Consumer Green Behaviour Toward Green Products and Green Purchase Decision

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Abstract– **This paper tells about the customer of our market how they will buy green products and how they will make decision while purchasing a green product. Eco-friendly good are more welcomed by customers who are environmentally responsible. It tells what factor are affecting green behaviour and decision making of customers. The basic objective of this paper was to see how consumer will make its green purchase decision and behaviour toward green products. Approach: Questionnaire was used for this paper. The sample was of 200 respondents male and female both within the age range of 18-55. Data was collected from businessmen, jobholder and students with the family minimum income RS. 10000. And maximum is more than RS. 50000. Findings: Findings shows that there is strong positive relationship between consumer green behaviour and price, quality and green marketing while brand and gender difference has very weak relationship with consumer green behaviour. Practical implications: These results will be helping for the managerial implications. Industries can use this for future strategies and get know how about the customer intention to buy green products. And it will also tell that what is more important near to customer about green products.**

Keywords– **Green Marketing, Green Products, Consumer Behaviour and Brand**

I. INTRODUCTION

Today's customer is more aware and well informed about the products, Social media make it easy to access to any thing and competition is one click away from your finger. This paper tells about the customers green behaviour, how customer will purchase green products. To-day products are more customised but customer will need safe good that are healthy and save to use. So green products are those which are eco-friendly and safe to use and consumer behaviour and knowledge toward green product is consumers green behaviour. Now customer wants to have products which are of good quality and at reasonable price and eco-friendly. This paper presents the data which shows that customer will prefer to have such goods which are green or made by green process so that it will be no more harmful for their families and surroundings. Some of the customer will like such products which are green but some will prefer non-green so our study tells about the green purchase decision of the customer. Some of the customer prefer price, some consider quality and some consider each and every thing while making a purchase.

Sometimes gender difference influence the purchase decision. In this study we are concerned with gender, brand, green marketing, quality and price of green products and see how the respondents respond toward these variables. Using a questionnaire we tried to find out the results that show that sometimes customers will pay more price for green products and some prefer quality over price and some consider brand name and green marketing of the green products. Some of the studies told that gender difference can change decision making about green products, like females are more concern about their families and children and sometimes male are more conscious about it. Brand is other variable of the study which tells consciousness of respondent about the brand name, price and quality if the products are marketed well it will attract customer and make people aware of the social and environmental responsibility.

II. DEFINITION OF VARIABLES

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Other similar terms used are environmental marketing and ecological marketing. Investopedia explains 'Green Marketing'

"Green marketing companies seek to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand. Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market."
http://www.investopedia.com/terms/g/green-marketing.asp"

Price in ordinary usage, it is the quantity of payment or compensation given by one party to another in return for goods or services. This variable is included because our respondents are considered as price conscious as well so they will surly consider price of green products. That will determine how customer will pay for green products.

"*Price:* The sum or amount of money at which a thing is valued, or the value which a seller sets on his goods in market; that for which something is bought or sold, or offered for sale; equivalent in money or other means of exchange; current value or rate paid or demanded in market or in barter; cost "Value; estimation; excellence; worth, Reward;

recompense; as, the price of industry, to pay the price of, to set a price on; to value. See Prize, to ask the price of; as, to price eggs."

Well-known brand name Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers.

The American Marketing Association defines a brand as "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name."

There we are using the well-known brand name as independent variable. This will show how a brand name affects the green behaviour of customer.

Function of green product/ quality this is independent variable in our stud it shows that customer will consider function of green product. What affect dose functions of green products have on customers green behaviour.

Gender in our study we will see what difference does gender make in green behaviour of customer while green purchase.

These are independent variable and one variable is dependent in our model.

Customer green behaviour is actually the thing we want to study about. All the independent variables mould the respondent's behaviour toward the green purchase.

