
| RESEARCH ARTICLE

An Insight into Consumer Purchase Behaviour Of Green Durable Products in Delhi-Ncr And Western Uttar Pradesh

Dr. Shweta Kumar¹ ✉ Rahul Kumar² and Prof. Dr. Md. Shahnawaz Abdin³

¹Associate Professor, Department of Commerce, College of Vocational Studies, University of Delhi, Delhi, India

²PhD Scholar, Department of Management, SMBS, Jamia Hamdard, New Delhi, India

³Professor, Department of Management, SMBS, Jamia Hamdard, New Delhi, India

Corresponding Author: Dr. Shweta Kumar, **E-mail:** shwetakumar@cvs.du.ac.in

| ABSTRACT

The aim of this paper is to explore the consumer perception, adoption, and purchase behavior for green durable products among the consumers of Delhi NCR and Western Uttar Pradesh. A questionnaire based on convenience sampling was designed to collect the data. Around 400 respondents were contacted to fill out the survey questionnaire. Despite our sincere efforts, only 302 completed filled-in questionnaires were returned by the respondents. These 302 samples were further used for data analysis and hypotheses testing of the study using SPSS software. Results of hypotheses testing show that consumers' environmental knowledge and environmental awareness have the most significant influence on consumer perception of green, durable products. The perception of consumers favorably influences their attitude towards green durable products, which in turn positively impacts consumer purchase behavior of green durable products. The results further indicate that consumers perceive green products as environmentally friendly, and they are likely to shift their consumption towards green products, especially consumers who are environmentally conscious.

| KEYWORDS

Green marketing; Environmental sustainability; Green durable products; Purchase behaviour; Ecological marketing; Consumer perception; Sustainable consumption.

| ARTICLE INFORMATION

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1. Introduction

Consumer behaviour is a complex pattern and sophisticated understanding for marketing research, but simply defined: a study of psychological, social, and physical actions when people buy, use, and dispose of products, services, ideas, and practices. Consumer behavior consists of ideas, feelings, experiences, and actions of consumers with additional environmental factors like ads, prices, and commands. Furthermore, consumer behavior is a dynamic process because of continuous changes in ideas, perceptions, and activities of consumers as an individual or group.

Companies across the globe are criticized by activists, governments, social organizations, and the public at large for their inaction to address environmental issues, as the main objective of multinational companies (MNCs) is profit generation. MNCs are less prone to social causes/environmental issues. In India, sustainable business or sustainable marketing practices are also a new concept. Various organizations and MNCs are resorting to sustainable business practices (Lavanya, 2019) lest they face criticism from the general public as well as from social activists. The government of India has also enacted various legislation to enforce sustainable business practices on the part of corporations (Sreen et al., 2021). For example, mandatory spending of 2% of profits on CSR activities by some companies that fall under the legislation enacted for the same is a move by the government to ensure societal and environmental improvement.

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In order to further the cause of environment protection and conservation, consumers are switching towards green products (Shinde and Aswale, 2014; Venkatachalam, 2019), which are also known as environment friendly products. These products are made with environmental issues in mind, and these products are considered to be less harmful to the environment than non-green products. Social organizations, as well as governments (Sreen et al., 2021) across the globe, are promoting green products and making people aware of these products so as to further the cause of environmental protection. People are also becoming aware of these products, and they are switching towards green products (Lavanya, 2019). Environment awareness, environment concerns (Adetola et al., 2017; Joshi and Rahman, 2015), eco-friendly, health consciousness (Rezai et al., 2013; Suci et al., 2019), etc. have made people buy and use green products. Polonsky (1995) defines green marketing "as the activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment."

The present paper is an attempt to study the behavior of Indian consumers toward green, durable products. The paper focuses on the perception of the consumers towards green durable products; it tries to explore the adoption of these green durable products among Indian consumers. Finally, the paper explores how the consumer perception and adoption of green durable products influence the consumer purchase behavior for green durable products.

2. Literature Review

Consumers have a positive perception of green products, and they think that green products can save the environment and help the environment to be healthy (Rezai et al., 2013). The study further revealed that demographic characteristics such as age, education level, occupation, and income influenced consumer perception of green products. Consumer awareness and education about green issues persuade consumers to move towards green products (Shinde and Aswale, 2014; Venkatachalam, 2019); product quality and availability always motivate consumers to become purchasers of green products (Shinde and Aswale, 2014). Similar is the finding of Joshi and Rahman (2015), who state that consumer's environmental concerns and products' functional attributes are the two major determinants of consumer green purchase behaviour.

