



## Factors Influencing Customers' Decision to Purchase Green and Eco Friendly Products

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### Introduction

This study identified different factors, determinants and other elements affecting green products purchase decision-making and provides explanations which ultimately lead to green purchase behaviour. Consumer's concern towards environment and products different functional attributes have emerged as major determinants for green purchase behaviour. This paper identifies the main predictors related to consumer's green purchase intentions and purchase behaviour. Which will facilitates policy makers and marketers in implementing and formulating strategies to encourage green product purchasing.

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The concepts of green consumption and purchasing are relatively new. Green consumption focus on environmental factors and contribution to sustainable development. Alfredsson (2004) stated that green consumption is strongly related to CO<sub>2</sub> emissions and index of energy use. Carrigan et al (2004) explained that people who purchase environmental friendly products are termed as green consumers. Further green consumption is associated not only with consumer goods but also with buying recycled environmental friendly products. Sisira (2011), Mansvelt & Robbins (2011) stated that green consumption is a process through which social behaviour is influenced including bio- foods purchase, recycle and reuse of the products through environmental friendly transport system. Any product which has packaging material to reduce any environmental negative impact is termed as green product (Wasik, 1996).

It has been set up in this examination that shoppers are happy to purchase green items in spite of the fact that this will some way or another doesn't convert into real buys. The explanations behind this have been referenced already in the investigation. The creators are of the view that organizations offering green items ought not see their contribution similarly as an



extraordinary item that presents new business openings, and overrate the item based on it being 'green'. The explanation is overpricing harms the purchasing limit of a purchaser. For instance, by what method can a normal buyer be relied upon to purchase a home grown or green cleanser that is multiple times the cost of a common cleanser? Such valuing systems make the item a 'specialty item' consumable just by a part of society instead of a mass item that can be devoured by everybody. Having said that, estimating is neither the main issue, nor the main answer for the issue. This 'green reasoning' ought to be an aspect of an association's work culture and morals. The organization should need to make items that are ok for the climate and open to everybody. Except if this ability is there, the creators don't see an extraordinary change in the manner undertakings are led. Simultaneously, retailers ought not stock a couple of green items in their stores similarly as a convention. They should keep an assortment of items so buyers have better and more extensive decision ranges, hence truly reassuring shoppers and society to 'become environmentally viable'. At long last, future exploration may likewise zero in on investigating extra factors impacting/causing the detailed irregularity in green buy conduct and distinguishing the impact of variables that have been concentrated similarly less in surviving writing.

### **Literature review**

Green purchasing states the purchase of environmental friendly products and avoid products that are harmful to the environment (Chan, 2001). Moreover Green purchasing is mostly measured as green purchase intention and green purchasing behaviour. Green purchase intentions refer to consumers' willingness for purchase of green products. Intentions are related to the motivational factors which influence consumers' green purchase behaviour (Ramayah, Lee, and Mohamad, 2010).

Hallin (1995), McCarty and Shrum (2001) many people engage in environmental behavior because of their craving to solve environmental problems and to help preserve the environment.

Yam-Tang and Chan, (1998) mainstream consumers do not purchase goods based on the environmental factor alone and they do not trade-off products' attributes for enhanced environment..



Roozen and De Pelsmacker (1998) examined the relative importance of diverse green product attributes for the consumers. This study was useful in understanding how can consumers determine any product is green product or not.

Wessells et al. (1999) suggested environmental attributes of any products are more difficult for to assess for consumer compared to other attributes.

Bigsby and Ozanne (2002) their studies suggested that consumers will purchase and is willing to pay more for green products which are green labelled..

Johri and Sahasakmontri (1998) showed that customers do not base their buying decision on environmental concern alone. Other product attributes like convenience, price, availability and quality play important role in purchasing decision process.

Tiwari (2016) stated that increasing awareness regarding various environmental problems led a shift in the way customers go about their life. It has been a change in consumers' attitudes towards a green lifestyle.

Makhdoomi and Nazir (2016) conducted a study on consumers' purchase behaviour for the green products. The examination depended on the essential and auxiliary information. The outcomes were discovered that a buyer's degree of fulfillment towards the items chooses shopper's buy conduct. Buying conduct and shopper fulfillment is generally impacted by the characteristics of the green items.

Morel and Kwakyee (2012) analyses a study of consumer's approach towards eco-friendly goods and purchase intension. The study was based on the self-completion questionnaire and also questionnaire design. The result of the study was achieved and materialized. Furthermore, as well practical and managerial implications as limitation of our research presented.

