

An Exploratory Study On Consumers' Purchasing Patterns For Environmentally Friendly Goods

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Abstract

Planetary awareness of the impacts of related issues is growing, which encourages business interest in environmental protection and growth that is environmentally friendly. Many businesses are starting to manufacture green products to accommodate the needs of customers who care about the planet. To create an efficient marketing plan to assure purchasing obligations, these businesses are now engaged in learning the factors that influence the actions of environmentally concerned consumers. A purchasing procedure is applied to the growing number of consumers who desire and have the means to purchase these goods. Due to the availability of the finest alternates, customer purchasing patterns vary, and these habits are continually evolving. Merchandise was chosen for a variety of objectives. In the end, the present shopping is done at a breakneck pace. The current research aims to determine how consumer purchasing patterns impact the promotion of eco-friendly goods in the Shimla Region. The investigation determines the price ranges customers in the district are willing to pay regarding green items and looks at the relationships among factors that influence customers' purchasing choices for green products. The elements influencing customers' purchasing judgments for green creations have also been investigated.

The convenience selection approach was utilized to choose 200 respondents who reside within the area and buy the products. Comprehensive and closed-ended survey forms tested in advance were used to obtain the interviewees' first-hand information. The developed assumptions were tested with linear plus chi-square analyses to meet the research objectives. As per the research findings, a strong relationship exists among the parameters that manipulate customers' decisions to purchase eco-friendly products. Parallel to this, factors influencing consumer purchase behavior significantly impact those decisions. As a result, ecological strategists may comprehend, recognize, and create tactics for the marketing mix to appeal to consumer sectors' inclinations of sustainable goods.

Keywords: Consumer; purchasing pattern; environmental friendly; products; marketer

1. Introduction

Throughout past decades, the industry has dominated attention sans giving the negative repercussions on ecology enough attention. People have created a wide range of products and technologies separately. They continue exploring emerging innovations to develop tools and goods that will make human existence easier. People frequently forget to purchase goods with minimal negative effects to safeguard nature and the ecosystem, even though they often buy the finest, most valuable commodities for their satisfaction (Bravo et al., 2019; Chockalingam & Isreal, 2016; Gerdt et al., 2019).

Problems with the environment, which include global warming, pollution of the environment, and other devastating challenges, have come to light regularly in the last ten years, raising authorities', organizations, and public consciousness and encouraging them to take action (Kuah & Wang, 2020; Kumar et al., 2012; Khare, 2015).

They are becoming more environmentally conscious and understand that their consumption, fabrication, and purchases directly impact the natural world (Laroche et al., 2001). This understanding is evident in the conviction that humanity's fossil fuel allocation is limited and that the equilibrium of the globe might be approaching a critical point of interruption (Zeng et al., 2019; Tewari et al., 2020).

To meet the requirements and satisfy the customers' desires, businesses strive to offer green goods. Therefore, businesses need to comprehend client attitudes and their various behaviors, including why customers purchase environmentally friendly goods.

According to studies, humanity's needs have been the cornerstone of every initiative. It was stated in Maslow's framework of motivations. As a result, they are doing so anytime consumers believe they ought to buy green goods (Maslow, 1943). Therefore, it is critical to comprehend what drives consumers to purchase green goods. Due to this, it is important to investigate the various driving forces behind conventional and ecologically conscious goods.

Due to the growing significance of green marketing for commercial success, businesses keep incorporating recyclable and reusable packaging as part of their ecological packaging programs. One of the key themes in contemporary business is green advertising, according to Kassaye (2001). A new field of interest in corporate undertakings is environmental or environmentally friendly marketing, a strategic advertising method (Ottman, 1998). As a result, buyers have become more environmentally conscious concerning their views, choices, and purchases (Sarıgöllü, 2009). Customers increasingly want to buy products and services that are environmentally conscious. Since more people have reservations about environmental issues, more expensive environmentally friendly goods are frequently preferred to less ecologically friendly ones. Businesses today must deal with ecologically conscious customers. Today's businesses must deal with customers' concerns and consider environmental issues as they purchase (Orzan et al., 2018; Piligrimienė et al., 2020; Witek & Kuźniar, 2020).

Often it costs longer to buy green goods compared to conventional alternatives. (Laroche et al., 2001; Peattie, 2001) Green buyers are willing to spend more for environmentally conscious items, thus presenting significant potential for businesses and governments wanting to modify their policies. Therefore, organizations that use "eco-friendly" or "green" as a part of their point of view can take advantage of an increasing percentage of buyers who prefer and will pay for green goods. Companies that sell goods produced and developed via an environmentally friendly advertising strategy have an ongoing competitive advantage.

Firms shall be ready to develop less industry-applicable strategies to survive in the fiercely competitive marketplace by better grasping customer purchasing behavior (Bansal et al., 2021).

