



Consumer Attitudes and the factors that influence willingness to pay for Green Products: Evidence from Santoshi Nagar, Raipur

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Citation: Namita Pradhan, et.al (2024). Consumer Attitudes and the factors that influence willingness to pay for Green Products: Evidence from Santoshi Nagar, Raipur, *Educational Administration: Theory and Practice*, 30(11) 2811-2817
Doi: 10.53555/kuey.v30i11.10990

ARTICLE INFO

ABSTRACT

The increasing awareness of environmental issues has led to a growing demand for green products. This study investigates consumer attitude towards green products and its influence on their buying behaviour. A special reference to Santoshi Nagar Raipur. This research is based upon qualitative data. And the data tools are collected by used of questionnaire and percentage analysis. Through a survey of 120 consumers was conducted to gather data on their attitudes, perceptions, and buying decisions regarding green products. The results show that consumers who hold positive attitudes towards green products are more likely to purchase them, with 87% respondents are thinking that green products are useful for environment and it also impact positively in the environment. However, despite this awareness, many consumers are unwilling to pay for green products due to high prices and misconceptions about their effectiveness. The study also reveals that environmental concern, health consciousness, and social influence are significant predictors of consumer attitude towards green products. The findings of this study provide valuable insights for marketers and policymakers seeking to also promote sustainable consumption and reduce environmental degradation.

Keywords: Consumer Attitude, Green Products, Buying Behaviour, Sustainable Consumption, Environmental Concern.

Introduction:

Consumers in the USA and Western Europe had become more concerned about the environment in the past decade. This trend has passed to the Asian regions. Thus, almost all consumers in the world are becoming progressively more concerned about the environment. The American Marketing Association (AMA) has defined green marketing as the marketing of products that are not harmful to the natural environment. More and more people are demanding green products and services. Now a days the consumer in India the demand and use for the green product increases. A green product is a product that has been designed to have a minimal impact on the environment. This can include products that are made from recycled materials, products that are designed to be reused or recycled, and products that are made from renewable resources. Green products can also be those that have been certified by an independent organization as being environmentally friendly.

The importance of green marketing can be found from the basic definition of economics: Economics is the study of how people use their limited resources to try to satisfy unlimited wants. Resources are limited and human wants are unlimited. Therefore, as organizations have fewer resources, they have to find new ways to satisfy these unlimited wants. There is a rising interest among consumers regarding the protection of the natural environment and they are changing their purchasing behaviour. People want a clean environment to live in. Now a days, we are living in an age of recyclable, non-toxic, and environment-friendly goods and services. Green marketing has become a new tool for organizations to satisfy the needs and wants of consumers and earn high profits.

This study focuses on “Consumer Attitudes and the factors that influence willingness to pay for Green Products: Evidence from Santoshi Nagar, Raipur”, providing insights into green consumption behaviour in an emerging

market context. The research examines the factors that influence consumers' green purchasing decisions, their awareness levels, satisfaction, and willingness to pay premium prices for environmentally friendly products. Green Consumer Attitude and Buying Behaviour:

With the emergence of green marketing, consumers have changed their buying behaviour. They are demanding more green products and services. Consumers are converting their environmental concerns into green buying behaviour. Environmentally conscious people were changing their buying behaviours for a better environment. People were feeling a moral responsibility to buy green products. The reason put forward was that people with high income are able to pay an extra sum of money associated with green products. Also, there is a linkage between the level of education and environmental attitudes and behaviour.

Factor Influencing Buying Decision:

The purchase decision making stages that a customer undergoes before, during and after that they purchase a product or a service.

- ☐ Problem or need recognition
- ☐ Information search
- ☐ Evaluation of alternatives
- ☐ Post-purchase behaviour

Review Of Literature:

The reviews describe the concept, summarise the research related area, evaluate and clarify this literature.

☐ Kripa N S, Vinod L (2021) "A Study on Consumer Behaviour towards Green Products and Barriers in Consumer Purchase Decision" The paragraph discusses eco-friendly products, also known as green products, emphasizing their biodegradability, minimal carbon footprint, and reduced harm to people and the environment. Despite an increase in production, their consumption remains low compared to conventional products. The paper aims to explore consumer attitudes towards and barriers against purchasing eco-friendly products, proposing strategies to promote their use. It conducted a quantitative analysis through a survey in Kerala among social media users aged 18-65, using online questionnaires with 252 respondents selected via Stratified Random Sampling.

☐ Pooja Mehta (2021) "Consumer attitude towards green product: revisiting the profile of green consumers using segmentation approach" This paper concludes that there has been a notable rise in environmentally conscious consumers who are increasingly inclined to choose green products over mainstream alternatives. Consequently, there is a growing imperative for academics and marketers to comprehensively understand the characteristics, attributes, and overall profile of these green consumers. Given the limited research on consumer attitudes towards green products in developing countries, particularly in the Indian context, this study focuses on exploring the profile of green consumers in Punjab State, India.