Cherian and Jacob (2012) has investigated the study of consumer attitude towards environment friendly products. The study was based on the conceptual study based on quantitative or qualitative study as well as secondary data. The result of study was found that the behaviour of people not quickly changes and found that the current consumption level is too high and is unsustainable.



### Objective of the Study:

1. To study the demographic factors of green products purchasing among female students of Haryana.
2. To study the factors that influences the consumers’ buying decision towards green products.

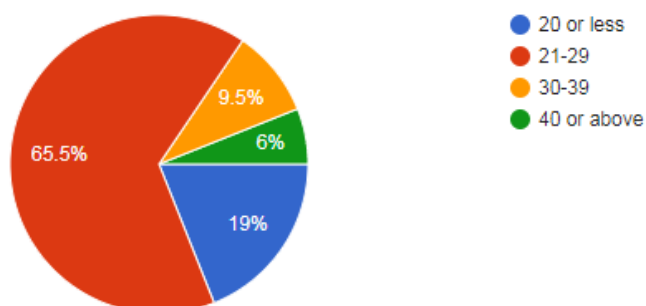
### Research Methodology

The area of study is confined to Haryana government universities only. The data collected for the study through a structured questionnaire adapted from a previous research. The study consists of both primary and secondary data. Convenient random sampling technique was adopted to determine the sample size. The data for the study were collected from 100 respondents.

### Data Analysis and Results

#### 1. Age

	Frequency	Percent
20 or less	19	19%
21- 29	65	65.5%
30-39	9	9.5
40 above	6	6%

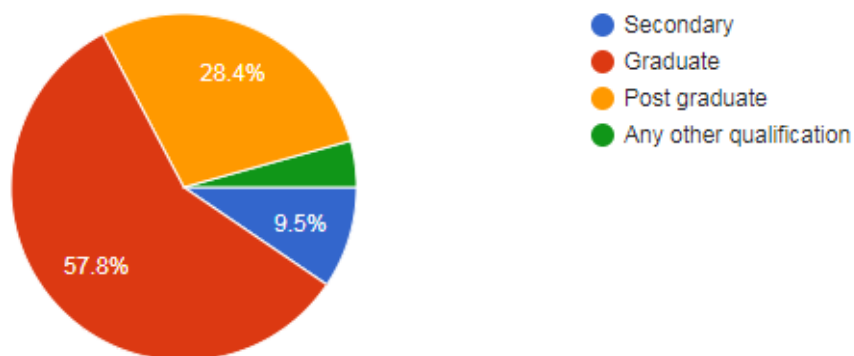


**Interpretation:** Figure shows that customer from age group of 21-29 years buy more eco-friendly products than any other age group.



## 2. Higher level education

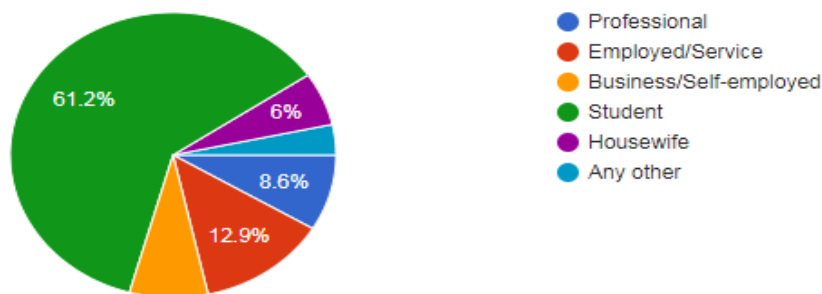
	Frequency	Percent
Secondary	9	9.5%
Graduate	57	57.8%
Post graduate	28	28.4%
Any other qualification	8	6.7%



**Interpretation:** figure shows that as graduate students buy more green products than any other student’s category.

## 3. Occupation

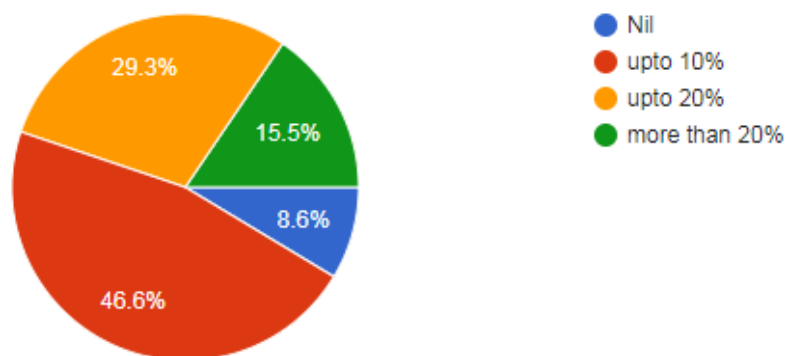
	Frequency	Percent
Professional	8	8.6%
Employed/services	12	
Business/ self employed	4	4.5%
Student	61	61.2%
Housewife	6	6%
Any other	11	9.3%



**Interpretation:** findings shows that students are ahead in buying eco friendly and green products than any other profession.

