

The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market

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Abstract: Consumers are hesitant to trust new items, thus they look for brands that have a natural component. Green buy intent has been discussed previously in the literature. In response to this need, this research creates a framework for assessing the influence of green consumption value, reasons for purchasing green products, and consumer attitudes toward green products. The research also looks into the relationship between green product usage and buying intent and demographic factors. The current study is an exploratory study, with the goal of determining how sociodemographic characteristics influence customers' green purchasing decisions. Gender, age, academic performance, personal financial status, and the number of youngsters were all investigated. Our findings imply that all of the sociodemographic characteristics stated above have an impact on green product awareness and purchasing behavior. Furthermore, the findings reveal that female customer are more enthusiastic about acquiring green items than male consumers. Green products are met with skepticism among young consumers. Education and the recognition of the primacy of one's own needs over the requirements of the environment have developed a beneficial relationship. The better one's personal financial status, the more likely they are to purchase green products. The ramifications for marketing are shown in the study. Furthermore, based on findings from the perspective of green consumer behavior, our exploratory research indicates future research directions. The research is an in-depth evaluation of the elements that influence green purchasing decisions.

Key Words: —*Green product, consumer behaviors, environment, Green products Awareness, Demographics variables.*

I. INTRODUCTION

One of the most important theoretical approaches in marketing is consumer behavior theory. Changes in values, attitudes, the structure of demands, and the conditions and means of satisfying them, as well as changing purchasing behavior, indicate consumers' realization of the need of caring for the environment in the context of civilization challenges.

Purchasers are one of the most essential groups in a business, and they are strategically placed at the start of the development process. Consumers are users of the environment, and the quality of the environment is dependent on their actions. Green products, with this understanding, constitute a category of products that is becoming increasingly important in the face of environmental degradation and the awareness of sustainable development.

The green products market is seen as a sector with enormous growth potential, which generates economic benefits and new jobs, as well as playing a critical part in the transition of economies to sustainable development. Purchaser behavior on the green products market is changing, indicating the necessity for a detailed analysis of issues linked with sociodemographic characteristics that influence green product buy behavior. The goal of the study was to figure out how sociodemographic characteristics influence green product purchasing decisions. As a result, in the context of green purchase behavior, a more complete understanding of the relationship between sociodemographic characteristics and purchase behavior is required.

An inclination to buy green food, according to Chryssohoidis and Krystallis [1], is impacted more by an individual's lifestyle than by a sociodemographic profile.

According to several studies [2–4], there is no significant difference in women's and men's attitudes regarding green products. Gender has little influence on a person's attitude toward environmental disclosures in commercials, according to Paco and Reis [5]. As a result, more research and investigation of these issues is required.

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This study adds to the body of information about the factors that influence green purchasing in developing countries.

Even purchasers with a high level of environmental knowledge and awareness, according to Rokka and Usitalo [6], did not always buy environmentally beneficial products. Sociodemographic characteristics influence how people think about environmental issues and green products, as well as how they evaluate product aspects [7].

The current study examines the existing empirical literature on green purchasing in order to determine the prevailing reasons and factors that influence consumer attitudes, purchase intentions, and actual purchase behaviour toward green items. It presents a plausible explanation for the observed attitude-behaviour gap by informing the reader about several elements (as addressed by previous studies) influencing customer attitudes and behaviour. The product's functional and green features, as well as the individual's environmental care and knowledge, are important drivers, whereas the product's high price and hassle in purchasing are major barriers to consumer green purchase behaviour.

II. NEED FOR STUDY

Companies are expected to achieve progress in their marketing practise in terms of the effectiveness of their operations by examining the impact of sociodemographic variables on the approach to green purchasing. The findings of this study may have an impact on business decisions in the future. The requirement for a distinct approach to a product and how a promotional message is generated is heightened by differences in purchasers' behaviour based on their sociodemographic characteristics. It also indicates the necessity to pursue alternate price strategies and use other distribution channels. Positioning, market segmentation, and the formulation of marketing initiatives are all aided by understanding these relationships. The purpose of this project is to do exploratory research to investigate how sociodemographic factors explain the consumers' approach to the concept of green purchasing.

