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## **ENVIRONMENTAL AWARENESS FOR PURCHASING GREEN PRODUCT AND ITS EFFECTIVENESS ON YOUNG CONSUMERS: A STUDY**

**Vijay Jolly<sup>1</sup>, Dr. Gulab Singh Parmar<sup>2</sup>**

**Department of Commerce**

**<sup>1,2</sup>OPJS University, Churu, Rajasthan (India)**

### *Abstract*

This article explores environmental awareness for purchasing green product and its effectiveness on young consumers. Environmentally friendly (Green) products have got more attention during the recent years and the availability of these products is increasing in many food stores. One form of environmental friendly products is eco-labeled products which have got more relevance for the consumers in their buying decision and there are now more products to choose among them. The main purpose of this research is to study the factors that influence the purchase behavior of eco-labeled products. Secondly we are also looking for the possible impact of shelf space on the purchase behavior of eco-labeled products. The study needs to contribute the understanding of how young consumers perceived about green marketing in Delhi NCR. The research will examined the level of awareness of young consumers towards green marketing whether it will leads to positive environmental knowledge and attitude in making purchases. At the end of research, it is believed to provide some insights to green marketers regarding how they can expand their operation in India.

### **1. OVERVIEW**

Environmental sustainability has turned into another growing phenomenon in the ongoing past. In a modern setting, an ever-increasing number of associations are going for environmentally sustainable products. Environmental consciousness has been portrayed as a crucial power for accomplishing sustainable advancement. The environmental, social concern has grown at a fast pace to the degree that the most recent decade was named as a "Time of the Environment." In the present situation, environmental concern has grown at a quick pace similarly as residents attitudinal and behavioral wonders are concerned. There has been discovered a great upsurge among consumers to go for green purchasing choices.

The present requirement for a sustainable way of life and growing concern towards environmental issues has prompted the advancement of term green products, in which consumer demonstrates behavior having to enjoy towards purchasing ecofriendly products. The principal reason behind selling green products is to make environmentally safe products accessible to customers. Research on purchase intention in regards to green purchase has expanded in the



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ongoing past because of the quick debasement of the environment aggravating equalization of presence.

Customers concern towards the environment has been on an ascent lately, which has been the primary power behind associations manufacturing products as per environmental norms. The consumption designs likewise included pre and post behavioral intention concerning purchasing a green product. Researchers have likewise centered around the use of natural assets by people acting towards environmental degradation[1]. The associations rehearsing sustainable consumption and creating eco-friendly products is essentially because of the consumers expanded mindfulness concerning environmental issues for which businesses are seen as one of the root cause. The consumers are paying attention to environmental concern very and are of the view to build up natural parity by rehearsing green behavior.

Researchers have called attention to that the expanded environmental concern in ongoing decade is chiefly because of the occasions like exhaustion of ozone layer, corrosive downpour, corruption of land, global warming, consumption in natural assets, elimination of numerous species, etc. which has made the consumer to consider his/her reality which is by all accounts in danger if legitimate consideration of environment isn't taken[2]. These investigations likewise demonstrate that concern towards environment has begun path back and created countries are thoroughly chipping away at it and attempting their each piece to make environment sustainable for living, however in creating and immature countries, the idea is still at an exceptionally introductory stage and in these countries still consumers offer significance to esteem driven result over its environmental attributes. In these countries, the consumer is as yet ready to purchase the general product over the green product if accessible at a lower cost.

## **2. CONCEPT OF ENVIRONMENTAL AWARENESS FOR PURCHASING GREEN PRODUCT**

A consumer with environmental awareness can be defined as “an ecologist who had grasped his/her self-efficacy against environmental pollution and how has a sense of responsibility with respect to future generations and the whole humanity in his/her use of resources. Conscious consumers with environmental awareness can assess the presence of environmental resources, their cost of use as well as the impact of this use to the environment and to themselves. Features of the purchased product, superfluous packaging or wrapping, how waste abate after using, even after the purchase that information about purchased product are important for student.

The current rapid growth in the economy and the pattern of consumption and behavior worldwide are the main causes of environmental degradation. Increasing consumption and production have burdened the environment with harmful and adversely affecting components. The consumption patterns of private households account for around 40% of environmental degradation. This concern is being well addressed by the households, manufacturers, marketers as well as the government. Through research and development, new products and processes are

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being developed to decrease the adverse effects on the environment and build a sustainable future. Research done in the last decade has indicated that consumers are aware and are willing to 'Go Green'[3]. Green product refers to a product that incorporates the strategies of recycling or is manufactured using recycled or recycle able content and/or uses less toxic material to reduce the impact on the environment.

