



JOURNAL OF BUSINESS STUDIES

ISSN: 0975-0150

VOLUME: IX

YEAR: 2017

Analysis of Relational Practices in Indian Multinational
Organizations

*Mukta Rohatgi
and Kavita Singh*

Retail Quality Dimensions and Demographics: Challenges for
Offline Retailing in Emerging Landscape

Ekta Duggal

Role of Emotional Intelligence in Explaining Knowledge Sharing

*Amogh Talan
and Arun Kumar Attree*

Consumer's Green Purchasing Behaviour: A Study on India's
Young Consumers

Ishpreet Kaur Virdi

Relationship Between Inward Fdi And Research And
Development: A Case of India

*Dippinder Kaur
and Monika Saini*

**DEPARTMENT OF COMMERCE
SHAHEED BHAGAT SINGH COLLEGE
UNIVERSITY OF DELHI**

Consumer's Green Purchasing Behaviour: A Study On India's Young Consumers

Ishpreet Kaur Virdi*

Abstract

The word "green", labeled with the product, entails a critical role in the process of customer's decision making and behavioral intentions; hence it creates an image to entice their potential customers.

There are emerging markets with respect to environmental products/services which promises prospects for green marketing. Therefore, this paper tries to explore the antecedents that affect consumers, especially adolescent and young consumers of India (specifically Delhi) on their purchase behaviour for green products.

About 167 responses (mostly from young females) in India (New Delhi) was collected through convenience sampling. They were surveyed on the factors affecting green purchasing behaviour, which are the base as dimensions for this study.

Multiple regression analysis and correlation tests were applied to analyze the result, which showed that Concern for environment is predominantly a significant contributor. This may indicate marketers to segment marketplace on basis of prospective consumers' level of environmental consciousness and concern. This would mean effective targeting.

This paper could be a useful source for worldwide green marketers, who intend to enter India in near future, about what works and what does not in appealing to the young consumers in India. It offers numerous guidelines for the worldwide green marketers planning to target the Asian markets.

INTRODUCTION

The green marketing concept originally emerged in the late 1980s (Peattie & Crne, 2005) can be explained as "Green marketing refers to an organization's determinations to design, promote, price and distribute products that are safe and friendly for the environment" (Pride & Ferrell, 1993). "It is also explained as the holistic management process which deals with the customer and the society's environmental requirements in sustainable way" (Welford, 2000). (Polonsky, 2011) added some input to this definition of green marketing by emphasizing the need to integrate transformative change that results in value creation for individuals, society and the natural environment.

In the western countries, from mid-1990s, consumers instigated their interest in the awareness with respect to the environment and the society (Strong, 1996). During that period analytical consumers began to transpire as a rising force of green consumerism. Progressively, the upswing of green consumerism has

Keywords:

Consumer behaviour, Green marketing, Green purchasing behaviour, Factors affecting green purchasing behaviour, Environmental responsibility.

*Assistant Professor, Mata Sundri College, University Of Delhi

Email: ishpreet2104@gmail.com

focused our attention towards a widened concept called ethical consumerism (Uusitalo & Oksanen, 2004). During the same period, scholars began to realize the requisite for a new concept named "sustainability marketing", which anticipated the rising forces of consumerism. "Sustainability marketing refers to the building and maintaining of sustainable relationships with customers, social environment and the natural environment (Charter & Polonsky, 1999)".

Green marketing made an upswing in the Western markets from 2000 onwards (Ottman, Stafford, & Hartman, 2006). This uprising trend of "going-green" is now extending to the Asian region, where local governments and citizens are worried about the alarming threats of environmental degradation. Though, India seeks to become an Asian city that is developing at a progressive rate; however, its environmental quality is far behind its Western counterparts. India suffers from an alarming level of air pollution, poor water quality, and high intensities of exposure to severe traffic noise, high intensities of garbage disposal and rapidly diminishing landfill space. Recently, there remained rising awareness among the government and citizens of India about the seriousness of the environmental threats, and the dangerous economic and health problems. Now, the Indian society is more prepared than before to respond to appeals based on green issues. India seems to provide favorable opportunities for worldwide green marketers due to the evolving markets for environmental products/services and technologies.

Conceptual Framework

While there was an uprising in the concept of green marketing and green consumerism, many consumers have criticized about the high price of eco-products (Johri & Sahasakmontri, 1998) and questioned the veracity of ecological claims (Polonsky, Carlson, Grove, & Kangun, 1997) despite company's efforts to promote green products. However, according to (Carlson, Grove, Kangun, & Polonsky, 1996), green advertising has been claimed to be credible by most customers, also previous studies of scholars have proved that green promotions and green products are witnessed with a more positive response from environmentally friendly people.

This part attracts us to go further into detail for discussion customer attitudes to green purchasing behaviour.

Customer attitudes to green purchasing behaviour

According to (Carlson, Grove, Kangun, & Polonsky, 1996), several consumers are of the view that claims in green advertising are more credible, also that green promotions and green products are witnessed with a more positive response from environmentally friendly people. For instance, (Mathur & Mathur, 2000) found that such customers tend to respond more favourably to a green image and to perceive the messages in green promotions as credible. (Laroche, Bergeron, & Barbaro-Forleo, 2001) reported that consumers who care about their relationship with others have a predisposition towards environmental friendliness. They also found that those consumers who consider environmental issues when purchasing a product are more expected to spend extra on green products. As consumers become more ready to pay extra for green products it is anticipated that a green image will play an increasingly precarious role in their decision-making process and purchase intentions (Prendergast & Man, 2002).

On the other hand, some customers became confused by green claims, and had negative intention for green purchases since they perceive green products to be underperforming, and their corresponding promotional claims to be misleading (Wong, Turner, & Stoneman, 1996). (Ginsberg & Bloom, 2004) also stated that consumers may refuse to buy green products that are perceived to fail in delivering their environmental promises. According to previous researches, many consumers criticized about the higher prices as well (Johri & Sahasakmontri, 1998).

Assessing the conceptual framework of green marketing and understanding the pros and cons of green products in consumer's perception, there arise a need to explore factors affecting green purchasing behaviour and understanding whether these factors are applicable in the context of India.

Various evidences have been provided by Western literature that environmental behaviour is related to the following variables: environmental attitude (Kaiser, Wolfing, & Fuhrer, 1999), environmental concern (Schelgelmilch, Bohlen, & Diamantopoulos, 1996), perceived seriousness of environmental problems (Garcia-mira, J.E., & Jose, 2005), perceived environmental responsibility, perceived effectiveness of environmental behaviour (Manzo & Weinstein, 1987), concern for self-image in environmental protection (Lee, 2007), and peer influence (Ryan, 2001).