

## CUSTOMER'S ORIENTATION TOWARDS GREEN CONSUMERISM

Babita\* Meenakshi Kharb\*\*

### ABSTRACT:

There are raising concerns regarding the climate change, has leading companies to rethink and reassess their products and services towards new strategic paths. Now days, consumer also need to be conscious while buying any products and services and help reducing the waste generated out of the purchase. (Lakshmi, 2014). It is the time for consumers to reconsider their consuming and disposing decisions wisely. The forces like Economic, social, and cultural have set the frame for green consumerism. In the modern era, especially aimed at encouraging people to be more aware of the firms' production processes and only to buy or use products and services that do not harm the environment. For this reason, green consumerism has created a balance between the buyers' behaviors and the organizations' profit objectives as it mostly based on the sustainable and pro-environmental behavior of consumers. Green consumerism advocates for prudent packaging options. (Center, 2019) People need to realize the benefits of green consumerism would have been to conserve the planet. It has social attitudes such as the preference to purchase loose products like vegetables and fruits instead of pre-packaged products. Also, it encourages consumer's reuse of paper and plastic packaging bags and tins that often cause environmental degradation. The green consumerism fixes responsibility on consumers for buying environmental-friendly goods so that the environment will be preserved for the future generations too. It also deals with determinants of and ethical issues, involved in green marketing. (Mohammad Jalalkamali, Green Marketing & Consumerism, 2016)

In this paper, the study is about the consumer's awareness and orientation towards the environmental friendly goods. The main objective is to create awareness and change their attitude towards the sustainable and eco-friendly ways to reduce and recycle the waste generated from buying goods.

**Keywords:** *Green Consumerism, Awareness, Attitude, Reduce, Recycle*

### INTRODUCTION

There are raising concerns regarding the climate change, has leading companies to rethink and reassess their products and services towards new strategic paths. Now days, consumer also need to be conscious while buying any products and services and help reducing the waste generated out of the purchase.

Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975, paving way for rich resources of literatures in green marketing.

#### Literature Review

Study revealed that green marketing stressed on green consumers. These

consumers would be eager to pay extra cost for the products that do not harm the environment. There are many consumers who would pay extra premium and decide to purchase green products. But the results of study by Rohit Nema stated that consumers are not willing to pay extra price for green products. The level of willingness exhibited by India consumers is low which suggests that India marketers should make strategies for cutting the cost.

According to the Joel Makeover, green marketing faces a lot of challenges because of lack of standards and public consensus as to what constitutes "Green". Green marketing is the process

of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, and change in packaging that aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parametersfl Agyeman (2014) argued that there is a

\*Assistant professor, CHRIST (Deemed to be University), Ghaziabad \*\*Assistant Professor, Institute of Innovation in Technology & Management, New Delhi

positive relationship between the price and consumer buying behaviour for green products. He said that quality and price of the product and environmental concerns play a vital role when it comes to actual purchase of the green products. He recommended that green marketers should make strategies after the proper understanding of the segment market and plan marketing mix strategies accordingly.

The role of marketing has become a matter of discussion as lifestyles and consumption patterns in the industrialized world are a major originator of environmental damage. On the one hand, marketing has been criticized for contributing to the environmental degradation by emphasizing on consumption, consequently contributing to a throwaway society and emphasizing on satisfying short-term consumer or customer wants. On the other hand, marketing can be seen as a significant instrument in order to sell new lifestyles and change overall consumption habits, not only to ecologically concerned consumers. Thus, marketing should contribute to more sustainable forms of society.

A consumer with environmental awareness can be defined as an ecologist who had grasped his/her self-efficacy against environmental pollution and how has a sense of responsibility with respect to future generations and the whole humanity in his/her use of resources. Conscious consumers with environmental awareness can assess the presence of environmental resources, their cost of use as well as the impact of this use to the environment and to themselves.

### Research Gap

Green marketing is very essential for the sustainability of an organization these days. As is revealed from the literature review there is a lot of gaps in research on this topic. Also, in India not much work is done as far as the influence of green marketing on consumer behavior is concerned, so this paper is trying to address this issue by taking the study done by Elham Rahbar (et al, 2011) in Malaysia by replicating some aspects of it in India.

### Objectives of the study

- The main objective is to create awareness towards the usage of eco-friendly goods
- To study their attitude towards the sustainable and eco-friendly ways to reduce and recycle the waste generated from buying goods.

### Research Methodology

This study is more descriptive research. The primary data was collected through structured questionnaires. Secondary data is used which is collected from various books, websites, online journals and research papers from various authors.

The questionnaire contained questions asking like your purchase decision is affected by green marketing activities of the company, repurchase decision is affected or not, how much extra you are ready to pay etc. Sample Data has been collected from randomly selected buyers from markets / retail outlet of the green products. NCR Haryana is selected, being representative of the socio-demographic profile.

### Data Analysis

Likert 5-point scales with values ranging 1 for strongly disagree to 5 for strongly agree was used to measure the behavior

of respondents regarding green marketing. The sample size was 200 and we have used random sampling technique for selecting the respondents. In order to achieve the objective of the study, the statistical tool SPSS Version 20 has been used to analyze the data. The statistical tools like multiple regression, correlation, and descriptive statistics were applied to test the hypothesis. The dependent variable is purchasing intention (PI) and all other variables are independent variables.