#### 4. If price is increase of the green products.

	Frequency	Percent
Nil	10	8.6%
Up to 10%	54	46.6%
Up to 20%	34	29.3%
More than 20%	18	15.5%



**Interpretation:** The figure represents that 46.6% respondents are willing to pay up to 10%, 29.3% respondents are willing to pay up to 20%, 15.5% respondents are willing to pay more than 20% and 8.6% respondents don't want to pay.

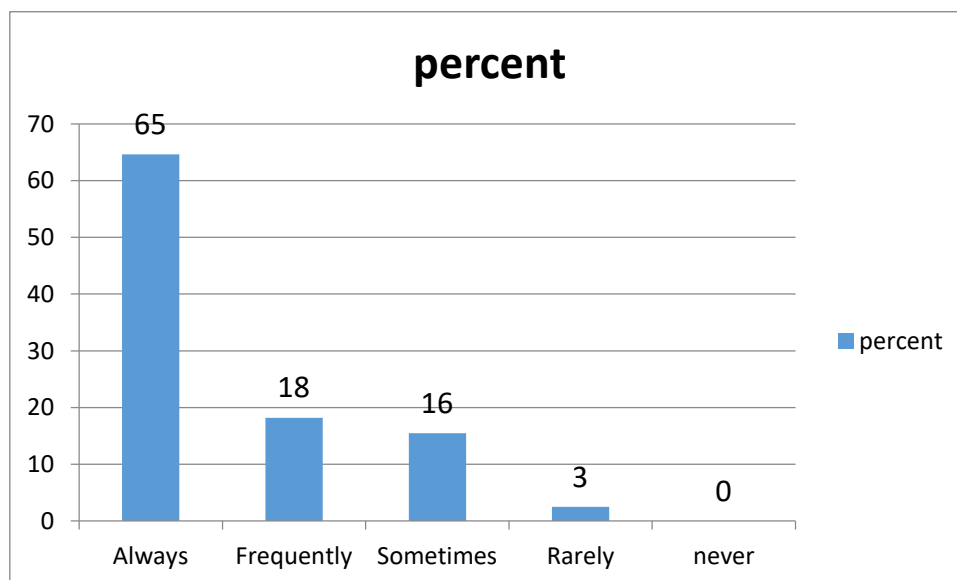


**5. Reason to make you willing to pay.**

	Frequency	Percent
Help in long term savings	9	7.8%
Health benefits	44	37.9%
Responsibility towards environment protection	47	40.5%
Enhance self-prestige	3	2.6%
Getting high level of satisfaction	5	4.3%
Any other reason	8	6.9%

**Interpretation:** The figure represents that respondents are willing to pay more for green products due health benefits and to protect environment.

**6. Consider the environmental aspects of the products before buying them.**



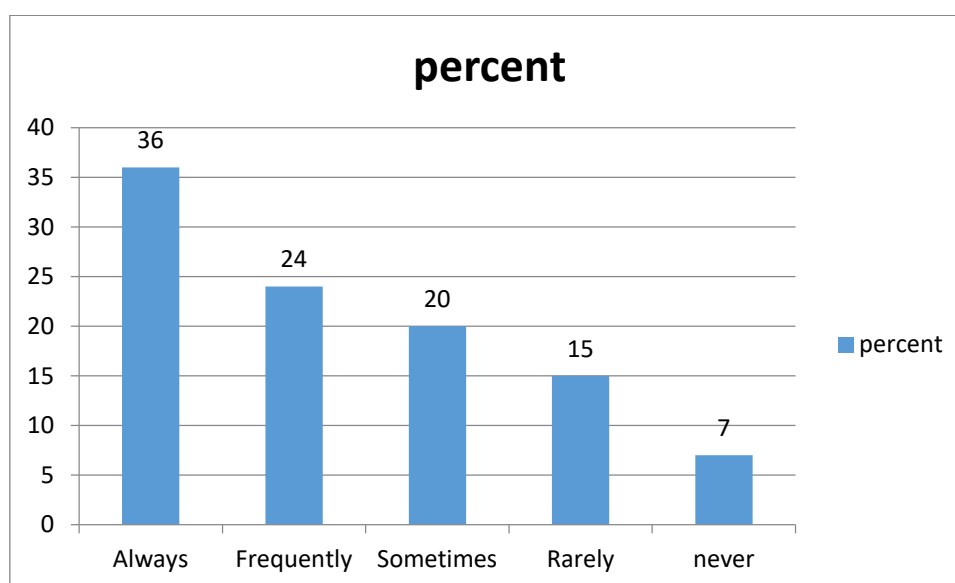
**Interpretation:** The figure shows that 65% respondents always consider environmental aspects of products before buying them, 18% respondents consider



