



A STUDY ON CONSUMER'S ATTITUDE AND PURCHASE BEHAVIOUR TOWARDS GREEN PRODUCTS

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Abstract

The consumer's attitude is undoubtedly based on a value function when the decision spins around the quantum of pain or pleasure in brings. The consumer's likeness of a green product relies on attitude with a varying degree of confidence, conviction, accessibility, availability or facts. The results indicate that that there is significant difference between socio-economic status of consumers and their attitude towards green products except gender and attitude towards green products. The consumers are favourable for green products, they are familiar with green products, they are eager to know more about green products, they understand the information on green packaging, they have good image of companies producing green products, they believe in the advertisements of green products, they are willing to pay a premium price for green products, the green products have consistent quality, the green products they buy are price worthy and the green products are reliable are significantly and positively influencing consumer's purchase behaviour towards green products at one per cent level, while, they like the package of green products and they pay attention to advertisements of green products are also significantly and positively influencing consumer's purchase behaviour towards green products at five per cent level. It is suggested that there is an urgent need for proactive use of efficient marketing and promotional strategies, through which companies will communicate effectively with their surroundings diffusing positive image of their green products which are offered to the market, and thus achieve a positive impact on consumer's present and future attitudes towards green products. Therefore, improving consumer's attitude about the green products will enhance consumer's purchasing behaviour towards green products.

Key Words: Attitude, Consumer, Green Products, Purchase Behaviour.

1. Introduction

Over the last three decades, anxiety for the environment has been progressively mounting due to enlarged media coverage, better awareness of environmental problems, the impact of major industrial disasters and the rise of environmental activist groups (Kalafatis et al, 1999). As a result, different consumer groups have emerged considering environment protection as a vital factor to incorporate in their purchasing decisions, growing realization that safeguarding the environment is not just a duty to be performed by Government institutions or Non-Government Organizations, but is each and every citizen's responsibility (Fraj and Martinez, 2006).

The apprehension with environmental dreadful conditions has resulted in a new segment of consumers and those are called as green consumers. These consumers have been well-known for who avoids products which are possible menace for human and animal health, damage the environment during production, use materials derived from endangered species or environment, and cause gratuitous waste (Finisterra do Paço, and Raposo, 2008). In recent times, there are many encouraging signs which indicate that the demand for green products is rising swiftly.

Consumer's attitude is a combination of his or her beliefs, feelings and purchasing plans toward a green product within the milieu of marketing. The consumer's attitude is undoubtedly based on a value function when the decision spins around the quantum of pain or pleasure in brings. Attitude can be influenced by many factors external to the product attributes. The consumer's likeness of a green product relies on attitude with a varying degree of confidence, conviction, accessibility, availability or facts. Therefore, the consumer's attitude towards a green product is the major deciding factor for a positive and effective purchasing decision. Hence, the present research is attempted to study consumer's attitude and purchase behaviour towards green products.

2. Methodology

Among various metropolitan cities in India, the Chennai city has been selected for the present study. The data have been collected from 775 consumers of green products for this study through pre-tested and structured questionnaire by using random sampling technique. To study the socio-economic status of consumers of green products, the frequency and percentage analysis have been carried out. The mean and standard deviation have been worked out for consumer's attitude towards green products. To examine the difference between socio-economic status of consumers and their attitude towards green products, the ANOVA (Analysis of Variance) test has been employed. To analyze the influence of consumer's attitude on purchase behaviour towards green products, the multiple regression analysis has been used.

3. Results and Discussion

3.1. Socio-Economic Status of Consumers of Green Products

The socio-economic status of consumers of green products was analyzed and the results are presented in Table-1. The results show that about 54.71 per cent of consumers of green products are males and the remaining of 45.29 per cent of consumers of green products are females. It is observed that about 30.58 per cent of consumers of green products are in the age group of 36 – 40 years followed by 31 – 35 years (23.36 per cent), 26 – 30 years (14.84 per cent), 41 – 45 years (10.58 per cent), below 25 years (8.00 per cent), 46 – 50 years (7.48 per cent) and above 50 years (5.16 per cent).