### Demographic Profile

Majority of the respondents belong to age group (25-35 years) i.e. 40%, followed by 20% (18-24 years), 34 % (36-50 years) and the remaining 6 % of the respondents are above 50 years. Out of 200, 128 (64 %) are male and 72 (36%) are female. The respondents belong to different categories of occupation (student – 24%, private employee - 58%, Govt. employee – 8%, self-employed – 2%, others – 8%).

We have selected the set of independent factors to analyses their impact on dependent factor (purchase intention). The three independent variables are personal factors (PF), Social factors (SF) and environmental factors (EF) has been selected for the analysis.

**Table: 1 Factor composition**

Personal factors	Social factors	Environmental factors
<ul style="list-style-type: none"> <li>•Age</li> <li>•Gender</li> <li>•Income</li> <li>•Occupation</li> <li>•Personality</li> <li>•Life style</li> </ul>	<ul style="list-style-type: none"> <li>•Social class</li> <li>•Culture</li> <li>•Social groups</li> <li>•Value system</li> <li>•Caste and creed</li> <li>•Family system</li> </ul>	<ul style="list-style-type: none"> <li>•Government legislation</li> <li>•Competitive pressure</li> <li>•Sense of environmental sensitivity</li> </ul>

### Hypothesis

**H1:** The personal factors (PF) have an impact on consumer's purchase intention.

**H2:** The social factors (SF) have an impact on consumer's purchase intention.

**H3:** The environmental factors (EF) have an impact on consumer's purchase intention.

### Model Specification

A multiple regression model is used to analyze the relationship among dependent and independent factors. This model is considered as appropriate to use for evaluating the relationship between dependent and independent variables.

Where: a= constant

PF = Personal factors

SF= Social factors

EF= Environmental factors

### Hypothesis Testing and Results

**Table: 2 Statistical parameters of Regression Analysis**

Model	Unstandardized coefficients		Standardized coefficients	t	Sign.
	$\beta$	Std Error	Beta		
Constant	0.112	0.321		0.256	0.738
PF	.452	0.68	.215	4.122	0.000
SF	0.25	0.64	0.59	3.542	0.041
EF	.943	0.75	.042	5.078	0.020

Source: Author's Calculation

From the results presented in table 2, it can be observed that all the three factors I.e personal, social and environmental have an impact on consumer's attitude toward the green consumerism. There is a significant relationship between personal factors and consumer orientation towards green marketing with p value of 0.00. Similarly, the other two factors also have p value than 5% and 1% indicating the significant relationship. Hence, present analysis leads to acceptance of alternate hypothesis.

### Implication of Study

The human wants are unlimited and resources are limited, it is imperative for the consumers to be careful in the resource's usage. The growing awareness among the consumers over the world environment is result of the present generation's aim to bestow a clean earth to their offspring. There is a growing interest among the consumers all over the world regarding the protection of environment. Worldwide evidence points out that people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged emphasizing the sustainability of growing market and the availability of socially responsible products and services. Now everyone sees that most of the consumers, both individual and industrial, have become more concerned about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged. Marketers are taking the cue and are going green.

### Conclusion

Though consumers are willing to purchase green products, but variety of factors affecting their attitude significantly. The consumers purchase intention towards green products affected by various demographic variables. A successful marketer must have to understand the influence of these factors in order to make green marketing practice successful. The result of the study is found consistent with earlier studies available in literature.

### Future Research

The consumer purchase intention will

also be influenced by other factors like price, branding etc. Hence such factors can be included in a study to know the impact of pricing strategies, branding strategies on purchase behavior of consumers. The future studies can also be conducted to understand how other factors like values, beliefs, past experiences of consumers with regard to green products influence the consumer behavior.

### Bibliography

1. Banerjee, S. B., Iyer, E.S., & Kashyap, R. K. (2003). Corporate Environmentalism: Antecedents and Influence of Industry Type. *Journal of Marketing*.
2. Best, J. W. (2008). *Research in Education*. New Delhi: Prentice Hall of India.
3. Bukhari, S. S. (2011). Green Marketing and its impact on consumer behavior. *European Journal of Business and Management*, 3(4).
4. Center, T. G. (2019). [www.conserv-energyfuture.com/-green-consumerismimportanceexamplesstrategies.php](http://www.conserv-energyfuture.com/-green-consumerismimportanceexamplesstrategies.php). The Global Development Research Center.
5. Lakshmi, D. V. (2014). Green Consumerism and Ethics in Green Marketing. *Global Journal For Research Analysis*, 3(11), 67-68.
6. Maheshwari, S. P. (2014, February). Awareness Of Green Marketing And Its Influence On Buying Behavior Of Consumers: Special Reference To Madhya Pradesh, India. *AIMA Journal of Management & Research*, 8(1).
7. Mohammad Jalalkamali, M. F. (2016, JANUARY). Green Marketing & Consumerism. *International Journal Of Scientific & Technology Research* Volume 5, Issue 01, January 2016, 5(1).
8. Mohammad Jalalkamali, M. F. (2016, JANUARY). Green Marketing & Consumerism. *International Journal Of Scientific & Technology Research*, 5 (01).
9. P.S, V. (2014, Nov). Green Consumerism and Ethics in Green Marketing. *Global Journal For Research Analysis*, 3(11).