypothesis was supported by the data, whereas the second and third hypotheses, which are similarly at odds with Western research, were not. To further understand why men and women vary in their environmental awareness, level of care, and preference for "Green" products, the author recommends more qualitative study in this area.

3. METHODOLOGY

As was shown in the section on Research Methodology and Approach, exploratory and descriptive research designs emerged as sequential options, the former being used to bolster the crystallization of issues and the identification of the problem, and the latter being used to systematically test hypotheses about said problem and its underlying causes. To find the optimal study strategy, data collecting technique, and topic selection, exploratory research is undertaken for an issue that has not been precisely defined. The very

nature of exploratory research is that it often determines that a problem does not exist. Descriptive research, also known as statistical research, on the other hand, details facts and figures regarding the population or phenomena under study. Questions like "who," "what," "where," "when," and "why" are addressed in descriptive research. The study is truthful, accurate, and methodical, but it does not explain what produced a certain condition. That's why you can't use descriptive study to prove that one thing causes another. This means that the need for internal validity in descriptive research is minimal.

4. RESULTS

4.1 GREEN PURCHASE BEHAVIOUR

Sixty-five percent of the 300 respondents are under the age of 25; this group has the most representation since it is the most likely to have access to the internet and other modern communication tools. Twenty-three percent of respondents are less than 25 years old; ten percent are between the ages of 40 and 55, and two percent are older than 55.

Question Number 1 to Question 15:

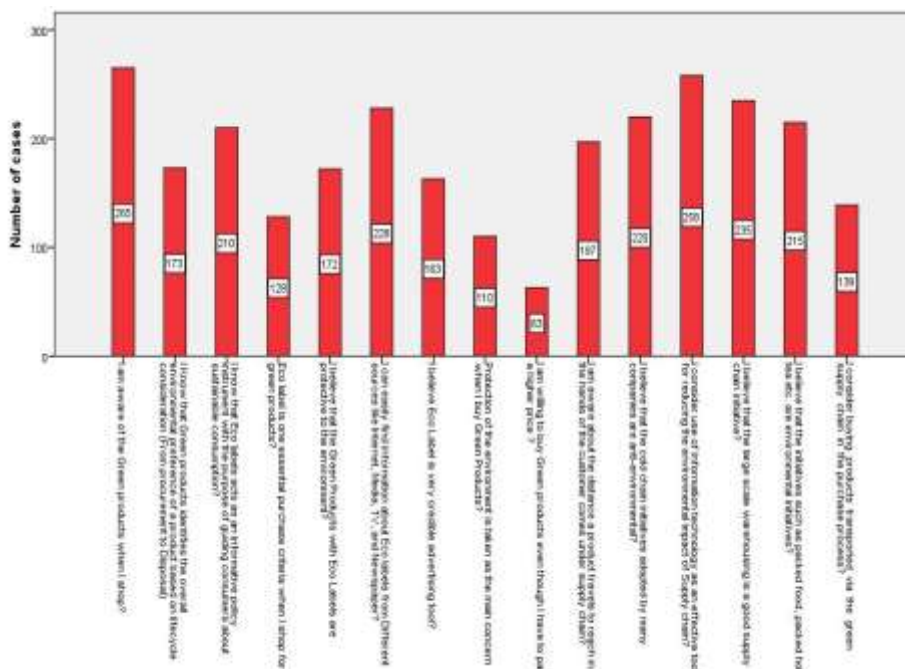


Fig. 4.1 Consolidate Analysis of Questionnaire



Out of 300 respondents, 265 said they know to look for "green" options while shopping. That is based on responses from 300 people. Eighty-eight percent of those polled had heard of eco-friendly goods. This indicates that most customers are aware of, and even oriented toward, green goods, particularly the younger age. From the initial raw material purchase through the final product disposal, 173 respondents (or 43%) out of a total of 300 define the overall environmental preference of a product based on life cycle consideration. In other words, consumers understand that "green marketing" is an all-encompassing concept that covers everything from product sourcing to final disposal. Out of 300 respondents, 210 believe Ecolabels to be a legitimate tool for promoting green goods because of the information they provide policymakers. However, most respondents do not use Ecolabel as a major deciding factor when making purchases. When making a purchase decision, they focus on the product's qualities and characteristics. Therefore, ecolabels by themselves are not enough to persuade consumers to buy the eco-friendly goods. Out of a total of 300 respondents, 228 agree that they can quickly and readily get information on Ecolabels through various means, including the Internet, media, television, and newspapers. One hundred and ten out of three hundred respondents think that environmental protection is their primary concern when making a green purchase, hence environmental protectionism may be utilized as a selling point for green goods. Most people who were polled said no when asked whether the price of green items was a barrier to their purchase. When presented with the option of a cheaper, better, or non-green alternative, they were hesitant to pay the higher price. So, it's important to pay close attention to how green businesses set their prices. Out of 300 respondents, 197 believe that they understand the term "supply chain" refers to the route a product takes to reach the consumer. Most people (around 220 out of 300) feel that many businesses' cold chain activities are harmful to the environment. In a survey of 300 people, 258 (or 78 percent) said they agreed that IT is an effective tool for lowering the environmental impact of the supply chain. This means IT can help cut down on diesel use and traffic-related pollution significantly. Out of 300 respondents, 65% think large-scale storage is a positive addition to the supply chain. Out of a total of 300 respondents, 215 (or 45%) think that these "environmental initiatives" (such as packed meals and packed hot tea) are helpful. When it comes to the adoption of green goods, only 139 people out of 300 even think about purchasing them via the green supply chain, which mostly includes online shopping.