The results indicate that about 39.87 per cent of consumers of green products are graduates followed by post graduates (25.94 per cent), diploma (12.77 per cent), higher secondary (11.48 per cent) and secondary (9.94 per cent). It is apparent that about 55.09 per cent of consumers of green products are Tamilians followed Telugu (16.26 per cent), Malayallis (12.39 per cent), Marwaris (9.55 per cent) and Kannadigas (6.71 per cent).

The results reveal that about 30.45 per cent of consumers of green products are in the monthly income group of Rs.20,001 – Rs.30,000 followed by Rs.30,001 – Rs.40,000(25.03 per cent), Rs.40,001 – Rs.50,000(18.97 per cent), less than Rs.20,000(14.19 per cent), Rs.50,001 – Rs.60,000(7.49 per cent) and more than Rs.60,000(3.87 per cent). It is clear that about 74.06 per cent of consumers of green products are married and the remaining of 25.94 per cent of consumers of green products is unmarried.

Table 1: Socio-Economic Status of Consumers of Green Products

Socio-Economic Status	Frequency	Percentage
Gender		
Male	424	54.71
Female	351	45.29
Age Group		
Below 25 years	62	8.00
26 – 30 years	115	14.84
31 – 35 years	181	23.36
36 – 40 years	237	30.58
41 – 45 years	82	10.58
46 – 50 years	58	7.48
Above 50 years	40	5.16
Educational Qualification		
Secondary	77	9.94
Higher Secondary	89	11.48
Diploma	99	12.77
Graduation	309	39.87
Post Graduation	201	25.94
Ethnic Group		
Tamilians	427	55.09
Telugu	126	16.26
Malayallis	96	12.39
Kannadigas	52	6.71
Marwaris	74	9.55
Monthly Income		
Less than Rs.20,000	110	14.19
Rs.20,001 – Rs.30,000	236	30.45
Rs.30,001 – Rs.40,000	194	25.03
Rs.40,001 – Rs.50,000	147	18.97
Rs.50,001 – Rs.60,000	58	7.49
More than Rs.60,000	30	3.87
Marital Status		
Married	574	74.06
Unmarried	201	25.94

3.2. Consumer's Attitude Towards Green Products

The consumer's attitude towards green products was analyzed and the results are presented in Table-2.

Table 2: Consumer's Attitude towards Green Products

Attitude	Mean	Standard Deviation
I like the idea of green products	4.65	0.21
I am favourable for green products	4.05	0.73
I am familiar with green products	3.24	1.20
I know the importance of green products	3.62	1.24
I am eager to know more about green products	4.62	0.23
I like the package of green products	3.60	1.14
I understand the information on green packaging	3.36	1.14
I have good image of companies producing green products	3.66	1.12
I pay attention to advertisements of green products	3.98	0.23
I believe in the advertisements of green products	3.15	1.28
I am willing to pay a premium price for green products	3.70	1.17
The quality of green products conforms my expectations	3.39	1.33
The green products have consistent quality	3.34	1.19
The green products I buy are price worthy	3.73	1.14
The green products are reliable	3.40	1.12

The result indicate that the consumers of green products have strongly agreed with they like the idea of green products and they are eager to know more about green products, while, they have agreed with they are favourable for green products, they know the importance of green products, they like the package of green products, they have good image of companies producing green products, they pay attention to advertisements of green products, they are willing to pay a premium price for green products and the green products they buy are price worthy. Meanwhile, the consumers of green products are neutral with they are familiar with green products, they understand the information on green packaging, they believe in the advertisements of green products, the quality of green products conforms their expectations, the green products have consistent quality and the green products are reliable.

3.3. Socio-Economic Status of Consumers and Their Attitude towards Green Products

In order to examine the difference between socio-economic status of consumers and their attitude towards green products, the ANOVA (Analysis of Variance) test has been carried out and the results are presented inTable-3.

Table 3: Difference between Socio-Economic Status of Consumers and Their Attitude towards Green Products

Particulars	F-Value	Sig
Gender and Attitude towards Green Products	2.611	.107
Age Group and Attitude towards Green Products	11.555**	.000
Educational Qualification and Attitude towards Green Products	9.102**	.000
Ethnic Group and Attitude towards Green Products	7.579**	.000
Monthly Income and Attitude towards Green Products	6.218**	.000
Marital Status and Attitude towards Green Products	5.507*	.021

** indicates significant at one per cent level

* indicates significant at five per cent level

The results reveal that the F-values are significant showing that there is significant difference between socio-economic status of consumers and their attitude towards green products except gender and attitude towards green products. So, the null hypothesis of there is no significant difference between socio-economic status of consumers and their attitude towards green products is rejected.