2.1 Objectives

- Through this case study researcher is trying to understand the factors that is affecting the purchasing behavior of consumers while buying the green product.
- What companies can do to make the people purchase

the green products?

- How green products can benefit the environment?
- How socio demographic plays an important role in influencing the purchasing behavior of green products?

III. RESEARCH METHODOLOGY

One of the most important theoretical tools in marketing is consumer behavior theory. Psychological variables, individual qualities, and societal influences all influence customer purchasing decisions, according to the theory of consumer behavior (Engel et al., 1995). Psychological factors, such as demand, motivation, and cognitive factors, dominate and control people's behavior; individual characteristics, such as interest, attitude, and lifestyle, influence consumer behavior; and social factors, such as family, reference group, and social class, influence consumer behavior. Green buying intention can be explained by consumer behavior theory since consumer purchase intention is a type of embodiment of consumer purchase behavior. This study categorizes the factors that influence customers' green buying intentions into three groups, according to this theory: cognitive factors, individual characteristics, social factors.

One of the most influential behavioral decision theories is the theory of planned behavior (TPB; Ajzen, 1991). TPB is based on the theory of reasoned action (TRA; Fishbein et al., 1977), which explains how individual determinants, social circumstances, and non-volitional variables influence intention (Han and Kim, 2010). Three elements in the TPB framework: attitude, subjective norm, and perceived behavioral control, when combined, generate a 'behavioral purpose,' which influences behavior. In the meanwhile, past research has used the TPB model to examine consumers' green purchasing intentions, adding new variables based on the original variables. The influence of customer behavior on green buying intentions is also investigated using the ABC hypothesis (attitude-behavior-context) (Guagnano et al., 1995). This theory serves as a useful foundation for investigating consumer behavior (Goh and Balaji, 2016). This study proposed green perceived value, green perceived quality, green perceived risk, perceived consumer effectiveness, environmental knowledge, environmental concern, green trust, and collectivism as new predictors of green purchase intention based on the previous literature and the expansion of the TPB model and ABC theory. When using

the TPB model, previous research has predicted a link between these variables and green purchasing behavior (Ritter et al., 2015; Maichum et al., 2016; Paul et al., 2016; Hsu et al., 2017; Taufique and Vaithianathan, 2018; Liao et al., 2020).

Purchasing intent is commonly characterized as a requirement for motivating and encouraging customers to buy products and services. Many studies look into people's intentions in order to see how they behave in the real world. Green purchase intention, according to Chen and Chang (2012), refers to consumers' desire to buy ecologically friendly goods. Green products are being purchased by consumers in order to conserve the environment or to avoid causing harm to it (Brian et al., 2001). Consider buying green products, switch to other brands for ecological reasons, and switch to green versions of products are the three items Chan (2001) presented as a way to quantify green purchase intentions. Customers' current and future purchase decisions for green or environmentally friendly products are measured using green purchasing intention, which is an important variable. It also aids in calculating green demand.

IV. LITERATURE REVIEW

This study explains about the factors that affect the purchasing behavior of consumers and the influencing socio demographic nature towards the green product. If companies want to improve the green purchasing behavior of the people. They need to embed inexperienced perceived value, attitude, and inexperienced consider of their long-time period strategic planning. Many people are not even aware that why green product and how it's going to improve the lifestyle of the people and reduce the waste. Green products give many perceptions and doubts to consumer as the people who are not aware about this type of product mainly for them awareness is needed. Companies are expected to play a major role in this by strengthening the environment functions of green products and environmental image of brands and provide green products that meet consumer expectations to enhance consumer trust. Education, religion, employment, income levels, race and ethnicity play a major role when it comes to consumer purchasing behavior towards the green product. There are some facts that green perceived value, attitude, and green trust have a significant positive influence on green purchase intention. Nowadays purchaser's does not focus only on the needs and wants but also thinks about the society and purchases ecological clothes or other products, which does not affect the society. Attitude plays a big role in this because who

