

A STUDY ON BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

Dr. G.S Dhanashree

Assistant Professor, Department of Commerce, Vels Institute of Science, Technology & Advanced
Sciences (VISTAS), Pallavaram – Chennai

ABSTRACT

Climate change is a genuine issue that everyone on the planet is discussing. People all throughout the world are paying a high price for environmental degradation. That is why being ecologically responsible has become an urgent necessity. And it is highly applicable to the manufacturing sectors all throughout the world, as well as the customers who use such items. Governments are also doing their share to safeguard the environment by prohibiting the use of plastics, establishing stringent limits on carbon emissions, promoting recycling, and other ways. The purchase and use of environmentally hazardous items is one of the most significant contributors to environmental deterioration. The current study focuses on consumers in Tirunelveli district. A total of 109 respondents were selected for the research. A questionnaire was used to gather the primary data which was then analyzed using statistical tools like weighted average and structural equation modeling. The major finding of the study is that the consumer's environmental values have a favorable impact on their perception towards eco-friendly goods. Similarly, consumer's environmental value has a favorable impact on their eco-friendly product purchase behavior.

Key words: Green Products, consumers, Tirunelveli district, environmental value, purchase behavior.

INTRODUCTION:

Green consumerism has taken a big stand among the modern consumers in the present world. It is a process where the consumers demand products which have not harmed the environment in any way right from production to distribution. In simple words, green consumerism establishes a strong hold on production, promotion, usage of goods and services in a complete environment friendly manner. There are various factors like economic, social and cultural values have set the stage alive for green consumerism. Green consumerism has reached a social attitude movement level in this modern society. The consumers of today also aimed at knowing the working style of the firms / companies they buy their products from. Green consumerism has made stability between purchasing behavior of consumers as well as profit motives of the organizations.

REVIEW OF LITERATURE:

The purpose of this study, according to Shabbir, M.S (2020), was to analyze the main green marketing approaches and their impact on consumer behavior toward the environment in the United Arab Emirates (UAE). Using a questionnaire, we examined current green product consumption patterns. For this study, 359 consumers from various shopping malls in the UAE who used any type of green product were chosen. Measurement models such as confirmatory factor analysis (CFA) and structural equation modeling (SEM) were used to assess questionnaire responses. The study's findings suggest some interesting inferences about eco-labelling (EL), green packaging and branding (GPB), green products, premium, and pricing (GPPP), and consumer environmental concerns and beliefs (ECB) that influence their perceptions of the environment.

According to Chuah et al (2020), high-fit corporate social responsibility programs produce equivocal results; some studies show a positive impact on desirable customer outcomes, while others show a negative impact. This study proposes that the relationship between perceived corporate social responsibility-brand fit and long-term customer engagement behavior is serially mediated by self-cause and/or brand integration. Furthermore, environmental concern and green trust moderated such serial mediation mechanisms. An empirical study conducted in the airline industry confirms that the relationship between perceived corporate social responsibility-brand fit and long-term customer engagement behavior is serially mediated by self-cause and/or brand integration and moderated by environmental concern and green trust. In order to sustain customer engagement behavior,

STATEMENT FOR THE PROBLEM:

Ecological deterioration is no more a problem confined with any particular area or region. During the last two centuries there has been a lot of carbon and plastic foot prints left behind by our ancestors and that has risen the overall global temperature around the globe which has resulted in many land slides around the world. Even dormant ice in the Arctic and Antarctic areas has begun to melt, leading in global sea level rise. The vital factor for environmental degradation is procuring and consuming environmental hazardous items. In this back drop the present research aims to find out the buying behavior of consumers towards green products and what consumers have perceived of green trust.

OBJECTIVE OF THE STUDY:

To analyze the relationship among consumer's environmental values, perception, green trust and their buying behavior towards green products.

RESEARCH TECHNIQUE:

The researcher conducted this study by using the Descriptive model in single cross-sectional research. The sample area has been fixed as Tirunelveli city as it is showing trends of growth in green consumerism. A total of 109 respondents has been chosen by the researcher through snow ball sampling method. The researcher used both primary and secondary data for the research. Questionnaire has been

distributed among 219 targeted sample respondents, only 151 respondents responded properly, From that 151, only 109 complete responses were used by the researcher.

HYPOTHESIS OF THE STUDY:

H₁ = The environmental values of consumers have a positive impact on their perception of green products.