Adetola et al.(2017) find that consumers' positive attitudes toward green products do not always transfer into purchase behavior, and most consumers do not prefer to purchase green products; rather, environmental concerns play a positive role in forming consumer perception. Ferraz et al. (2017) demonstrated the positive relationship between intention and behavior and found that the more intention consumers have, the greater the purchase behavior for green products. Lavanya (2019) found that most consumers were aware of green products, and marketing practices increased buyers' awareness of green product features and availability. Consumer perceptions of quality, environmental friendliness, safety, and healthiness affect their intention and behaviour toward food purchases (Suci et al., 2019). Johansson et al. (2020), in their study of the activation/deactivation of consumer motives through social and moral salience, found that the consumers were motivated by both economic and normative motives, and they actively made trade-offs between these motives as the choice environment changed. The study further finds that green consumption was positively influenced by social and moral salience but only when both salience conditions were present simultaneously.

There have been studies that explored the impact of greenwashing, green confusion, etc., on green purchase behaviour. Qayyum et al. (2022), in the exploration of the negative effects of excessive product packaging, greenwashing, and green confusion on green brand equity, found that excessive product packaging positively predicted greenwashing and green confusion; however, greenwashing had a negative impact on green brand equity which was moderated by brand credibility thereby reducing the negative effect of green washing. Samaraweera et al. (2021) explored whether a green color and nature images made consumers pay more for a green product and found that the participants were willing to pay more for the product when it had a white-toned label rather than a green-toned label, which was a surprising result. Green marketing mix tools positively impact green customer-based brand equity creation, and the results determine the causal order among green brand equity dimensions in the Vietnamese context (Viet, 2022).

To regain consumer trust after green-washing, the companies should interact with the green brand loyalty, and the companies should select appropriate recovery strategies to stimulate protective factors, which are emotional factors, functional factors, and legitimate factors (Wang et al., 2020). Producers and retailers' policies in favor of sustainability are key in determining consumers' sustainable purchase intentions, and the coherent use of labels and logos in light of sustainability can support purchase decisions (Canio et al., 2021).

Peral et al. (2022) found that egoistic benefits have a direct effect on shopping intention, while altruistic benefits have a much higher total effect. The paper concluded that social factors and attitude didn't have any influence on shopping intention, while the moral norms and perceived behavioral control did have influence. Kamboj and Matharu (2022) found that health consciousness and value orientation towards sustainability had a significant and positive impact on the consumers' attitude towards sustainable

products. Ray and Sahney (2022) found that collectivism, long term orientation, and masculinity are significant cultural dimensions that influence the purchase intention of Indian consumers for electric two wheelers. Out of these three dimensions, collectivism had a higher impact. Taufique and Islam (2021) found a direct positive influence of perceived consumer effectiveness and subjective norms on green consumer behaviour; however, the environmental attitude had a direct insignificant influence on green consumer behaviour. Kirmani et al. (2022) studied the factors influencing organic food consumption among Indian consumers. The factors studied were ethical beliefs, health consciousness, environmental concern, and concern for local farmers. The study concluded that ethical beliefs, health consciousness, and concern for local farmers had a significant and positive influence on organic food consumption among the Indian masses. The environmental concern was found to have an insignificant influence.

Sharma et al. (2022) made a comprehensive review of the literature and explored the factors determining the purchase of green products. Employing a systematic literature review (SLR) approach, the authors reviewed the extant articles published between 2001 and 2021. The study revealed that the factors of attitude, culture, personal, political, psychographic, and ethical values influenced green purchase behaviour. Factors such as environmental attitude, environmental concern, perceived behaviour control, environmental knowledge, subjective norms, perceived consumer effectiveness, and collectivism appeared to be the most studied variables impacting green purchase behaviour between 2001 and 2021. Researchers underlined the influence of political and ethical factors as well on green purchase behaviour.