will have positive attitude towards the environment automatically, they will choose the green product which does not harm the society or the ecosystem. As the complexity have increased a lot in purchase behavior of green products that it has been suggested that other factors should be considered with a view to explaining cause and effect relationships. Researchers have also understood the fact that there is a link between knowledge and green purchase behavior. Female population focuses more than the Male population when it comes to environment, and they care more about the ethics which also relates to the positive attitude towards the environment and the green products. Women have more knowledge about the green products and their benefits, and they tend to use it more than the male population. Female populations are more prone to energy saving and recycling of goods and they are more active nowadays when it comes to environment and to the ways to make the environment better. Companies should work smartly to make the people aware about the green products, they should organize awareness programs and should handover pamphlets to their customer and should talk about the ecosystem and how green products can benefit the environment.

4.1 Hypothesis

H-1- AGE

The consumer with an age limit of 18-40 tends to purchase more green products as they show more interest when it comes to saving the environment and they also have much knowledge about these types of products and how it's going to benefit the environment and the people. People within this age limit shows positive attitude towards the green product.

H-2- Education Background

Education plays a major role when it comes to purchasing a green product and having knowledge about it and why people are buying and what it can do for environment, and all this is very important for purchasing any green product or making people aware about it so that they purchase it.

H-3- Personal financial situation

Financial conditions influence a lot when it comes to purchasing any green product because people with less income would not even try to purchase any green product or would not even care to know about any green product and which will affect the purchasing behavior of green products.

H-4- People with more income would tend to buy more green products.

H-5- Gender

Female populations are more active than the male population when it comes to buying green product or doing something for environment and they are more thoughtful about the ecosystem than men and purchases green products to benefit the environment and have positive attitude towards green product.

H-6- The number of children has an impact on purchasing behavior of consumers while buying green product.

V. ANALYSIS

Green buying intention is influenced significantly by green perceived value, attitude, and trust. When it comes to purchasing items, consumers are often influenced by value, assessing the benefits and utility they obtain (Kim et al., 2012). Consumers are more ready to buy green when they see the benefit of green products to individuals and the environment, which is consistent with earlier findings (Chaudhary, 2018). As a result, businesses should try to raise the perceived value of green as much as feasible. Consumers that have a good attitude toward green products are more likely to make green purchases, which supports prior findings (Ruangkanjanases et al., 2020). The impact of green trust on green purchase intent reminds businesses that they must communicate to customers the trustworthiness and environmental protection that green products provide. Green buying intention is somewhat correlated with perceived behavioral control, perceived consumer efficacy, and subjective norm. Consumers' increased inclination to buy when they are more confidence in their purchasing abilities is mainly reflected by the influence of perceived behavioral control, which has been established in earlier studies (Choi and Johnson, 2019). As a result, businesses should give consumers with accurate information on the advantages of green products. Effective information is critical for customers' decision-making and can boost their confidence in their capacity to buy. Similarly, if customers are aware of the environmental benefits of individual green buying behavior, they will be more likely to make green purchases. Because consumer behavior is influenced by others and group rules (Wang, 2014), relevant departments should enhance energy conservation and environmental protection social norms.

Consumers' green buying intentions are influenced by their perceptions of green quality, environmental concern, and environmental understanding. Green items are more likely to