III. LITERATURE REVIEW

Before purchasing anything consumer evaluates many things in product nowadays eco-friendly products are available in market and customer will evaluate the product before purchasing it. "Green marketing is still in its nascent stage whereby firms are still juggling to incorporate it in their strategic planning. It is not a one-time process but requires continuous efforts and inputs on the part of all the strategic departments of the firm. Firms have to continuously update and upgrade their production process and marketing plans to incorporate regulations of governments and demands from the society and customers. Green marketing, however gives the firm a competitive edge over its competitors and create a strong position for its product in the market. It is important to reframe the 4P's of marketing mix of their existing products to make them greener as far as possible and develop new products keeping in mind the green marketing's marketing mix. The firms should focus on developing green products which match the needs of the end users and also helps companies in earning sustainable profits. Cost factor is main consideration in adopting the green procedures as it mainly affects the cost of product and profitability of the firm. The firms should develop and implement strategies to educate the retailers and consumers to incline them to use green product for overall benefits of the society" (Yakkaldevi, Ashok, & Arora, 2014). In recent study it is stated that there is a gap between environmental believes and customer green behaviour and consumers are not likely to be exposed with green advertisement if they are well aware of green products and greater marketing of green products will urge customer to do green behaviour and those who are conscious about environment will even more for eco-friendly products (Ozaki & Josephine Pickett-Baker, 2008). Green product market is growing so customer who have awareness about the environment if foods are properly priced and have better functions (norm borin, joan lindsey and R. krishnan, 2013). In an-other study it is stated that customer will not purchase green products if the products are of low quality and high price. Customer will prefer to buy product which he/she have used before. Past experience will also mould the customers green purchase behaviour. It means that price dose matter in green purchase behaviour along with quality of the product (D'Souza, Mehdi Taghian, & Peter Lamb, 2006) . Some of the consumers are characterized by their self-fulfilment feeling. They are ecological life-style and take part in events to protect the environment and these are environment conscious. And companies need to market such products to this kind of consumer if they are well aware then they will surly like to buy such products (Fraj & Eva Martinez, 2006). Intangible goods can also be eco-friendly like lodging industries can invest in eco-friendly practices the customer will appreciate such kind of practices. But instead of strong positive behaviour and attitude customer will not pay much for this. Hotel industry should invest it-self in the eco-friendly practices (Manaktola & Vinnie Jauhari, 2007) . There is a segment in market that will pay premium price for green product after having proper information of being product environment friendly, or some of the customers will sacrifice the quality of the product if it is more eco-friendly. It shows that customers are price sensitive but if they got full information about the green product they will surly buy it at high price or will sacrifice for the quality, these all things make a customer's final decision. So if the green product is properly marketed then customer will buy the green product. Proper information should be provided to customer about the product (D'Souza, Mehdi Taghian, & Peter Lamb, an empirical study on influance of the environmental lable on consumers, 2006). Study tells that female are more conscious about environment and will pay more for this but male will not pay more for eco-friendly products. Married people with one child will pay more for eco-friendly because they are conscious about their family. But the organizations need to educate customer properly. Many customer will have to buy eco-friendly goods but at good price and having better quality for this customer needs to be educate well (michle laroche, jasmin bergeron, guide barbaro-forleo, 2001). In some researches it is told that women are not aware about green products as compare to men so men show more concern to the environment so marketer should not only educate customer about the product but also make their green strategies stronger enough and make their good green image in eye of customers, so that customers can easily evaluate and recognize the green products and can make a good green purchase decision (mostafa, 2006). Customer will buy green products but will never compromise on price and quality. Green products should work better or equal to traditional products the companies should pay attention on their green process and green products and awareness of customer for the green products. Quality and price can never be ignored by customer (Ali, Athar Ali Khan, Israr Ahmed, & Waseem Shahzad,

