

A study of factors affecting purchase of Green products.”**Prof. Yogesh Ramdas Raut****Assistant Professor****Sinhgad School of Business Studies, Narhe, Pune -41****Dr.Avinash M. Sahurkar****Designation: Associate Professor****LokMahavidyalaya, Wardha****Abstract**

Today's consumers are becoming more concerned about how their purchase affects the environment. This concern has given rise to the concept of Green products. Numerous studies have been conducted in the developed countries to understand the various factors which can be used to predict the purchase of green products. This study is an attempt with studying the same in Indian scenario. The study has used both descriptive and empirical research design. Convenience sampling under non-probability sampling was used. The primary data was collected through a structured questionnaire from consumers of Pune. Pearson's chi-squared test was employed to study if there is any relationship between age, gender, education and marital status and purchase of Green products. The study found no relationship between age, gender, education and purchase of Green products. However, only marital status was found to have relationship with purchase of Green products.

Keywords: age, education, gender, Green products, marital status, purchase.

Introduction

Today's consumers are concerned about the environment like never before. This has resulted in the emergence of the concept of "Green Marketing". The word Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

The research study of Nimse et al. (2007) defined green products as those that use recyclable materials, least wastage, and reduce the use of water and energy, and generate less toxic substances. Thus, green products which are also known as environmentally friendly or ecological products are bringing less harmful effect to human and environment and offer more long-term practical development opportunities from a social and economic perspective. Example of green products is alternative fuel vehicles and hybrids, Solar Photovoltaic, organic agricultures, green or organic personal care items and beauty products. (U.S Department of Commerce Economics and Statistics Administrations April, 2010)

Many studies conducted reveal that consumer concern about the environment has steadily increased all over the world in the past two decades. But these studies have been mainly carried out only in highly developed countries. There is absence of such studies in developing countries like India. Hence this research is being conducted to find out the relationship between various demographic factors with the purchase behaviour of green products. Pune is one of the largest cities in India, and as a result of its many colleges and universities, it is emerging as a prominent location for IT and manufacturing. Pune has the seventh largest metropolitan economy and the sixth highest per capita income in the country. Hence Pune has been aptly selected for this research.

Literature Review

Chan, T.S (1996) conducted a study on buying behaviour of Canadian and Hong Kong female supermarket shoppers. He found that younger consumers were more likely to respond to products that are environmentally friendly. The researcher used 10 statements related to purchase behaviour that focused on reduced usage, reusability and recyclability of products. Five of the statements were related to specific products.

Laroche et al (2001) studied consumers located in neighborhoods in a large North American city where recycling programs were available and advertised. They used five questions measuring behaviours

toward the environment, including recycling and buying environmentally unfriendly products. They reported that married females with at least one child living at home were willing to pay more for environmentally friendly products.

In the study conducted by A. Diamantopoulos et al (2003) no significant differences were found between individuals with children and those without on the environmental consciousness measures. His study also depicted the fact that there is no significant difference between marital status and environmental knowledge and concern.

The results of the study by Ishaswini and Saroj Kumar Datta(2011) indicate that overall environmental concern is positively related with consumers' green buying or green purchase decisions in the context of their general purchasing behaviour.

Ronald Drozdenko et al.,(2011)found that male customers are willing to pay extra for green products, and also there was no significant difference in purchase behaviour of the consumers while purchasing the green products based on their income and education. They suggested that tax incentives were highly influence the consumers for willing to pay the green products.

Shila Shahnaei (2012) found out that Educational Level has significant effect on green purchasing among Malaysian consumers, whereas gender and age don't have relationship with the purchase behaviour.

Objective

☐ To analyze the level of significance of demographic factors on purchase behaviour of Green products.

Following hypothesis were formulated for this study,

H1: Gender does not influence the purchase behaviour of Green products.

H1: Age does not influence the purchase behaviour of Green products.

H1: Education does not influence the purchase behaviour of Green products.

H1: Marital status does not influence the purchase behaviour of Green products.

Research Methodology

The study has used both descriptive and empirical research design. The researcher has used convenience sampling under non-probability sampling and the city of Pune was the Universe for this study. The primary data was collected through a structured questionnaire. The items used in the questionnaire were adopted from Roberts and Bacon Scale, while the secondary data was collected through various journals and articles on the various websites. Likert Scales have been used in the questionnaire. Pearson's chi-squared test was used to study the relationship between demographic factors and purchase behaviour of Green products.

Data Analysis and findings

Gender

Pearson's chi-squared test was used to study if gender plays a significant role in the purchase behaviour of green products.

The degree of freedom was calculated to be 4. The calculated value (4.8) was less than table value (9.4). Hence, there is no significance.

Thus, the study concludes that gender does not play a significant role in the purchase behaviour of green products.

Age

Pearson's chi-squared test was used to study if age plays a significant role in the purchase behaviour of green products.

The degree of freedom was calculated to be 12. The calculated value (14.8) was less than table value (21.0). Hence, there is no significance.

Thus, the study concludes that age does not play a significant role in the purchase behaviour of green products.

Education

Pearson's chi-squared test was used to study if education plays a significant role in the purchase behaviour of green products.

The degree of freedom was calculated to be 16. The calculated value (19.5) was less than table value(26.2). Hence, there is no significance.

Thus, the study concludes that education does not play a significant role in the purchase behaviour of green products.

Marital Status

Pearson's chi-squared test was used to study if Marital Status plays a significant role in the purchase behaviour of green products.

The degree of freedom was calculated to be 4. The calculated value (12.9) was greater than table value(9.4). Hence, there is significance.

Thus, the study concludes that Marital Status does play a significant role in the purchase behaviour of green products.

Conclusion

The study found that there is no effect of gender, age and education on the purchase of green products. However only marital status was found to have an effect on the purchase of green products. This may be because they may have children and they want a safe world for their children. This study offers help to the marketers of green products, by providing an insight into the profile of the customers who are buying green products.

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