

A study of Sustainability development among customers towards Eco Friendly and Non-Eco-Friendly Consumers with reference to Indian Market

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Abstract

Now a day's Eco friendly product are the demand of the customers as well as industry due to this reason producers or manufacturers are constantly severe to put the most outstanding process to accomplish the consumers with their environmental friendly products. In this paper I find out the psychographic difference regarding development of behavioral change of Indian customer psychology towards Eco friendly and Non Eco friendly product.

I study this concept with reference to Indian consumers and for the numerical judgment randomly selected 52 eco-friendly and 52 non-eco-friendly people, which was based on their actions towards environment. The age of these persons lying between 18-55 years.

I collected the data through questionnaire face to face interviews and secondary data as well with focusing the following objectives like:

- What are the intrinsic differences in psychographic factors which can best possibly signify the inclination towards eco friendly behavior with reference to Indian customer market?
- At the time of purchase of a product by customer what type of equableness and differences we found as soon as we consider eco friendly behavior as a point of view.
- Up to what level customers are ready to pay high amount as price for green or eco friendly products?
- What are the most important variables which differentiate eco friendly and non-eco friendly respondents.

I have used a well-defined research methodology to achieve these objectives successfully and proficiently. I analyzed the collected data with the help of different statistical tools. After this and by the understanding I found that results were consequent.

From this study it is initiate that the majority of the clients in Indian market were aware about Eco friendly and Non Eco-friendly products and its effects. I institute a positive approach and actions about eco friendly products.

Keywords: Sustainability development, Eco friendly, Non-Eco friendly, Customers Psychology, Indian Market

Introduction

In this study I want to present a set about Psychology of Eco Friendly and Non-Eco Friendly Consumers and what are the reasons which motivated me to study this topic with reference to Indian consumer context. In current time we know that the community is segmented in their attitudes in terms of many ecological issues. So as I found that recently due to change in ecological factors some individuals are highly concerned about ecological sustainability and some are not. Due to the change in consumer's attitudes eco-friendliness and collective accountability are acknowledged for this study.

Review of Prior Study

The movement of ecological protection was started from late 1970s and it's still continuing and many experts are working with Eco friendly customer actions and they frequently discover the difficulty of the obtainable break between constructive ecological approach and eco friendly activities. Although a very concentrated communication in to link with these ecological troubles like green-house effect, global warming is carrying on but still there are only a small amount of consumers who deliberately support this foundation and put this view into real practice. One of the empirical studies which were conducted in 2007 state that eco friendly-marketing concept has a broad alternative of apparatus to persuade the activities of customers and there are so many difficulties in the way of accomplishment this object. This study was to recognize these psychographic factors, which can easily distinguish eco friendly consumers from the non eco friendly consumers in effective way.

Therefore, my research is about the facts that as in the current time feel such grave eco friendly troubles at both levels the nationwide (Indian) and worldwide levels.

As a originator to this study, there are many studies which have already been done in this area like shifting consumer attitudes towards green judgments, these eco and green activities and societal liabilities are recognized, on another study on changes in the modern atmosphere by Memery, Megicks & Williams, 2005; D'Souza, Taghian & Lamb, which was held in 2006. One another study about the modification of marketing topics that govern in systematic writings can also found from the study of Banytė & Gadeikienė, in 2008, where a growing quantity of concentration is given to the troubles of eco marketing and ecological promotion and many others.

Due to these ecological changes, both clients and industries are on track to transform their actions and practices.

As the green policies are beneficial in so many terms like profit and others that why Companies are using green marketing for doing their business in this. A study by Ghosh, in 2010 says that in addition of this customers are also changing their attitudes due to the government supervision and the competitive pressures and it is becoming essential for firms to consider the "green" adjective for their marketing strategies.

Nowadays, the American Marketing Association (AMA) define the eco friendly marketing in three phases as "the advertising of goods that are supposed to be environmentally safe" and "the growth and promotion of products considered to decrease downbeat effects on the physical environment or to advance its quality" & "the effort taken by the organizations to make, endorse, wrap up, and regain products in such a manner which is responsive towards environmental concerns.

In accumulation to management and collective proceedings, economic factors play a significant role in the defense of the usual atmosphere. Organizations and customers both can promote a solution to eco friendly troubles inside the structure of the developed regulatory scheme. Conservative endorsement is responsible for environmental difficulty due to the subsequent reasons:

- We ignores eco friendly factors in our system.
- We perceive eco friendly consumer behavior as trouble.
- Preciseness of environmental problem seriousness as short-term
- Focus only requirements by objects goods and due to this social status is verified by material goods.
- Short-term profit maximization and income alert strategy system.

Countries that are developed the concept of corporate social responsibility (CSR) have been active and in developing countries like India it is also in active mode. It is also considered as conservative in economic study and an innovative loom has brought changes to judge the role of eco friendly marketing as a concept.