2011). In another study it is stated that customer will willing to pay premium price for the green certified wood products and people are aware of the environment dwelling resources and marketer should segment the customer who will pay more for environmentally products (Vlosky, Lucie K. Ozanne, & Rene Âe J. Fontenot, 1999). Behaviour should be planned for eco-friendly goods purchase. A final merit of the TPB relates to its ability to shed light in the formation and development of attitudes, subjective norms and perceived control, e.g. importance of shared information, indirect effect of antecedents to determinants etc. Accepting this interpretation leads us to the tentative conclusion that the TPB may be more appropriate in established markets that are characterised by well formulated consumer perceptions and clearly defined behavioural patterns (Kalafatis, Michael Pollard, Robert East, & Markos H. Tsogas, 1999). Brand name is as well as concerned to the purchasing behaviour of the customer brand name also contributes toward the purchasing decision. Customer will feel satisfied with the good brand name but the brand recognition starts with the product if the product does not work well so the brand name will not considered (Torres-Moraga, Arturo Z. Va ´ squez-Parraga, & Jorge Zamora-Gonza a´ lea, 2008). Segmentation about the green products will be difficult and making people educate about the green product is hard job to do because people have low confidence in green products and customer will not sacrifices on quality and price. So marketers have to be more efficient to make a good segment that will pay premium price for the green products, segmenting the green consumer does not seem to make much sense to the extent that segmenting consumers who would rather prefer to destroy the environment also does not seem to make much sense (Luzio & Fred Lemke, 2013).