Garg et al. (2023), in the study of young Indian consumers' behaviour toward e-waste management, found the influence of environment concern, attitude, subjective norms, and perceived behaviour control on purchase behaviour. It was emphasized that government policy and financial incentives could positively influence the intention of consumers toward these products. Bhardwaj et al. (2023) tried to explore the research interests shown by various researchers in the field of green marketing over the period from 2005 to 2022 and found out that topics such as sustainable marketing, ethical marketing, green marketing, ecological marketing, and eco-friendly marketing received considerable attention in green marketing research over that period. The USA, India, China, the United Kingdom, and Malaysia were the top countries that witnessed the highest number of publications in the field of green marketing over the last decade, 2011-2022. This shows the growing interest and awareness of the researchers and practitioners in environmental issues and problems related therewith,

3. Hypotheses of the Study

H01: Demographic factors of the respondents have no significant relationship with consumer perception towards green durable products.

H02: Consumer awareness has no direct impact on consumer perception towards green, durable products.

H03: Consumer perception has no impact on consumer adoption towards green, durable products.

H04: Consumer adoption has no impact on consumer purchase behaviour towards green durable products.

4. Research Methodology

4.1 Questionnaire Specification

The questionnaire has been designed on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The scales for measuring different constructs of the study have been adopted from previous studies. In addition to this, a few demographic questions pertaining to respondents have also been added, keeping in mind the specific nature of the study. Before disseminating the questionnaire to the respondents for final data collection, it was assessed for reliability and validity.

4.2 Data Collection

The analysis unit for the study was the individual household respondent residing in Delhi NCR. We distributed the questionnaire to around 400 respondents in Delhi, Noida, Ghaziabad, Meerut, and Gurugram. Despite our sincere efforts, we got only 302 complete filled in samples from the respondents. These 302 samples were considered suitable for data analysis. Previous studies such as Abbasi et al. (2021), Addis and Grunhagen (2014), Kumar and Abdin (2021), Shaw and Iomaire (2019), Kumar et al. (2019) have used similar sample sizes for such studies.

4.3 Statistical Tools

The paper deploys SPSS software for the data analysis. We used frequency tables to show the demography of data and chi-square tests and ANOVA were used to test the hypotheses of the study.

5. Results and Discussion

5.1 Demographic Profile of Respondents:

The demographic profile of the respondents is shown in Table 1. As visible from Table 1, the majority of respondents are Females, who constitute 57% of the total samples collected. As per age-wise classification, maximum respondents fall in the age group of 26-35 years (32.5%), followed by 36-45 years (27.5%) and 18-25 years (24.5%). The majority are unmarried when it comes to marital

status classification. The percentage of unmarried respondents is 51.3%, while married respondents constitute 48.3%. As per educational qualifications, the majority of the respondents were postgraduates (33.4%), followed by graduates (28.1%), and 22.5% of respondents had qualifications above postgraduate qualifications. The majority were self-employed persons (27.5%) in terms of occupational status. The student government employees constituted 18.2% of each total respondents, and almost an equal representation was of Homemakers, who constituted 18.5% of the total respondents. The private sector employees constituted 17.5%. Almost half (48.7%) of the respondents fall in the monthly income group of Rs.11000-50000. As per geographical area, the data shows almost equal samples from each of the five areas of sample collection.

Table 1: Demographic Profile of Respondents			
Demographic Group	Demographic Category	Frequency	Percent
Gender	Male	130	43.0
	Female	172	57.0
Age Group (in years)	18-25	74	24.5
	26-35	98	32.5
	36-45	83	27.5
	46-60	47	15.6
Marital Status	Married	147	48.7
	Unmarried	155	51.3
Educational Qualification	Secondary to Higher Secondary	48	15.9
	Graduation	85	28.1
	Post Graduation	101	33.4
	Above Post Graduation	68	22.5
Present Status	Student	55	18.2
	Government Employee	55	18.2
	Private Employee	53	17.5
	Self- Employed	83	27.5
	Homemaker	56	18.5
Monthly Income	Up to Rs.10000	40	13.2
	Rs.11,000-Rs.50,000	147	48.7
	Rs.51,000-Rs.1,00,000	60	19.9
	More than Rs.1,00,000	55	18.2
Residential Area	Delhi	66	21.9
	Noida	61	20.2
	Ghaziabad	60	19.9
	Meerut	62	20.5
	Gurugram	53	17.5

Table Source: Authors' own

5.2 Testing of Hypotheses:

H01: Demographic factors of the respondents have no significant relationship with consumer perception towards green durable products.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	60.232 ^a	68	.000
Likelihood Ratio	77.056	68	.212
Linear-by-Linear Association	.210	1	.647
N of Valid Cases	302		

a. 121 cells (87.7%) have expected count less than 5. The minimum expected count is .43.