Question Number 16:

Table 4.1 Green purchase behaviour

Green purchase behaviour	Frequency	Percentage%
Least purchased	18	6%
Occasionally purchased	33	11%
Average purchased	57	19%
Frequently purchased	150	50%
Most purchased	42	14%
Total	300	100 %

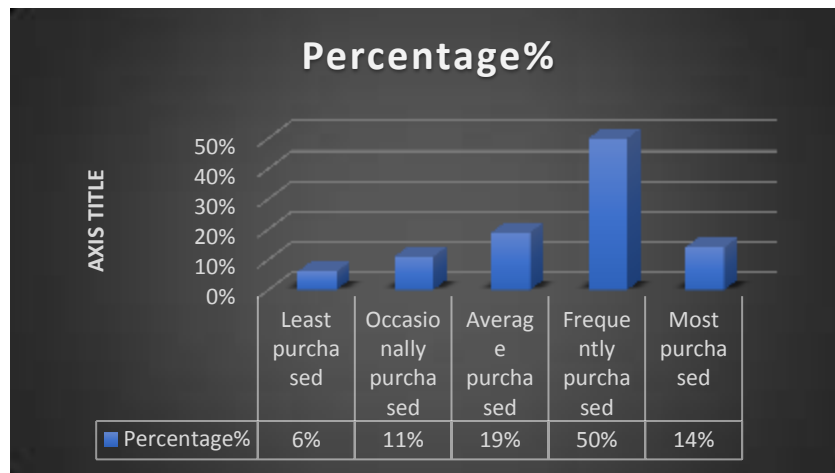


Fig. 4.2: Green purchase behaviour

Table 4.2 Green purchase behaviour

Green purchase behaviour	Frequency	Percentage%
Least purchased	84	28%
Occasionally purchased	51	17%
Average purchased	66	22%
Frequently purchased	81	27%
Most purchased	18	6%
Total	300	100 %

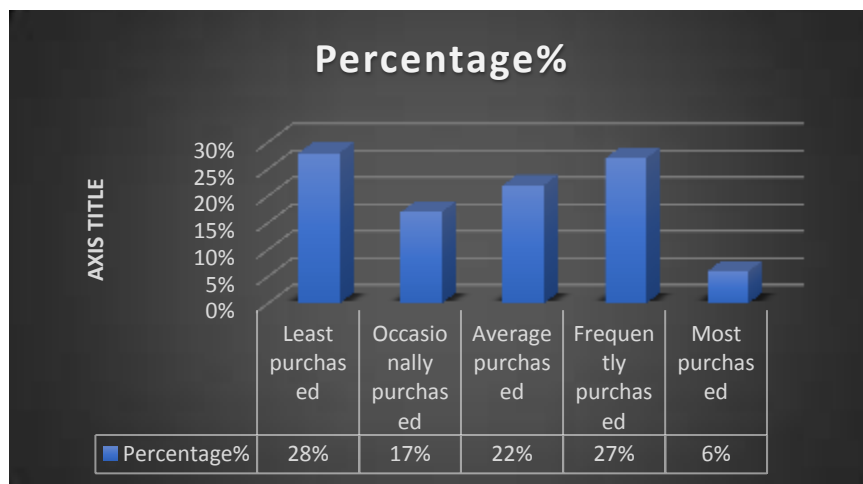


Fig. 4.3: Green purchase behaviour

Table 4.3 Green purchase behaviour

Green purchase behaviour	Frequency	Percentage%
Least purchased	54	18%
Occasionally purchased	36	12%

Average purchased	63	21%
Frequently purchased	129	43%
Most purchased	18	6%
Total	300	100 %