People are beginning to realize their role and responsibilities towards the environment. Although this change is not happening quickly, it is happening. Businesses are looking towards gaining an edge in the green market industry by trying to re-package their products into a more environmental friendly product. They are cutting down on extras and wasted materials and turning their operations into more efficient and green operation. Companies are also starting to educate the masses with an increase in advertising that puts emphasis on green products and how they are more beneficial for the consumers. This kind of advertising goes a long way in educating the masses and promoting the concept of green products among the people. With more and more consumers willing to pay a little extra towards green products, organizations are taking notice of the demands and behaviour and attitude of the consumers. Businesses should concentrate on focusing on developing a green product that have a demand from the general public and which also aligns to the company's core positioning. Furthermore businesses should also present efforts in a manner that reduces the risk related to costs (Cherian & Jolly Jacob, 2012). Some consumers neither agree nor disagree for the fact that green marketing is just an old concept. As far as initiation of green marketing is concerned everyone are responsible for green marketing. If we analyse the facts pertaining to green marketing the significant results are positive at one end. On other end, consumers say that it is difficult for all the companies to implement green marketing. Environmental education refers to organized efforts to teach about how natural environments function and particularly how human beings can manage their behaviour and ecosystems in order to live sustainably. As far as green branding is concerned the consumers strongly expressed that they are familiar with green brand and shown interest to know more about green branding. In India, at present situation is concerned the transition from regular marketing to green brand is difficult. Most of the consumers realize the importance of green branding which means that there is a positive sign for betterment of the environment as well as for business (Hemantha). Companies must now consider sustainability as part of overall business decisions, and once having decided to enter the green market, must evaluate the range of alternative approaches available. The current project found though it is beneficial to enter the green market, the specific choice of strategies is not as important for the consumer. However, specific choice of strategies is important from a company's perspectives. Developing new green product requires collaboration with supply chain members, R&D, universities, and customers. Recycled/ refurbished strategies require detailed reverse logistics planning and cooperation from channel members and customers (Borin, Joan Lindsey-Mullikin, & R. Krishnan, 2013). Green strategies can create competitive advantage for the firms; they should educate retailors so that the audience/customer can get knowledge about green products. Green marketing strategies will help firms a lot to get a competitive advantage and consumer will be more satisfied if s/he gets quality green product at a reasonable price. The success of a green marketing strategy is largely dependent on the contribution made by different stake holders of a business and different functional divisions of a business (Arseculeratne & Yazdanifard, 2014). "Customers are becoming more demanding and they have started to pay more attention to the environment. What is important with brands is how customers perceive them, what the image of the brand is. The aim of this study is to find out how consumer behaviour is influenced by Green Marketing by Companies. This paper is an attempt to understand awareness of consumers' towards green marketing and green branding along with exploring the concept of green marketing. Green marketing is a tool for protecting the environment for the future generation it has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy (goswami, 2013).
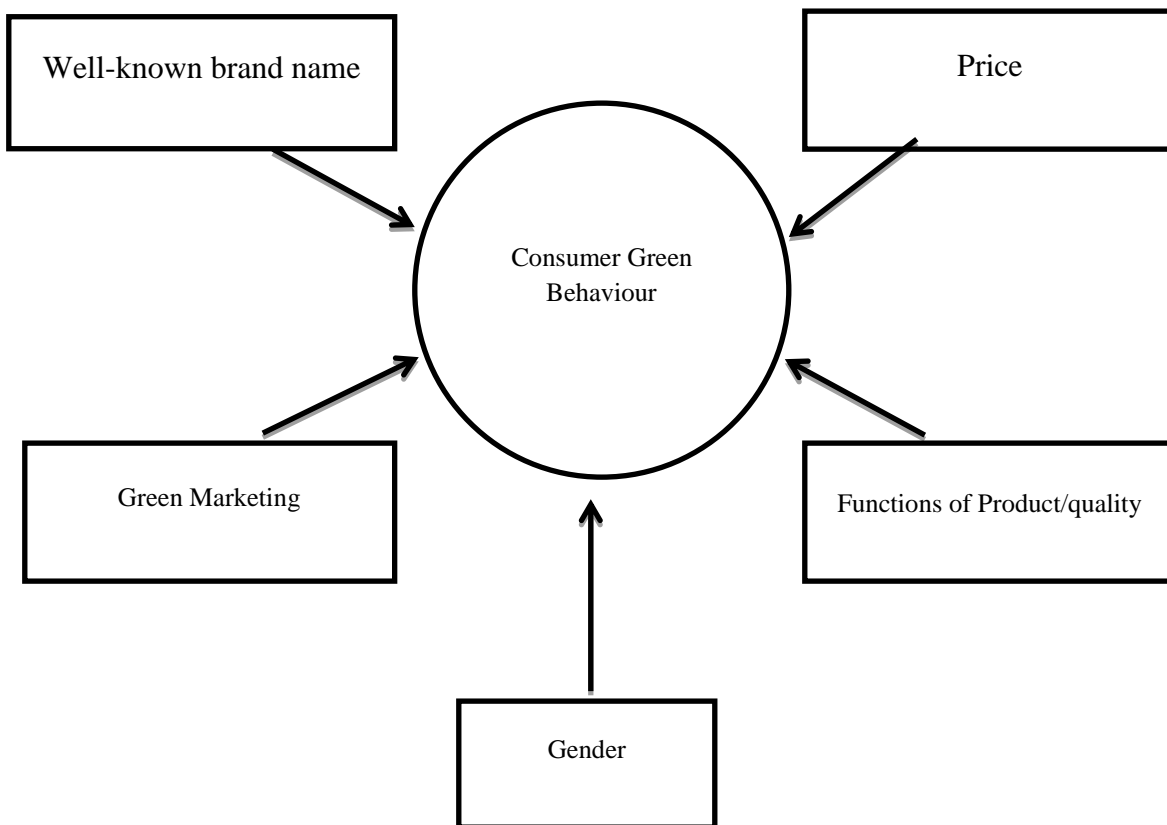
Fig. 1: An Overview of Consumer Green Behaviour

H^o: there is no relationship between dependent and independent variables

H1: price has significant impact on green purchase behaviour of customer

H2: gender difference has significant impact on green purchase behaviour of customer

H3: well know brand name has significant impact on green purchase behaviour of customer

H4: quality has significant impact on green purchase behaviour of customer

H5: green marketing has significant impact on green purchase behaviour of customers

Null hypothesis tell that there is no relationship between dependent and in dependent variables while alternative hypothesis shows that price has significant impact on consumer purchase decision s/he will consider price while making a green or a non-green purchase. Same as gender difference is another variable which is independent and previous study shows that some females are more concerned with their families more than male so they are more intended to make a green purchase decision and well-known brand name is also affective while making a green purchase decision quality and green marketing is also attached with the customer purchase decision. All the independent variable is closely related to dependent variable which is consumers green behaviour.

