



A STUDY ON BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS IN TIRUNELVELI CITY

*Dr.G.S DHANASHREE

Assistant Professor,

Department of Commerce

VELS University(VISTAS),

Pallavaram – Chennai

**Dr.M.VETRIVEL

Associate Professor

Department of Commerce

VELS University (VISTAS)

Pallavaram Chennai

Email: vetrivel.sms@velsuniv.ac.in

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 study. The primary data was collected through questionnaire and the data was analyzed using statistical tools like weighted average and structural equation modelling. The major finding of the study is that the consumer's environmental values has a positive influence on their perception towards green products. Similarly consumer's environmental value has a positive influence on their green product purchase behaviour.

Key Words: Green Product, Purchase Behaviour, Packaging and Branding

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3121

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 has 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 has 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 a stability between purchasing behavior of

consumers as well as profit motives of the organizations.

REVIEW OF LITERATURE:

Shabbir, M.S¹ (2020) stated that the purpose of this study was to analyse the main green marketing approaches and their impact on consumer behaviour towards the environment in the United Arab Emirates (UAE). We reviewed the current consumption patterns of green products using a questionnaire approach. For this study, 359 consumers that used any type of green product were selected in various shopping malls in the UAE. For the assessment of questionnaire responses measurement models, such as confirmatory factor analysis (CFA), and structural equation modelling (SEM) approaches were applied. The findings of the study suggest interesting inferences regarding eco-labelling (EL), green packaging

and branding (GPB), green products, premium, and pricing (GPPP), and the environmental concerns and beliefs (ECB) of consumers that affect their perceptions of the environment. Factor analysis provided a goodness of fit for the selected items. It was found that key factors of green marketing, such as EL and GPPP, have a significant positive influence on consumer beliefs towards the environment (CBTE). In addition, environmental concerns and beliefs (ECB) also have a significant and positive influence on CBTE in the UAE. The practical significance of this study is that it will help the progress of the integration of green marketing and consumer behavior theories about the environment. The managerial implications of this study include the provision of significant findings for both domestic and international firms for the promotion of green products through focusing on consumer behavior towards the environment. This study provides important guidelines to boost positive attitudes in society towards green marketing and helps companies develop effective strategies to promote their green products.

Chuah, et al² (2020) highlighted that the high-fit corporate social responsibility programs have yield equivocal findings; some studies have shown a positive impact on desirable customer outcomes and others have shown a negative impact. To reconcile these two divergent views, this study proposes that the relationship between perceived corporate social responsibility-brand fit and sustainable customer engagement behavior is serially mediated by self-cause and/or brand integration. Furthermore, such serial mediation mechanisms moderated by environmental concern and green trust. The results of an empirical study carried out in the airline industry confirm that the link between perceived corporate social responsibility-brand fit and sustainable customer engagement behavior is serially mediated by self-cause and/or brand integration and moderated by environmental concern and green trust. Sustainable customer engagement behavior, in turn, drives customers' extra-role, citizenship behavior that goes beyond their in-role, loyalty

behavior. This study contributes to the microcorporate social responsibility stream of cleaner production by demonstrating that the relationship between perceived corporate social responsibility-brand fit and sustainable customer engagement behavior is not straightforward and by providing a theoretical framework to better explain the psychological mechanisms and boundary conditions affecting this relationship.

STATEMENT OF THE PROBLEM:

Ecological deterioration is no more a problem confined with any particular area or region. During the last two centenaries 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 METHODOLOGY:

In this study the researcher has used the Descriptive research design 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 = Consumer's environmental values has a positive influence on their perception towards green products.

H₂ = Consumer's environmental values has a positive influence on their green product purchase 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