### **Environmental concern**

"Importance" is just restricted to either customers think ecologically well-matched habits as significant to own-self (self-interest) or to surroundings as a whole. For instance, natural foodstuff and energy-efficient equipment's are ecologically responsive goods that customers are ready to pay for, just as these goods are supposed by customers to demand straight to their own-interest whereas at the similar time encourage ecological advantages. Equally, learning is likely to associate positively with ecological need and attitude. Customers through increase levels of learning are high conscious of the ecological problems; so, are increase consciousness about ecological value and high motivated to contribute in ecologically accountable habits.

### **Perceived seriousness of environmental problems**

Unobtrusive researches by customers of diverse community's stratum in India uncovered that they give a lesser significance to the safety of the eco-system. Yet, while the majority customers have awareness of ecological issues, they commonly act not considering the ecological consequence of their on every day base acts. Customer's worries are directed further towards cleaning and aesthetics somewhat than the safety of resources, a few less affective environmental doings, for instance the consumption of pressure-cookers equipments, the subway system, and recycling, proved to be innate, however these are not supported by ecological knowledge. Up to a certain degree, these actions are related with modernization, westernization, advancement, and entertaining. Reutilizing package stuff shows, for the case, creativeness and position even at the time while a famous brand name is observable on the parcels or on the container of products.

### **Peer influence/ Social context in environmental protection**

The advantage from taking (i.e. a transform in green behavior) needs to have individual significance for possible adopters in order to get accomplishment. Individual's relevancy can, however, turn on emotional reactions also resultantly change views and attitude. In totaling, strong societal customs are needed to promote acceptance, for the reason that lacking social customs, people cannot evaluate whether adopting a new habit is acknowledged or reject. At all, a grouping of superficial individual pluses as a result of adopting to a green tariff; match with personal's values, distinctiveness, and community orientation; strong social pressure and prescriptive attitude; a feeling of hold over expenses and associated troubles linked to change over; right knowledge and no superficial hazard or ambiguity drive humans from "aim to take on" to "actual adoption"

### **Green purchase habit/(behavior)**

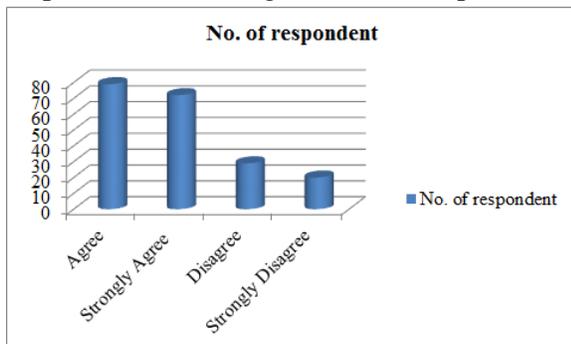
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Since, a customer research viewpoint, the practice of decreasing damaging green influence (e.g. power storing and reprocessing) have obtained noticeably additional acknowledgement than the buyer tendency of purchasing goods that are sold as being ecologically accountable. This is prime concentration on non-utilization and after utilization habits has resulted owing to be short of ecologically accountable goods on hand on the marketplace before. Specially, a gap in the consideration of green purchase habit in term of high association goods marketed as green has been acknowledged.

### 3. NEED FOR GREEN MARKETING DELHI NCR AND ITS AWARENESS IN YOUNG CONSUMERS

The literature in the area of green marketing abundantly consists of studies examining the need for green marketing particularly inclining upon the consumer requirements and environmental considerations. Their researches have acutely concluded that as the concern regarding the environment is growing globally and continually, green marketing has gained more popularity. Overtime, numerous researchers have stimulated further investigations on environmental issues and conservation with regard to marketplaces across the globe.

Above figure descriptive of that Indian organizations have begun joining green administration rehearses and notwithstanding unveiling increasingly environmental data like LEED confirmation and so on, 79 respondents are agree, 72 respondents are Strongly agree, 29 respondents are disagree and 20 respondents are strongly disagree.



**Figure 1: Indian organizations have begun joining green administration rehearses and notwithstanding unveiling increasingly environmental data like LEED confirmation and so on.**

#### Young consumers perceived about green marketing in Delhi NCR and its effectiveness on emerging market

**Consumers are a key driver when it** comes to sustainable production because they account for more than 60% of final consumption in the OECD countries. Accordingly, they would have a major impact on green growth<sup>1</sup> if they purchased environmentally-friendly products and modified their behavior to support environmental goals. Recent reports would appear to suggest



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that consumers' environmental consciousness and positive attitudes towards the environment have been increasing over the years.