IV. METHODOLOGY

Customer are not too much aware of the green products so it is difficult for them to choose green product and considering products price, quality, green marketing and well-known brand. Some studies shows that gender difference are also important in green purchase decision.

A questionnaire was established in which contains 32 questions related to variable to check how much respondents respond toward the variable of the study so that we could have a look on customer decision while making a green purchase. For that purpose more than 300 questionnaire were distributed form them 224 were returned and on the basis of given sample data customer profile and relationship between variable are seen the interpretation and Table 1 to Table 6 are shown below.

Sample:

300 respondents were chosen for filling of questionnaire and 224 were usable data was collected form businessmen/women, students and jobholders as well. In which 69.2% were male and remaining were female. Some of them were urban, rural and suburban and those who have authority to make purchase decision. Of which students are 36.6%, job holders are 37.9% and business persons are 25.4%, with the income range of below 10000 to above

41000. Rural persons are 21.4%, urban are 71.4% and sub-urban are 7.1%. Less than 20 year's respondents are 16.5% from 21-30 there are 45.5%, from 31-40 are 21.0%, from 41-50 are 11.6% and remaining respondents have age more than 50 years. 9.8% of the respondents have done matric, 28.1% are intermediate, 29.9% are graduated and 29.5% are masters and remaining is above.

V. RESULTS AND DISCUSSION

The hypothesis testing was calculated by the correlation model which revealed that highly significant relationships of the variables in which 0.319** value shows that gender factor has highly significant but not strong relationship with consumer green behavior, where the brand and consumer green behavior were having highly significant relation but weak with the value of 0.223** and the green marketing also had highly significant relationship with the consumer green behavior with the correlation value 0.359** on the hand the dependent variable consumer green behavior has strong positive correlation with the quality with the value 0.704** and had strong positive correlation with price 0.719** that confirmed the hypothesis.

Regression model was used to check the model fitness which was based on the R value and the R square. R value was 0.896 and the R square was 0.803 which expressed that the model is fit our study. According to the results of given sample data the model is significant which is shown in the ANOVA in which the significance value is 0.000. Change in the β the α value is also changed as shown in the table that both values are increased. It also explained that the contribution of the β in the dependent variables where the rest of the percentage was contributed by the other factors in which t value shows that green marketing, quality and price are significant because t value is greater than 1.6.

So we can conclude that there is relationship between independent and dependent variable but in analysis show that there is relationship between variables so the H° is rejected we have seen correlation between variables correlations shows that there is correlation between independent and dependent variables but some are highly significant and some are not.

H°: there is no correlation between gender factor and consumer green behaviour
H1: there is correlation between gender factor and consumer green behaviour
Level of Significance: α = 0.05
Statistic Test: Pearson's correlation
Critical religion Ho is rejected if p-value is < α rejects null hypothesis
So the hypothesis testing was calculated by the correlation model which revealed that highly significant relationships of the variables in which 0.319** value shows that gender factor has highly significant but not strong relationship with consumer green behavior.

H°: there is no correlation between brand and consumer green behaviour
H1: there is correlation between brand and consumer green behaviour

Level of Significance: α = 0.05
Statistic Test: Pearson's correlation
Critical religion Ho is rejected if p-value is < α rejects null hypothesis
Where the brand and consumer green behavior were having highly significant relation but weak with the value of 0.223**.