3.4. Influence of Consumer's Attitude on Purchase Behaviour towards Green Products

To analyze the influence of consumer's attitude on purchase behaviour towards green products, the multiple regression analysis has been used and the results are presented in Table-4.

Table 4: Influence of Consumer's Attitude on Purchase Behaviour towards Green Products

Consumer's Attitude	Regression Coefficients	t-value	Sig
Constant	33.708**	19.019	.000
I like the idea of green products (X ₁)	.361	1.490	.137
I am favourable for green products (X ₂)	.589**	5.393	.000
I am familiar with green products (X ₃)	.541**	5.519	.000
I know the importance of green products (X ₄)	-.124	.590	.555
I am eager to know more about green products (X ₅)	1.114**	6.215	.000
I like the package of green products (X ₆)	.489*	2.290	.022
I understand the information on green packaging (X ₇)	.647**	4.562	.000
I have good image of companies producing green products (X ₈)	.795**	7.593	.000
I pay attention to advertisements of green products (X ₉)	.251*	1.932	.034
I believe in the advertisements of green products (X ₁₀)	.392**	4.141	.000
I am willing to pay a premium price for green products(X ₁₁)	.467**	4.477	.000
The quality of green products conforms my expectations(X ₁₂)	-.040	.183	.855
The green products have consistent quality(X ₁₃)	.314**	2.638	.009
The green products I buy are price worthy(X ₁₄)	1.303**	5.689	.000
The green products are reliable(X ₁₅)	.590**	4.091	.000
R ²	0.69		
Adjusted R ²	0.67		
F	48.838		.000

** indicates significant at one per cent level

* indicates significant at five per cent level

The coefficient of multiple determination (R²) is 0.69 and adjusted R² is 0.67 indicating that the regression model is good fit. It reveals that about 67.00 per cent of variation in dependent variable (Purchase Behaviour) is explained by the independent variables (Consumer's Attitude). The F-value of 48.838 is statistically significant at one per cent level indicating that the model is significant.

The results show that consumers are favourable for green products, they are familiar with green products, they are eager to know more about green products, they understand the information on green packaging, they have good image of companies producing green products, they believe in the advertisements of green products, they are willing to pay a premium price for green products, the green products have consistent quality, the green products they buy are price worthy and the green products are reliable are significantly and positively influencing consumer's purchase behaviour towards green products at one per cent level, while, they like the package of green products and they pay attention to advertisements of green products are also significantly and positively influencing consumer's purchase behaviour towards green products at five per cent level. Thus, the null hypothesis of there is no significant influence of consumer's attitude on purchase behaviour towards green products is rejected.

4. Conclusion

The findings of the study show that the consumers of green products have strongly agreed with they like the idea of green products and they are eager to know more about green products, while, they have agreed with they are favourable for green products, they know the importance of green products, they like the package of green products, they have good image of companies producing green products, they pay attention to advertisements of green products, they are willing to pay a premium price for green products and the green products they buy are price worthy. The results reveal that there is significant difference between socio-economic status of consumers and their attitude towards green products except gender and attitude towards green products.

The consumers are favourable for green products, they are familiar with green products, they are eager to know more about green products, they understand the information on green packaging, they have good image of companies producing green products, they believe in the advertisements of green products, they are willing to pay a premium price for green products, the green products have consistent quality, the green products they buy are price worthy and the green products are reliable are significantly and positively influencing consumer's purchase behaviour towards green products at one per cent level, while, they like the package of green products and they pay attention to advertisements of green products are also significantly and positively influencing consumer's purchase behaviour towards green products at five per cent level.



It is suggested that there is an urgent need for proactive use of efficient marketing and promotional strategies, through which companies will communicate effectively with their surroundings diffusing positive image of their green products which are offered to the market, and thus achieve a positive impact on consumer's present and future attitudes towards green products. Therefore, improving consumer's attitude about the green products will enhance consumer's purchasing behaviour towards green products.

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