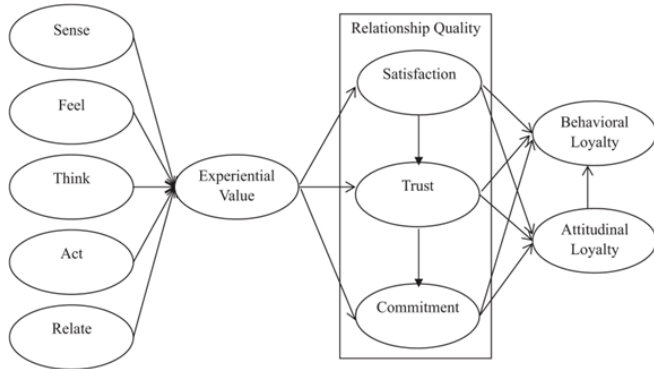
be purchased by consumers who are concerned about the environment and have relevant expertise (Choi and Johnson, 2019; Varah et al., 2020). As a result, the government and businesses should work to increase consumer awareness of environmental issues. Collectivism is less important when compared to other variables. This demonstrates that collectivism has a lower impact on green purchasing intentions.

Finally, green perceived risk reduces the likelihood of making a green purchase. The more the danger customers perceive in green products, the more cautious they are about them and the less likely they are to buy them. As a result, businesses must reduce consumers' perceptions of risk while purchasing green products.

5.1 Observation

The strategic experiential field is the foundation of the green experiential marketing idea. Schmitt (1999) recommended collaborating with experiential providers to attract customers through five components of experience—sense, feel, think, act, and relation—which enable us to grasp customer experience from a broad, holistic, and comprehensive perspective. The "sense" experience produces sensory effects through perceptual inputs, resulting in excitement, pleasure, and satisfaction, as well as a new and distinct emotional or perceptual experience (Lemke et al., 2011). Consumers can experience psychological ease and relaxation in the countryside while consuming at environmental leisure farms. The "feel" experience is designed to tap into consumers' inner emotions and affects, allowing them to develop positive emotional responses to associated items and brands. Environmental leisure farms provide consumers with an emotional experience that allows them to relieve stress, relax, strengthen emotional communication with the environment, and gain emotional value. In comparison to their daily lives, the "think" experience pushes customers to think differently and imaginatively. Consumers receive critical thinking experiences in environmentally friendly leisure farms, learn about agricultural life, and observe people in rural settings. The "act" experience encompasses the link between bodily sensations and way of living. Alternative lifestyles and ways of doing things are discovered as a result of expanding the physical experience, which enriches the lives of customers (Lemke et al., 2011). The act of participating in environmental leisure farms helps to change consumer attitudes and develop a common desire to conserve the environment by encouraging customers to participate in activities linked to environmental

conservation, resulting in a pleasant experience. Finally, the "relate" experience connects people to the brand's broader cultural and social surroundings, allowing them to connect with others, specific groups or cultures, and abstract entities (Srivastava and Kaul, 2016).



Women had higher positive opinions about the environment and green products than males, which is consistent with the findings of Paço et al. research's [27]. Young ladies with children who have solid personal situations can be considered the most promising consumers. They were more involved in behaviours toward purchasing environmentally friendly products than the other groups, which is consistent with a Lithuanian study that classified the green customer as an affluent and well-educated woman aged 30 to 44 [28]. Femininity is strongly linked to environmental conservation, according to studies [29]. Gender corresponds with questions regarding the visibility of pro-ecological operations of companies, including the idea of "zero-waste" in social media, according to a study by Bojanowska and Kulisz [30]. Women are more aware of the presence of "zero waste" and environmental efforts in social media, according to the survey. Furthermore, women regard "zero waste" as a way of life [30]. Other researchers discovered a link between a brand's gender and its image in the surroundings [31]. Our findings paint a dismal picture of young people as typical hedonists with minimal knowledge and an economic orientation toward purchasing. Even though they have been portrayed as more educated in multiple surveys, the youngest respondents in the study were not particularly interested in acquiring green products.

Consumers with better personal situations are more likely to buy green products, which is due to the fact that they can afford to buy green items at higher costs and in larger quantities. The green purchaser, on the other hand, is not only a middle-aged, well-educated person, but also has an average

income and is aware of the quality of these items and the conditions associated with their manufacture, according to the research [32]. According to Witek [6, organic food has a higher level of awareness than other green items.