For example, 55% of the respondents reported their willingness to pay more for products and services from companies who are committed to having a positive social and environmental impact. However, the adoption rate of environmentally-friendly (EF) products in recent times has been declining. Despite their growing concerns for the environment, consumers are not purchasing EF offerings as regularly as expected. For example, in India, Nature's Organics, the largest brand to market its homecare products based on their green image, held only a 4% value share in the overall Australian homecare market in 2014. Whilst researchers have made significant contributions to understanding what drives green consumption behavior, it remains puzzling as to why consumers who profess to have pro-environmental attitudes do not purchase EF products regularly, if at all. The lack of consumer acceptance of EF products implies that many barriers to green consumption continue to exist. To increase the uptake of EF products, understanding why these barriers continue to exist is crucial.

The development for green is seen to be growing at an extreme speed everywhere throughout the world. Consumers are likewise indicating the right exercises and responsive behavior concerning environmental development. Because of the adjustments in consumer behavior because of environmental awareness and intentions to improve the situation for nature, increasingly more eco-friendly products are propelling to market. Green marketing (Offering Green products) idea fuses a wide range of exercises for building up consumer rights, sparing the environment, and meeting the consumer needs or needs and preferences.

A positive change inside consumer behavior towards environmentally related products can be seen because of the expanded degree of environmental awareness since the 1970s. This change added to the beginning of the green unrest to avoid further harm to the environment. In reality green marketing is a kind of marketing that means to lessen our effects on the environment by design, produce, bundling, naming and consumption. Green marketing has focused on product (bundling and naming) and impetus methodologies as of late. Evaluating all inclusive impetuses to be green are vital because it can demonstrate to us how green marketing in every single authoritative action can be done.

#### **4. FACTORS INFLUENCING CONSUMER PREFERENCE FOR PURCHASE INTENTION OF ORGANIC APPAREL PRODUCTS**

The textile sector is known to create toxic substances during the production of textures, adding harmful gases to encompassing and delivering huge amounts of textile waste polluting water. Still, the Indian clothing industry is evaluated to advance fundamentally notwithstanding growing environmental and social issues experienced in this sector. Growing consumer awareness on the same has brought about urging the textile sector to deliver environment and people minding attire products off late[4].

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Later came other natural clothing products produced using natural bamboo fiber having antibacterial properties which maintain a strategic distance from synthetic compounds, natural fleece, and natural material got through procuring flax yield to get strands and others as natural hemp, natural silk and so forth bamboo performance innovation line and medicinal health care textures[5].

They utilize natural cotton and bamboo blended with spandex to make delicate, light, solid relaxation wears. They are giving agreeable games clothing, cultivating environment protection, and offering some incentive for cash to customers. A portion of the properties of such textures incorporate ingestion of dampness as perspiration from the body thus as to feel dry constantly, scent-free bamboo mixed natural cotton attire, bamboo's enemy of microbial and bacteriostatic bio-operator keeping material free from awful stenches, ultraviolet safeguarding factor, four-course texture stretch, being biodegradable. Natural textile favorable circumstances likewise incorporate contamination avoidance, cost-value of natural strands, utilization of natural pesticides, and so forth. Subsequently, natural clothing has been the solid intrigue zone for the researcher. Products having an insignificant negative effect on encompassing are called environment-friendly, green, recycled, natural, and so forth conversely. At present, 83% of customers overall generation's partners show some bit of green attributes. Green consumers are starting takers and agents who affect purchasing behavior[4-6].

## **5. CONCLUSION**

Studies have likewise shown that knowing about environment and having uplifting frame of mind towards green purchases are not just the variables which totally inspire consumers to purchase green products, there are additionally some different components like family impact, peer impact, cultural impact and purchasing power limit which together help in creating consumer intention towards purchasing green products, however mindfulness and demeanor are seen as the significant benefactors with regards to examining purchasing behavior of consumer in regards to eco-friendly products[29]. Components deciding consumers' inspirational mentality towards green purchases incorporate environmental information, product quality, the perceived price of the product, and believability of the product and companies brand esteem. Confirmations uncover that expanding environmental concern has emphatically impacted the consumption example of products. This has prompted the idea of biological consciousness in the behavior which thusly has prompted greater confidence in vitality proficient products, apparatuses for environmentally sustainable consumers.

The trend to use environmentally friendly products containing materials which are not harmful to environment and human health (i.e. green products) has become popular among consumers, thanks to this environmental awareness. Within this context, the people who aim to protect themselves and the environment with their purchasing power are identified as "green consumers". Their open-mindedness helps them to accept green products and behaviors, more

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readily. Making an environmentally friendly product is not enough by itself for a sustainable world. Environmental awareness is also needed in matters regarding consumption. Consumers also have important tasks in this matter as well as the people managing the marketing operations of the businesses. Consumers have started to support the environment by using their purchasing power and with their post consuming responsibilities.

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