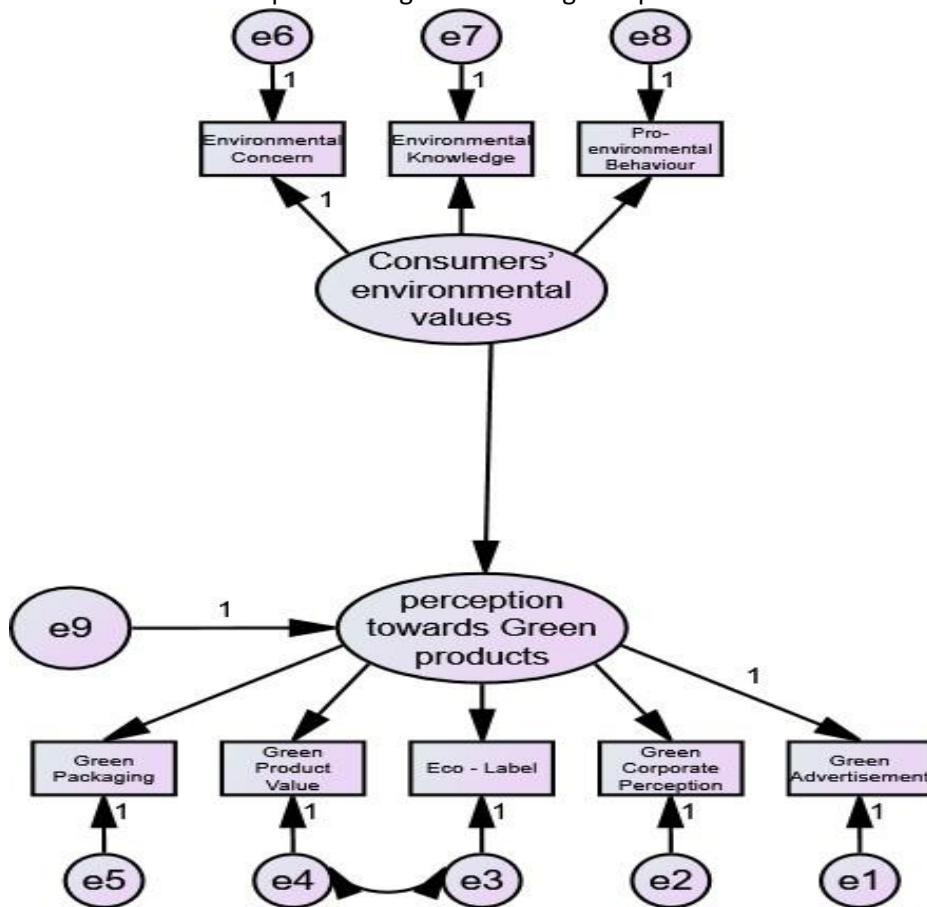
In the above weighted average analysis, the purchase behaviour of the consumers towards the green products has been analysed. In case of the factors that the consumers encourage others to purchase green products (weighted average = 4.12), and when the consumers purchase a product, they thoroughly check 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:

In order to analyse the impact of consumers' environmental values on their perception towards green products, the following path analysis has been conducted.

H₁ = Consumer's environmental values has a positive influence on their perception towards green products.



3124

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

The above analysis shows the relationship between the dependent variable and the independent variable. Since the p value is

0.000 which is less than the threshold value of 0.05, it can be concluded that there is a positive relationship between consumers'

environmental values and their perception towards green products. 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 GREEN PRODUCTS AND THEIR GREEN PRODUCT PURCHASE BEHAVIOUR:

Similarly, to analyse the impact of consumers' perception towards green products on their green product purchase behaviour, the following path analysis has been conducted.

H₂ = Consumer's environmental values has a positive influence on their green product purchase behavior.

FIG. 2

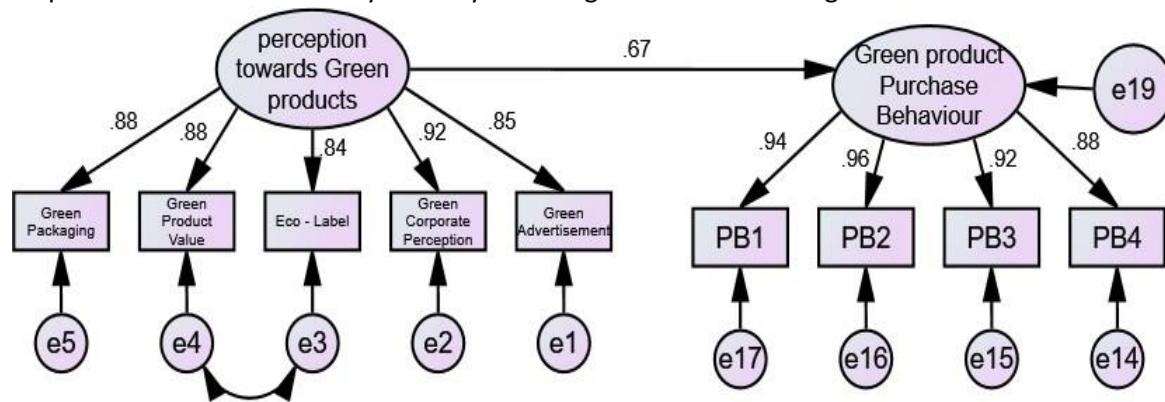
STRUCTURAL MODEL BETWEEN CONSUMERS' PERCEPTION TOWARDS GREEN PRODUCTS AND THEIR GREEN PRODUCT PURCHASE BEHAVIOUR

The above analysis indicates the relationship between the dependent variable and the independent variable. Since the p value is 0.000 which is less than the threshold value of 0.05, it can be concluded that there is a positive relationship between the perception of the consumers towards green products and their green product purchase behaviour. Whenever there is a one unit increase in the consumers' perception towards green products, there is a 0.820 unit increase in the consumers' green product purchase behaviour.

3125

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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3126