5.2 Findings

This research can be used by businesses to develop marketing policies. Consumers' green perceived value, attitude, and trust are crucial variables that influence their green purchasing intention, according to the findings of this study. Companies should include green perceived value, attitude, and trust in their long-term strategy planning if they wish to increase consumers' green purchasing intentions. Enterprises must increase green perceived value in order to improve consumers' green buy intention in the environmental era, as one of the most important variables influencing green purchase intention. As a result, marketers should devise marketing tactics aimed at improving consumers' perceptions of green value. In terms of attitudes, businesses can use promotion and other ways to draw consumers' attention to green products, create more opportunity for consumers to try out green products, establish a positive image of green product utility, and encourage more green attitudes. Furthermore, the government can use social media to foster people's green attitudes and use various internet channels to disseminate the benefits of green products to the general population. To increase customer trust, companies should improve the environmental functions of green products and the environmental image of brands, as well as deliver green products that satisfy consumer expectations. Furthermore, enterprises can cultivate experienced retailers as effective and reliable information channels between consumers and manufacturers; salesmen should convey the environmental attributes and environmental protection effects of green products to consumers in order to increase consumers' trust and, as a result, increase their green purchase intention.

Furthermore, the impact of perceived behavioral control, perceived consumer effectiveness, and subjective norm on green purchasing intention should be considered. Individuals who are more confident in their purchasing power are more inclined to make purchases. In this light, businesses should give consumers with accurate information on the advantages of green products. Effective information is critical to their decision-making process, ensuring that consumers are confident in their capacity to select environmentally friendly products. To improve consumer perceptions of effectiveness, businesses should use green labels to communicate specific

ideas to customers, encourage them to participate in environmental protection, and clearly explain how buying green products helps the environment. Energy-saving behavior can be strengthened by policymakers. They may, for example, conduct large-scale green environmental protection initiatives or use social media to spread norms that encourage green purchasing behavior.

Furthermore, because customers are frequently driven to minimize risk rather than maximize effects in the purchasing process, perceived risk plays a role in understanding consumer behavior. Because green perceived risk lowers green buy intent, marketers must eliminate or diminish consumers' perceptions of green risk when acquiring products.

VI. CONCLUSION

Different approaches to green marketing have a beneficial and considerable impact on customer behavior toward the environment, according to Shabbir et al. [20]. Our findings recommend that marketing actions be differentiated based on consumer sociodemographic factors. Young women with solid financial situations and children are the most potential category of consumers. Women are more likely to pay attention to the "zero waste" message, according to Bojanowska and Kulisz [21].

As a result, in terms of marketing, corporations should place a higher emphasis on product environmental features, particularly in industries that are specifically tied to female activities. It is good to give a company a more feminine attitude by employing font styles and colors on packaging and in commercials that are more feminine than male. However, following this technique involves some dangers, as purchasing green products may be seen as a female-centric activity [22,23].

It is critical to lessen the distance between green products and marketing messaging for young consumers. The legitimacy of the message is a major consideration when developing a marketing message for an ecologically friendly product for this demographic.

The media's and other entities' increased participation in this sector will raise environmental awareness in this segment. Reduced tension between hedonistic, economic, and environmental motivation among the young generation is an important area of managers' action.

According to our findings, low-income purchasers should pay

special attention to the performance of green products. The technique to resolve or mitigate the contradiction between environmental motivation and economic, utilitarian motivation should be emphasized by rational factors.

The emotional component of the message, on the other hand, may refer to lower-order demands such as physiological and safety. Security is particularly strong in this category of needs, which might be leveraged in a marketing message.

In the green purchases business, companies should prioritize the segment of working-age people who have significant purchasing power; are increasingly demanding consumers; pay attention to product quality, particularly health-related benefits; and scrutinize companies and their activities, which is why they require a proper approach to product strategy and communication.

The findings give businesses a better understanding of market segmentation, product positioning, and the development of marketing mix tools. It will be feasible to build an effective advertising campaign based on a better understanding of green consumer segments, which will have an impact on future purchasing patterns for green products.

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