H₂ = The environmental values of consumers have a positive influence on their green product purchasing behavior.

ANALYSIS AND FINDINGS:

TABLE NO.1
CONSUMER'S PERCEPTION TOWARDS GREEN TRUST

Sl. No.	Green Trust	Weighted Average Score	Result
1	The reputation of the green product can be trusted	4.11	Agree
2	The claims made by the manufacturer of the green products are trustworthy	2.98	Neither Agree nor Disagree
3	The environmental concern of the product meets the expectation of the consumers	2.43	Disagree
4	I believe in the green products that are pro-environment	4.19	Agree

Source: Computed Data

In the above weighted average analysis, the perception of the consumers towards green trust has been analysed. In case of the factors that the consumers believe in the green products that are pro-environment (weighted average = 4.19), and the reputation of the green products can be trusted (weighted average = 4.11), the consumers agreed. With regard to the factor that the claims made by the manufacturer of the green products are trustworthy (weighted average = 2.98), the consumers neither agreed, nor disagreed. In case of the factor that the environmental concern of the product meets the expectation of the consumers (weighted average = 2.43), the consumers disagreed.

TABLE NO 2
CONSUMERS' GREEN PRODUCT PURCHASE BEHAVIOUR

Sl. No.	Purchase Behaviour	Weighted Average Score	Result
1	When I purchase a product, I thoroughly check the label for green identifications	4.07	Agree
2	I choose an environmental friendly product over other products	3.23	Neither Agree nor Disagree
3	I purchase green products even if they are expensive	3.11	Neither Agree nor Disagree
4	I encourage others to purchase green products	4.12	Agree

Source: Computed Data

In the above weighted average analysis, the purchase behaviour of the consumers towards the green products has been analysed. In case of the factors that the consumers encourage others to purchase green products (weighted average =

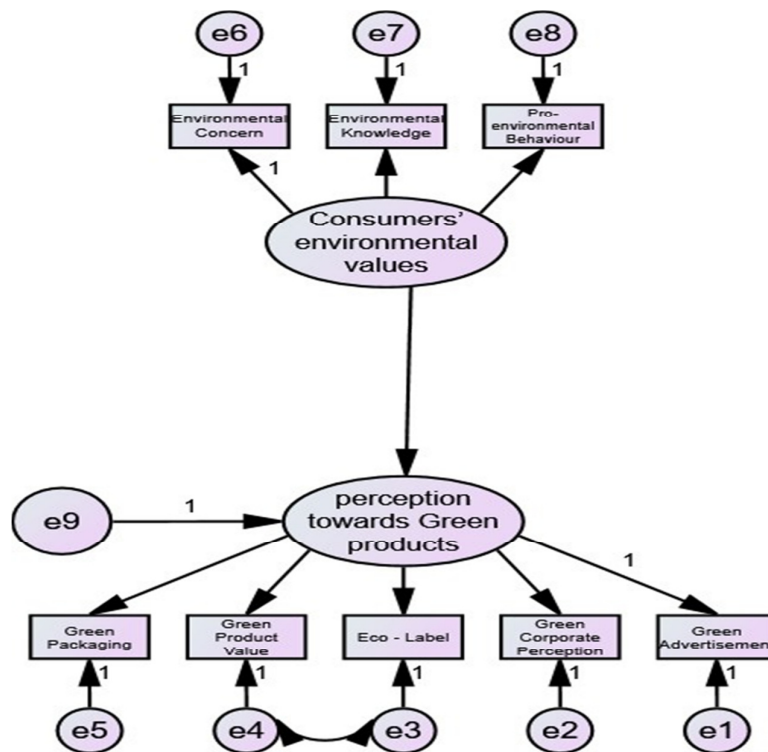
4.12), and when the consumers purchase a product, they thoroughly check the label for green identifications (weighted average = 4.07), the consumers agreed. With regard to the factors that the consumers choose an environmental friendly product over other products (weighted average = 3.23), and the consumers purchase green products even if they are expensive (weighted average = 3.11), the consumers neither agreed nor disagreed.

PATH BETWEEN CONSUMER'S ENVIRONMENTAL VALUES AND THEIR PERCEPTION TOWARDS GREEN PRODUCTS:

As a method to analyse the consequence of consumers' environmental values on their impression towards green products, the following path analysis has been conducted.