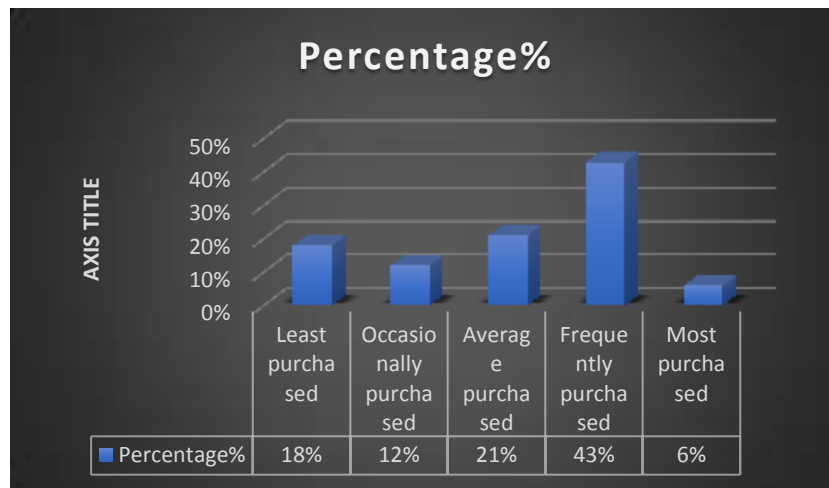


Fig. 4.4: Green purchase behaviour

Table 4.4: Green purchase behaviour

Green purchase behaviour	Frequency	Percentage%
Least purchased	102	34%
Occasionally purchased	39	13%
Average purchased	48	16%
Frequently purchased	84	28%
Most purchased	27	9%
Total	300	100 %

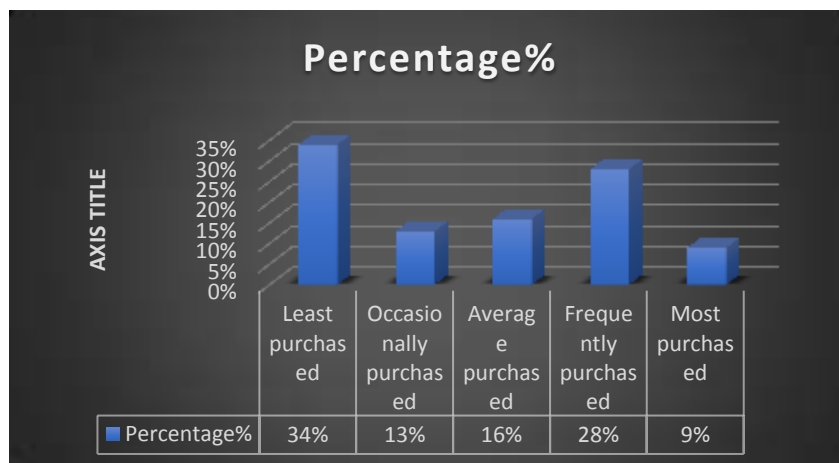


Fig. 4.5: Green purchase behaviour

Sixty-four percent of the 300 respondents think that most of the green items they bought in the last three months were health-related. While 19% bought health care items on a regular basis, 6% bought none or very few, and 11% bought health care products just sometimes. Only 55% of consumers choose to buy green cosmetics, while the remaining 45% prefer conventional items. In the cosmetics sector, 45% of consumers have only made infrequent purchases of green items. Seventy percent of respondents agree that they frequently buy organic and personal care products, but only thirty percent of those same people regularly buy green products in the cosmetics category. Only 53% of respondents said they always or mostly always choose green alternatives when it comes to household goods like light bulbs and other such items.

Question Number 17 to Question 19:

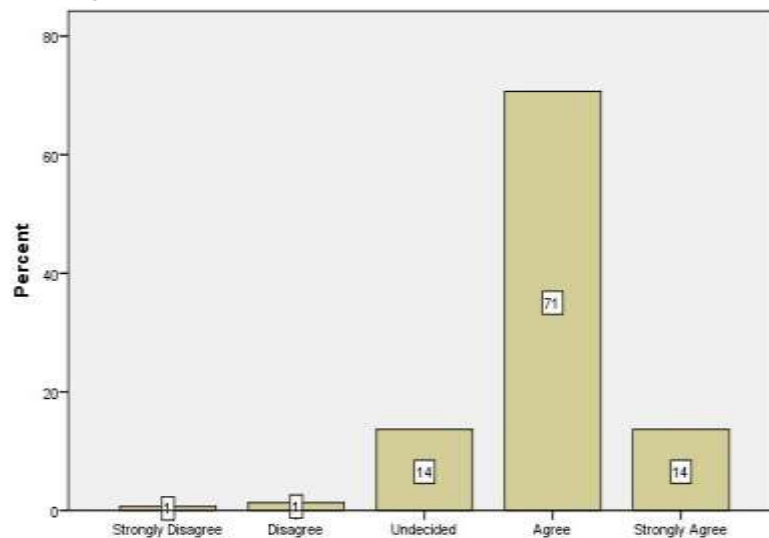


Fig. 4.5: What weight do you give to the following criteria when deciding whether or not to buy the eco-friendly product?