Purchases by consumers are strongly influenced by behavior. They serve as the primary motivators of consumer purchases and alter how a product is perceived. Organizations can draw in new customers through this intricate manipulation, altering their goods and services to meet their requirements and preferences or altering how customers behave. Through their shopping choices, people frequently lessen their influence on the planet.

Numerous elements influence how customers make purchasing decisions. Numerous variables, like environmental awareness (Mostafa, 2006), think product value and quality (D'Souza et al., 2007), a business's present image (Schwepker & Cornwell, 1991), environmental issues (Phau & Ong, 2007), or the veracity of ecological information, were shown to be shaping that procedure (Mahamuni & Tambe, 2014; Muralidharan & Xue, 2016; Narula & Desore, 2016).

Understanding the elements that influence the desire of consumers to buy something has become crucial. Therefore, the present research contributes to the area by examining and determining the amount to which buyer behavior has a bearing on the promotion of sustainable goods.

2. Review of the Literature

The buying and using of commodities that are supportive of the surroundings, recycled, and responsive to or sympathetic to environmental concerns is referred to as "sustainable" buy performance," as defined by Mostafa (2007). Turning green, according to Clem (2008), displays an environmental concern about taking care of the planet's natural assets for the greater good of society. As buyers become more mindful of the environment, their appetite for green goods has skyrocketed. The need for environmentally friendly items has risen as buyers' awareness of problems with the environment grows. Customers are more inclined to purchase green products with an encouraging attitude toward environmental issues. Customer views and buying plans may change due to the ongoing recognition of sustainability concerns.

A significant notion in advertising material is customer buying desire. According to earlier research, consumers who want to purchase things are likelier to do so than consumers who show no such desire (Brown, 2003). It is also supported by Blackwell et al. (2001), who claim that purchase intentions mirror what buyers anticipate purchasing. Additionally, a desire to carry out that behavior is a close approximation of behavior towards a specific object (Malhotra & Mccort, 2001). Consequently, an individual's choice to buy environmentally friendly products is more likely if he gets a beneficial effect on his intent to buy.

The reality that environmental problems are receiving more attention indicates that ecological issues are becoming potentially strategic for corporations (Polonsky & Kilbourn, 2005; Menon & Menon, 1997). According to Mainieri et al. (1997), a few factors influence customers' " lush purchasing" behaviors choosing and using things that are good for the planet and are strong green attitudes.

Another association with environmentally friendly activities involves shopping behavior (Chan, 2001; Kim, 2002; Kim & Choi, 2003; 2005; Mostafa, 2007). It refers to choosing and using items that leave little or no negative effects on the planet (Mainieri et al., 1997). Undoubtedly, businesses are prepared to function sustainably as long as achieving so will allow businesses to benefit. As a result of the paucity of environmentally conscious marketplace activity (Peattie, 2001; Kalafatis, Pollard, et al., 1999; McCarty & Shrum, 1995), there remains uncertain whether there are enough green items on the market to support the green procurement pledge (Chan, 1996). In order to reduce both the direct and indirect impact of individual consumption choices on the destruction of the environment, especially given the trend of urbanization, shifts in lifestyles, and a growing percentage of affluent individuals in the Indian subcontinent, it is crucial to encourage and promote environmentally conscious actions, such as buying green goods (Kuah & Wang, 2020; Kumar et al., 2012; Khare, 2015).

Green customers know and care about the most important environmental concerns (Soonthorsmai, 2007). According to Roberts (1996), consumers who are socially concerned and those who think that certain ecological activities might resolve environmental problems are more inclined to engage in environmentally

conscious purchasing behaviors. During his studies, Krause (1993) discovered that customers became increasingly worried about their daily routines and how they affected their surroundings.

According to the research, a few customers are consciously committed to buying eco-friendly goods due to their concern for our planet (Martin & Simintiras, 1995). According to numerous studies, environmental concern and green purchasing habits are positively correlated (Bravo et al., 2019; Chockalingam & Isreal, 2016; Gerdt et al., 2019).

Most customers are likewise worried about the nutritional value of organic goods. Customers who choose green products typically have faith in these brands and are unwilling to sacrifice reliability. Companies should concentrate on improving green quality while emphasizing the item's ecological advantages and communicating these aspects with customers to achieve recognition in the market. They thus show that clients still give the highest weight to conventional item features like the company's name, cost, and overall performance when they buy it (Bansal & Bansal, 2012).

3. Purpose of the research

The following research goals are covered in this study:

- To examine the relationship between the factors influencing customers' purchasing decisions for green products.
- To investigate the variables influencing customers' purchasing decisions for eco-friendly items.
- To determine the price ranges at which district residents purchase green items.

4. The Study's Hypothesis

The study explored several hypotheses in order to investigate the connection between consumer purchasing behavior and environmentally friendly goods;

- H0: Consumers' purchasing habits are unrelated to their decisions to buy environmentally friendly products.
- H1: Consumer purchasing habits and decisions to buy green items are related.