Eco Friendly Marketing Concept:

This concept defines the practices of selling of products and services with the benefits of ecological benefits. Eco friendly products or services may be environmental friendly in itself or produced or packaged in eco friendly manner. This concept of eco friendly product and service gather one and all the facts and benefits of eco friendly marketing. This arrangement is treated as most superior stage of market expansion.

It is the element of a new approach which not only provides an unusual practice but also seeks to see some new challenge or in other sense we can say that eco friendly marketing represent a segment of market which concentrates on gap between current marketing practices and ecological marketing environmental practices.

Recently there are so many opportunities related to this new concept of marketing which are as follows:

- We can use used supplies for manufacturing.
- Effective Use of green power like wind speed and etc.
- Start to decrease manufacture devastate in both the sense power and resources.
- Effective production and distribution channels to reduce transport and others effects
- Start to promote eco friendly packaging for products.

- Start to produce the products which are recyclable in nature.

These issues can be use as real facts for solving the eco friendly marketing problems effectively.

Eco Friendly Consumers Concept:

According to so many recent studies researchers define several ways to classify eco friendly consumers and related concepts and also defines that how to reach these concepts.

Marketers are generally use psychologies of customers as important variables of choice.

It can be use as an effective instrument for this concept.

These variables can be summaries as follows:

- Customer's Morals
- Customer's viewpoint and Knowledge.
- Consumers Requirements.
- Consumers Motivations Factors
- Consumers Demographics factors
- Consumers physiological factors

Aim of Research or Research Problems:

In this study I am trying to recognize about the differences between eco friendly and non-eco friendly consumers, with special focused on green-marketing intervention in India.

The four basic questions which I feel like discuss are:

- (1) What are the intrinsic differences in psychographic factors which can best possibly signify the inclination towards eco friendly behavior with reference to Indian customer market?
- (2) At the time of purchase of a product by customer what type of equableness and differences we found as soon as we consider eco friendly behavior as a point of view.
- (3) Up to what level customers are ready to pay high amount as price for green or eco friendly products?
- (4) What are the most important variables which differentiate eco friendly and non-eco friendly respondents.

So for the fulfillment of this aim of research, I would like to apply a move toward that as a new in research with reference to the consumer who are eco-friendly behavior. I will not only judge the issues which is based only beliefs of consumers but their attitude also and I also would like to examine the behavior in terms of actual purchasing condition which will allowing me to get a more sensible depiction in this regard.

Research Questions and Methods

For the numerical judgment pragmatic 52 eco-friendly and 52 non-eco-friendly people have been chosen which was based on their actions towards environment. The age of these persons lying between 18-55 years Indians from different different sectors were selected randomly. Then interviews (face-to-face) ongoing with the screening in which 35 declaration list of the occurrence of dissimilar ecological actions were used to divide green friendly respondents from on and others, after that respondents were supposed to reply questions connected to psychographic variables and Socio-demographic questions clogged the interview.

Therefore in this study there are two reliant variables which barely interpret eco friendly behavior, and the eco friendly behavior in a broad sense, which examines the phenomenon used, would redirect the behavior into a collectively preferred path.

Hypotheses and Methods

My explanation regarding hypotheses expected the alienated relationships between psychographic variables and behavior of the customer as follows:

1. **The respondents implementing eco friendly behavior**
 - Customers having superior level of eco friendly details (H1)
 - Customers willingly accepting eco friendly norms as voluntarily (H2)
 - Customers who are recognizing eco friendly troubles as serious (H3)
2. **Other one is those Indian customers whose behavior is not eco friendly?**

So I map to reply this assumption by compare the correlation coefficients of the descriptive variables calculated by the eco friendly and non eco friendly behavior of customers.

For this purpose and to able for identifying eco friendly behavior, it was need to be segment the customers by their conduct, which is based whether they have eco friendly conscious or not.

For answer of this conscious I would like to form clusters of eco friendly and non eco friendly respondents, and

then I would like to compare this tagging through other segmented groups on the basis of their activities. Based on this, I will create the three segmentations as follows:

- Persistently green or eco friendly,
- Persistently non-green or non eco friendly,
- Customers who are not perform what they speak,

In first two groups, we can have a discussion about the uniformity of philosophy and the behavior and in last one group we can converse about the irregularity of ideology and the actions. This last one group is that one who creates questions about the customary, rational thoughts proposal and hence may set new directions for further research.

Data Collection Methods

The Data collection for any research is very crucial part and it requires both types of data primary as well as secondary so i would choose personal interviews for understanding and maintaining the rational arrangement of the questionnaire. There are many reward and difficulties of this personal interview method and the main difficulty which I feel is the apparent demands of social magnetism, which can be reduce by the self-completed method at feeling parts of the questionnaire. For sure, we cannot avoid completely the chances of such bias but we can try for the best. As I had some extent of work on prime data on the ratio of eco friendly persons in India, though I want to present the chances of statistically acknowledged balance between respondents' groups and for this purpose I would like to used a quota sampling method for eco friendly behavior.

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