H°: there is no correlation between green marketing and consumer green behaviour
H1: there is correlation between green marketing and consumer green behaviour
Level of Significance: α = 0.05
Statistic Test: Pearson's correlation
Critical religion Ho is rejected if p-value is < α reject null hypothesis

And the green marketing also had highly significant relationship with the consumer green behavior with the correlation value 0.359**.
H°: there is no correlation between quality and consumer green behaviour
H1: there is correlation between quality and consumer green behaviour
Level of Significance: α = 0.05
Statistic Test: Pearson's correlation
Critical religion Ho is rejected if p-value is < α rejects null hypothesis

On the hand the dependent variable consumer green behavior has strong positive correlation with the quality with the value 0.704**.
H°: there is no correlation between price and consumer green behaviour
H1: there is correlation between price and consumer green behaviour
Level of Significance: α = 0.05 rejects null hypothesis
Statistic Test: Pearson's correlation
Critical religion Ho is rejected if p-value is < α rejects null hypothesis
And had strong positive correlation with price 0.719**.
All the variables are correlated with consumer green behaviour this is the basic behaviour for any customer at the time of purchase, so the gender factor and brand have no significant impact on the consumer green purchase behaviour and other variables are considered while making a green purchase.

VI. CONCLUSION

On the basis of given data this is concluded that brand and gender difference has no significantly positive relationship with consumer green behaviour but other variables are highly positively significant relationship with consumer green behaviour price, quality and green marketing have significant relationship with green behaviour of consumer. The data shows that consumer will intend to but more products if the product is properly marketed and consumer did not find the products which are green so the companies should market the product in such way so that consumer can find the green products easily and now it can be a competitive advantage for

the company to attract customers toward green product and increase sale. While on the other had we see that quality is also considered while making a green purchase customer will not sacrifice quality of green product? Quality should be good enough at a reasonable price so customer will be more attractive if the price is little bit high and quality is good as well so the customer will prefer green products over non-green. In our country people are more prices and quality conscious while making such decision but too much brand conscious and there is no specific gender difference while making a green purchase decision. Price is less important to people and they may prefer to pay more price if the quality is good of green product. To some extant quality can be ignored. And quality of the product is measured on the basis of past experiences normally customer think that green products are better in quality as well as compatible in price to the non-green products. But sometimes some of the customers considered quality of the product as well as the price of the product is equally important. Customers will likely to but such products if they are of good quality or equal to the non-green products in quality but if the price is compatible with the quality. Some of the customers will pay more prices for green products and some will prefer quality and functions of green products over non-green products. Most of the people will prefer to have green products over non-green products at a reasonable price. As for as green marketing is concerned the companies should market the product in way that will be easily identifiable by customer and information should be properly displayed in a way so that the customer can easily identify and companies should market green products is such way so the customer will notice it and make people aware of environmental responsibility, the companies can use green process to make products or can make green products its self. Green marketing will pursue customers to have green products. as far as gender difference and brand is concerned the customer will likely to pay less attention toward the brand while making a green purchase and according to this study it is concluded that there is no difference in gender to make green purchase decision no matter a person is male of female while making a green purchase decision if the quality is good and price is affordable and they are well informed about the benefits and attributes of green products.

VII. LIMITATIONS

This research gives a look on customer green behaviour how customer will respond in certain conditions toward the green products and, Thought the study is conducted on green purchase behaviour of customers but this have some limitations because of which further work on this topic cannot be done due to shortage of time resources and financial resources but the further progress could be made by other researchers. Further research can be made on different aspects of this study which is excluded or missed because of lack of resources what impact dose customer green behaviour have on industry growth, how the companies should market the green products, to what extent the customer will sacrifices quality of green products and what maximum price will be given for green products by customers etc.

These are the limitations of our study due to lack of time and financial resources we could not cover all area related to consumer green behaviour hopefully this paper will help other researches and they may conduct further study.