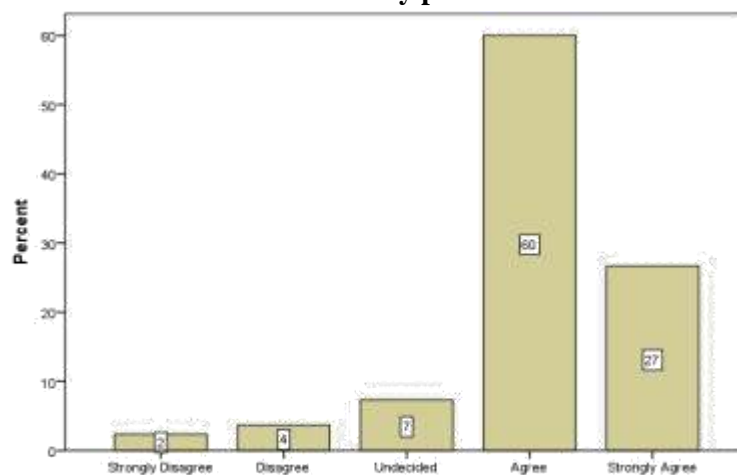


Fig. 4.6 In what ways do the following criteria/factors influence your level of happiness after buying the eco-friendly product?

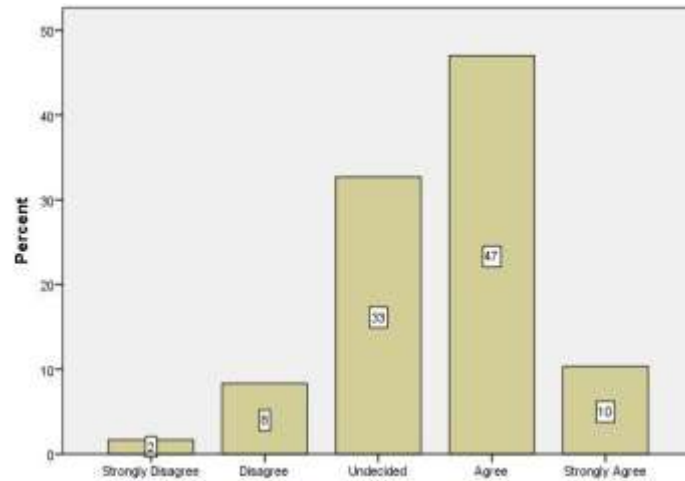


Fig. 4.7 Your pleasure with the eco-friendly goods you just bought likely depends on how highly you value the following characteristics.

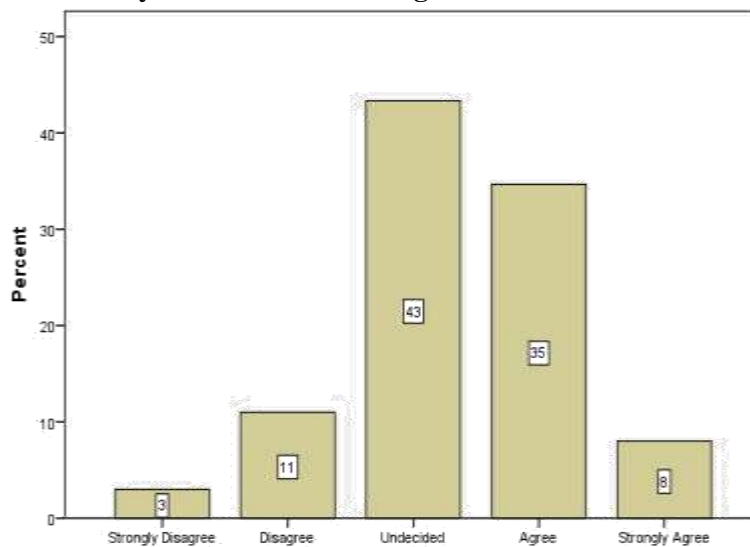


Fig. 4.8 Were you satisfied with the green product purchase based on the following criteria?

5. CONCLUSION

the study's most significant conclusion is more informed by the researcher's own reflexive understanding than by any hard data: marketers have spent the better part of the last few decades laser-focused on their own roles, preventing them from developing the interpersonal ties to other parts of the value chain that are essential to their success. This means that:

a) Bottles water marketers are happy about the sales of their product despite their non degradable packaging without conceiving at the earlier stage that what does it implies at the end of the day.

b) It's common for marketers to respond that "it should not affect my market share" when other types of managers ask for their input on whether or not to implement green processes. For Example: Electric vehicles are a separate brand and not practically the part of any specific product line carried by almost every Auto manufacturer and marketed with lots of restrains having lesser advertising budget and very restrictive interests of decision makers within the organization

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