5. Research Methodology

In order to determine the amount of the effect and the connection between consumer purchasing behavior and the promotion of environmentally friendly goods in the Shimla District, the current study used an exploratory research approach. All consumers who buy environmentally friendly products on the market made up the study's demographic. The convenience sampling approach was used to choose the 200 respondents that comprised the overall sample size, including 127 females and 73 male residents of the district. Both methods of gathering data (primary and secondary) were considered.

However, using pre-tested structured open-ended and closed-ended questionnaires, primary data was gathered from the respondents. Secondary data sources, such as articles on the subject from journals, periodicals, and the internet, were used to supplement the primary data. Using a 5-point Likert scale, the measurement's responses were graded. Based on the literature review, the variables' measurement items were developed. The links between the hypotheses were determined using regression and chi-square analyses. Using SPSS version 17, data analysis and hypothesis testing were carried out.

6. Discussion and Findings

According to Table 1, most respondents (64.5%) are female and fall into the 47–57 age group (32.0%). Additionally, the majority of them (40.0%) have a degree (Graduate/PG/Ph.D.) and work for the government (28.5%). Finally, regarding monthly earnings, 38.0% fall into the highest generating category of ₹ 45,000 or more.

Demographic Factors		Labels	n=200	%
1.	Sex	a. Men	71	35.5
		b. Women	129	64.5
2.	Age (Years)	a. 15-25	20	10
		b. 26-35	39	19.5
		c. 36-46	52	26
		d. 47-57	67	33.5
		e. 58-68	15	7.5
		f. 68 and above	7	3.5
3.	Educational Level	a. Uneducated	6	3
		b. 10+2	58	29
		c. Diploma	56	28
		d. Degree (Graduate/PG/PhD)	80	40
4.	Occupation	a. Learner	33	16.7
		b. Pvt Sector Employee	60	30
		c. Govt Sector Employee	57	28.5
		d. Professional	50	25
5.	Monthly Earning (₹)	a. 0-15000	8	4
		b. 15000 -25,000	21	10.5
		c. 25,000 – 35,000	51	25.5
		d. 35,000 – 45,000	55	27.5
		e. 45,000 and above	66	33

According to Table 2, all of the theories' Chi-square test results are substantial. The chi-square values are statistically significant at levels larger than 0.05. The alternative hypothesis thus gets accepted at a 5%

significant level, whereas the null hypothesis is rejected. It demonstrates a favorable correlation between consumer purchasing habits and the purchase of eco-friendly goods.

Research Hypotheses	Chi-Square Value	Df	Asymp. Sig. (2-sided)	Results
Value	457.186 ^a	16	.000	Accepted
Environmental Issues	523.287 ^a	16	.000	Accepted
Excellence	112.017 ^a	16	.000	Accepted
Brand name	82.709 ^a	16	.000	Accepted
Ease	83.742 ^a	16	.000	Accepted
Sturdiness	125.223 ^a	16	.000	Accepted
Wrapping	58.259 ^a	16	.000	Accepted

7. Conclusion

To determine what price ranges consumers in the district prefer for environmentally friendly items, examine the factors influencing customers. Buying behaviors for Green products, and, in conclusion, to explore the impact of customer purchasing behavior towards the promotional efforts of green products in the Shimla District of Himachal Pradesh, India, this research was conducted. The gathered data were analyzed for chi- and logistic analyses.

Results imply that many consumers in the targeted locations value the natural world and engage in conventional purchasing behaviors. Customers favor items that are green and anticipate paying less for these. However, they prefer to spend less on environmentally conscious goods. It demonstrates customer knowledge of green products. As more consumers become aware of and have concerns concerning environmentally friendly products, a chance to create green advertising that targets more buyers arises.

In the end, it was demonstrated in this study that there is a strong correlation between the variables or elements that influence customers' decisions to purchase green goods. Choosing to buy green goods is directly influenced by consumer purchasing patterns, which serve as a predictor. All of the hypothesized relations are supported by the findings fairly.

Although customers have preferred buying environmental items when making real purchases, costs, environmental concerns, and craftsmanship remain the main factors affecting their purchasing choices.

The subsequent proposals are made upon the completion of the research and are founded on the results of the investigation;

The study person observed that additional thorough evaluations would be required to improve customer knowledge. As this would give genuine criteria for making decisions for manufacturers, firms, and

marketers, additional study in this field is required to examine what factors impact customer attitudes regarding green purchases.

Thus, to speak to market groups that desire sustainable goods at reasonable prices, blue marketers must comprehend, identify, and build a mix of advertising tactics that consider ecological quality and other factors. Green products must therefore be affordably priced because environmentally friendly marketers have a chance to seize this marketplace and enjoy longevity. The research results may also be useful to firms that seek to provide users with sustainable items. Customers like to purchase environmentally friendly goods only from businesses they have established themselves as environmentally friendly businesses; thereby, it is critical for businesses looking to create new environmentally conscious goods to ensure such products are affordable.

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