VIII. MANAGERIAL IMPLICATIONS

The consumers are getting more aware of environment and they want all information about the products they are going to purchase so the customer will like to have such products that are environment friendly or less damaging to their family member's etc. so this paper show that the customer will like to purchase the green products at high price with the good quality and brand name is not too much concerned, marketing of the products should be good enough so that it could be easily identifiable by other customers so the companies who are making green products they should advertise and promote the good well and information should be enough about green products. the companies which are new in market and does not have a strong brand name so they can develop green products as competitive advantage and those companies whom have good brand name should advertise and promote green products to make people aware. Future strategies could be made on the basis of this data for green products. Sales can be increased and quality of products and price of green products can be adjusted on the basis of consumer green behaviours decision. This information is useable for industries in Pakistan because the customers are more aware now and will think twice before making any green purchase decision of expensive products.

IX. SUMMARY

Today's customer is well aware of social, economic and environmental responsibilities. Customer of today wants products which have good quality and safe to use for them and their families. And companies also want to increase sales and get some new and innovative product that will facilitate customer's life. Green products are such items which are environmental friendly and safe for customer to use. This paper tells about the scenario in which customer will purchase green products. Some previous studies told us that customer will likely to purchase green products over non-green products because of people are now more conscious and want a safe and healthy life with their families. A research was conducted on green behaviour of customers with sample of 200 respondents and question were asked them about their green products preferences so the result showed that brand and gender difference are not good in model to make prediction about the green behaviour of customer but quality has highly positive and significant relationship with green behaviour and purchase decision of the customer while price is also important factor while making a green purchase decision some of the people are willing to pay more price but the quality should be good or at least equal to the non-green products and sometime quality is more important for some customer but the customer will like to buy good is they are properly advertised and If customer is properly informed then it will be easy for companies to sell out the products because of the customer intimacy and customer will be satisfied to

have goods which are of good quality and reasonable price, no gender difference is involved. And good reputed companies will be preferred by customers. And new companies with low market share can make more attractive goods to create competitive advantage. But some are the limitations of restricted study to cover all the area about this topic. Company's executives and manager can make future decision and make strategies for their company to launch new green product and can set price and quality standards to the specific market.

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Appendix:

Table 1: Test of Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
0.790	0.793	6

Table 2: Percentages of Demographic Variables

Item		Frequency	%age
Gender	Male	155	69.2
	Female	69	30.8
Occupation	Student	82	36.6
	Job Holder	85	37.9
	Business	57	25.4
Income	below 10000	15	6.7
	11000-20000	24	10.7

	21000-30000	60	26.8
	31000-40000	71	31.7
	above 41000	54	24.1
Area	Rural	48	21.4
	Urban	160	71.4
	Sub-Urban	16	7.1
Age	less than 20	37	16.5
	21 – 30	102	45.5
	31 – 40	47	21.0
	41 – 50	26	11.6
	more than 50	12	5.4
Education	Metric	22	9.8
	Intermediate	63	28.1
	Graduation	67	29.9
	Masters	66	29.5
	Above	6	2.7

Table 3:

	Gender Factor	Brand	Green Marketing	Quality	Price	Consumer Green Behaviour
Gender Factor		.451**	.385**	.455**	.103	.319**
Brand			.521**	.320**	.037	.223**
Green Marketing				.258**	-.036	.359**
Quality					.262**	.704**
Price						.719**
Consumer Green Behaviour						

Table 4:

Model	R	R Square
1	.896[a]	.803

Table 5:

ANOVA[b]					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	551.952	5	110.390	15.396	.000[a]
	Residual	1548.733	216	7.170		
	Total	2100.685	221			

Table 6:

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.710	2.150		3.586	.000
Green_marketing	.360	.090	.283	3.996	.000
Quality	.281	.072	.265	3.877	.000
Price	.153	.063	.149	2.432	.016
Gender_factor	.098	.068	.102	1.438	.152
Brand	-.077	.092	-.060	-.833	.406