them frequently, 16% respondents consider them sometimes, 3% respondents consider them rarely and rest 0% respondents never consider.

**7. Check energy rating before buying electronics products.**

	Frequency	Percent
Always	48	41
Frequently	46	42
Sometimes	17	39
Rarely	8	15
Never	0	0



**Interpretation:** The figure shows that 42% of respondents always check energy rating before buying electronic products, 39% of respondents check frequently, 15% of respondents check sometimes, 7% of respondents check rarely and 1% of respondents never checks.

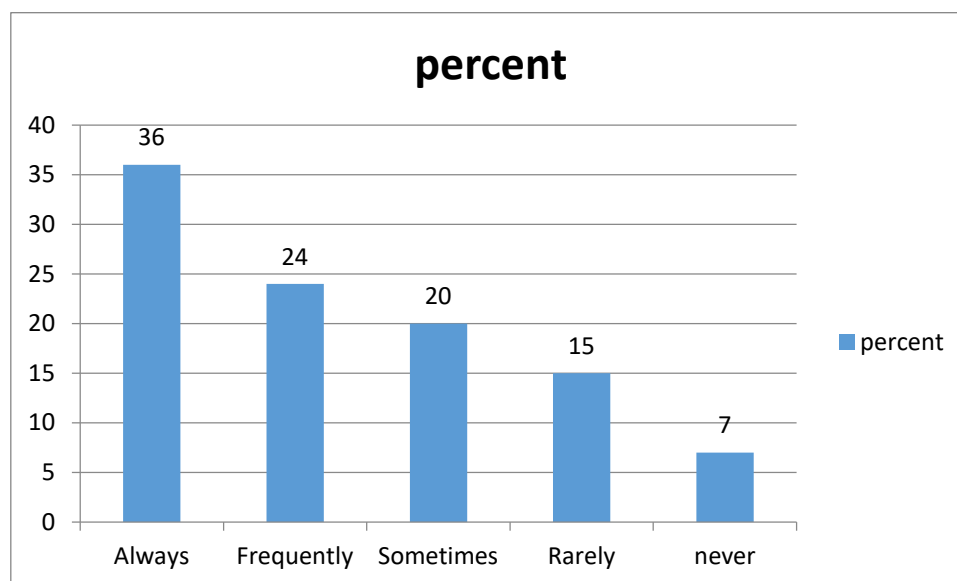
**8. Buy paper and plastic products that are made from recycled material.**

	Frequency	Percent
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Always	42	36
Frequency	28	24
Sometimes	23	20
Rarely	17	15
Never	8	7



**Interpretation:** The figure shows that 36% of the respondents always buy products made from recycled material, 24% of the respondents frequently buy them, 20% of the respondents buy them sometimes, 15% of the respondents buy them rarely and 7% of the respondents never buy them.

## Conclusion

This study shows that, a few variables have an extraordinary impact among the entirety of the components that demonstrated that promoting chiefs should worry with the predominant estimation of the eco-accommodating items. Buyers have solid accentuation on the end-estimation of the items so as to rehash buys. The aftereffects of the fulfillment of the buyers would prompt increment in deals, pieces of the pie and brand dependability. Numerous researcher concurred purchasers are worried on the fulfillment of the items and exercises of



the organizations not damage to the climate. Notwithstanding, the item quality ought not be disregarded since shoppers relate cost with quality when settling on buying choice, and purchasers research green items guaranteeing ecological qualities as well as items with high caliber, since buyers are not prepared to make a trade off on quality only for the advantages green credits and for the second green items appear to be as yet have less quality than ordinary ones as our discoveries.

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