The above Chi-Square table indicates a positive relationship between the dependent and independent variables. At a significance level of 0.000, the null hypothesis H01 is rejected, and we conclude that the demographic factors of the respondents have significant relationship with consumer perception of green durable products.

H02: Consumer Awareness has no direct impact on consumer perception towards green durable products.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.223	.212	.434

a. Predictors: (Constant), Avg_Availability, Avg_PN, Avg_Quality, Avg_Price

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.072	4	4.018	21.284	.000 ^b
	Residual	56.067	297	.189		
	Total	72.139	301			

a. Dependent Variable: Avg_EA
 b. Predictors: (Constant), Avg_Availability, Avg_PN, Avg_Quality, Avg_Price

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.754	.227		12.142	.000
	Avg_PN	.370	.042	.455	8.864	.000
	Avg_Price	.075	.125	.104	.598	.550
	Avg_Quality	-.248	.116	-.336	-2.141	.033
	Avg_Availability	.181	.115	.255	1.578	.116

a. Dependent Variable: Avg_EA

Table 3 represents the positive correlation between the dependent and independent variables with a regression coefficient value (R) as 0.472 and an R square value as 0.223. The value of R square is able to explain 22.3 percent of the variance of consumer perception.

ANOVA analysis (Table 4) with an F value of 21.284 and p-value of 0.000 indicates a significant relationship between the dependent and independent variables. The Coefficients (Table 5) also support the effect of independent variables. Hence, null hypothesis H02 is rejected here, and we conclude that consumer awareness has a significant impact on consumer perception of green durable products.

H03: Consumer perception has no impact on consumer adoption of green, durable products.

Table 6: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 ^a	.593	.591	.275
a. Predictors: (Constant), Avg_Adoption				

Table 7: ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.120	1	33.120	436.725	.000 ^b
	Residual	22.751	300	.076		
	Total	55.871	301			
a. Dependent Variable: Avg_Perception						
b. Predictors: (Constant), Avg_Adoption						

Table 8: Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.176	.096		22.562	.000
	Avg_Adoption	.496	.024	.770	20.898	.000
a. Dependent Variable: Avg_Perception						

Table 6 represents the positive correlation between the dependent and independent variables with a regression coefficient value (R) as 0.770 and an R square value as 0.593. The value of R square is able to explain 59.3 percent of the variance of consumer adoption.

ANOVA analysis (Table 7) with F value of 436.725 and p-value of 0.000 indicates a significant relationship between the dependent and independent variables. The Coefficients (Table 8) also support the effect of independent variables. Hence, null hypothesis H03 is rejected here, and we conclude that consumer perception has a significant impact on consumer adoption of green durable products.

H04: Consumer Adoption has no impact on consumer purchase behavior towards green products.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 ^a	.434	.423	.670

a. Predictors: (Constant), Avg_RPI

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.043	1	12.043	78.096	.000 ^b
	Residual	134.705	300	.449		
	Total	134.748	301			

a. Dependent Variable: Avg_Adoption
b. Predictors: (Constant), Avg_RPI

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.900	.356		10.950	.000
	Avg_RPI	.026	.085	.018	.311	.000

a. Dependent Variable: Avg_Adoption

Table 9 represents the positive correlation between the dependent and independent variables with a regression coefficient value (R) as 0.689 and R square value as 0.434. The value of R square is able to explain 59.3 percent of the variance of consumer adoption.

ANOVA analysis (Table 10) with F value of 78.096 and p-value of 0.000 indicates a significant relationship between the dependent and independent variables. The Coefficients (Table 11) also support the effect of independent variables on dependent variable. Hence, the null hypothesis H04 is rejected here, and we conclude that consumer adoption has a significant impact on consumer purchase behaviour for green, durable products.

6. Conclusion

The aim of this paper was to study the green, durable product purchase behaviour of Indian consumers. Through analysis of data and hypothesis testing, we find that all four null hypotheses stand rejected. We find that demographic factors and consumer awareness have a significant impact on consumer perception of green, durable products. Consumer perception of green durable products influences the adoption of green durable products, which in turn significantly impacts the green durable product purchase behaviour of Indian consumers.

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ORCID iD: 0009-0006-7854-5686

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