H_1 = Consumer's environmental values has a positive influence on their perception towards green products.

FIG. 1 STRUCTURAL MODEL BETWEEN CONSUMERS' ENVIRONMENTAL VALUES AND THEIR PERCEPTION TOWARDS GREEN PRODUCTS



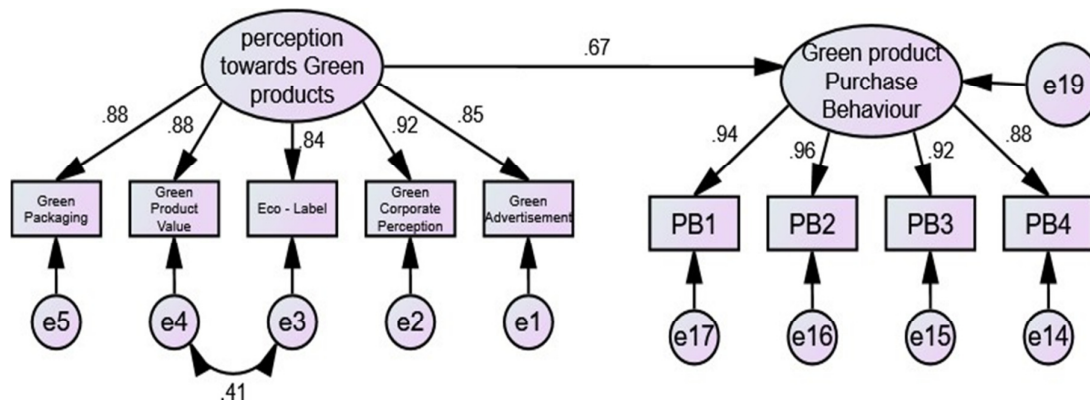
The preceding analysis depicts the relationship between the dependent and independent variables. Given the p value is 0.000 which is not bigger than the threshold value of 0.05, it becomes transparent that there is a favorable connect between consumers' environmental values and their perception towards eco-friendly goods. Whenever there is a one unit increase in the consumers' environmental values, there is a 0.376 unit increase in the consumers' perception towards green products.

PATH BETWEEN CONSUMERS' PERCEPTION TOWARDS ECO-FRIENDLY GOODS AND THEIR PURCHASE BEHAVIOUR:

Similarly, to evaluate the effects of consumers' perception towards eco-friendly goods on their purchase behavior, the following path analysis has been conducted.

H_2 = The environmental values of consumers have a positive influence on their green product purchasing behavior.

FIG.2. STRUCTURAL MODEL BETWEEN CONSUMERS' PERCEPTION TOWARDS GREEN PRODUCTS AND THEIR GREEN PRODUCT PURCHASE BEHAVIOUR



The above analysis shows the relationship between the dependent and independent variables. Since the p value is 0.000 which is less than the threshold value of 0.05, it can be identified that there is a favorable relationship among the perception of the consumers towards green products and their eco-friendly goods buying behavior. Whenever there is a one unit increase in the client perception towards green products, there is a 0.820 unit increase in the consumers' green product purchase behaviour.

SUGGESTIONS:

Most people across the world lack sufficient understanding of the planet's declining environment, which is why people continue to do things that are destructive to the earth. When purchasing things, buyers should carefully check the labels to ensure that the product is environmentally friendly. The ultimate goal of manufacturing corporations is to earn a profit, but it is the consumer's job to guarantee that they are living a sustainable life that does not hurt the planet or the environment.

Advertisements are the most effective way of getting information to customers. As a result, corporations must make more green marketing regarding green products in order to inform customers about which items are green and which are not. Consumers are eager to buy green items after seeing commercials, which is why green advertisements are vital.

According to the findings of the current study, young consumers have lower environmental values than elderly customers. As a result, the government must guarantee that kids and youth get enough environmental education in order to become ecologically responsible individuals. Environmental awareness may be included into the curriculum, and it should be a required subject to instill environmental ideals in all pupils.

CONCLUSION:

The destruction of the environment and the planet may be directly connected to global consumer consumption patterns. That is why it is vital to change the manufacturing and consumption patterns all around the world. Only when manufacturers and consumers work together to safeguard the world around them can the environmental damage be prevented and reversed. That is why the current study investigated how customers' particular environmental values impact their green purchasing behaviour. The current study included several more recommendations to boost customers' environmental awareness and individual values.

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