☐ Darshan Singh (2020) "Concerns, attitude and purchase intention of young consumer towards green products" The authors explore how businesses are embracing green marketing strategies to gain a competitive edge. Research shows strong consumer interest in eco-friendly products, influenced by factors like environmental awareness and perceived benefits. Studies highlight the importance of attitudes towards nature and product value in shaping green purchasing intentions. Overall, the findings emphasize a growing trend among young consumers towards buying green, particularly in personal care and health products, driven by concerns about sustainability and product quality.

☐ N. divyapriyadarshini et al. (2019) "Consumer awareness towards green products and its impact" This study investigates consumers' increasing interest in eco-friendly products and their awareness of how such choices contribute to environmental sustainability. Data from 30 respondents were gathered through a survey using convenience sampling and analysed via frequency analysis. Results indicate that promotional activities play a significant role in enhancing consumers' awareness of green products. The study underscores the critical influence of green product awareness on consumers' purchasing decisions, highlighting its potential to drive more sustainable consumption practices.

☐ Md Zillur Rahman Siddique et al. (2018) "Sources of Consumers Awareness toward Green Products and Its Impact on Purchasing Decision in Bangladesh." This study explores how consumer awareness of green products affects purchasing decisions. Surveying 300 respondents using Likert scales, it identifies promotional activities and reference groups as key influencers of green product awareness. The majority of respondents demonstrate awareness of eco-friendly options, which significantly impacts their purchasing choices. Understanding these influences can help companies develop effective strategies to promote green products and enhance consumer awareness.

☐ M T Intezar et al. (2014) "Effect of green products on consumer attitude a sustainable approach" The paragraph discusses the increasing global demand for green products in the era of globalization. It highlights

how companies can gain market share by introducing eco-friendly products, amidst intense competition across consumer, industrial, and service sectors. The focus is on consumer behaviour and greening activities in developing countries like India, where there is growing concern for the natural environment. The study explores consumer perceptions and readiness towards environmentally friendly products, noting a generally positive attitude and high concern for a greener environment among people in emerging economies like India.

Objective Of the Study:

The objectives of the studies are under mention:

- 1.To determine the factors and practices affect the green product.
- 2.To determine the willingness of people for paying more price for the green product.

□ Research Gap

Increasing global stress because of climate change faces by everyone in the world. So, prompting firms to develop green products for environmentally conscious consumers. The majority of research is done on national and international level. But there is less research is done in the customer of small area. Some authors have done their work only in consumer perception related to green marketing or ecological product or green electronic product green product but there is a need to research the attitude of customer and their purchasing intention. There is a need to change the lack of confidence of the customer to use the green product and lack of knowledge about the importance of use of green product. It is also not clear what variables exactly inspire buyers to purchase or refrain from purchasing green products.

□ Statement Of the Problem

Today the most serious environmental issue faced is global warming due to the modern unbalanced development. In order to overcome environmental problems, there is a need for sustainable development. The individuals have started demanding products that are environmentally safe and good for health and of late the government has intensified their insistence on adherence to environmental rules and regulations. In this situation, it is very important for all organizations to adopt sustainable development practices at all levels of operation. Hence, Environmental Marketing has emerged.

Hypothesis Of the Study:

H1: There is significance level of factors influence the consumer to buy green product.

Ho: There is no significance level of factors influence the consumer to buy green product.

H1: There is consumer are the willingness of people for paying more price for the green product.

Ho: There is no consumer the willingness of people for paying more price for the green product.

Research Methodology

Research methodology is the way through which researchers need to conduct their research. Importantly, good methodology chapter explains not just what methodological choices were made, but also explains why they were made.

Qualitative research refers to research which focuses on collecting and analysing words and quantitative focuses on measurement and testing using numerical data. This study will be based on qualitative data and quantitative data that is a customer attitude towards “green product” and their influence on their purchasing decision.

The methods which are adopted in my research are survey method and descriptive method. And the data tools are collected by used of questionnaire and by percentage analysis.

Sampling Technique and Analysis:

Survey method: The Survey Method of Research is a powerful tool for gathering data and insights from a target population. It involves administering questionnaires or interviews to collect information about attitudes, opinions, and behaviours. This method is crucial in various fields, including social sciences, market research, and public opinion studies.

Percentage Analysis: This method helps in comparing and reviewing the results and progress.

SWOT Analysis: it is a helpful tool that determine strength, weakness, opportunities and threat.

Sources of data:

Primary Data: collected from a well-structured Questionnaire by using survey method.

Secondary Data: from different journals, magazines, books, websites, internet

Sampling Design:

A sample design is a definite plan for obtaining a sample from a given population.

- Sampling unit: The sampling unit for the study will be the customer of Santoshi Nagar, Raipur.

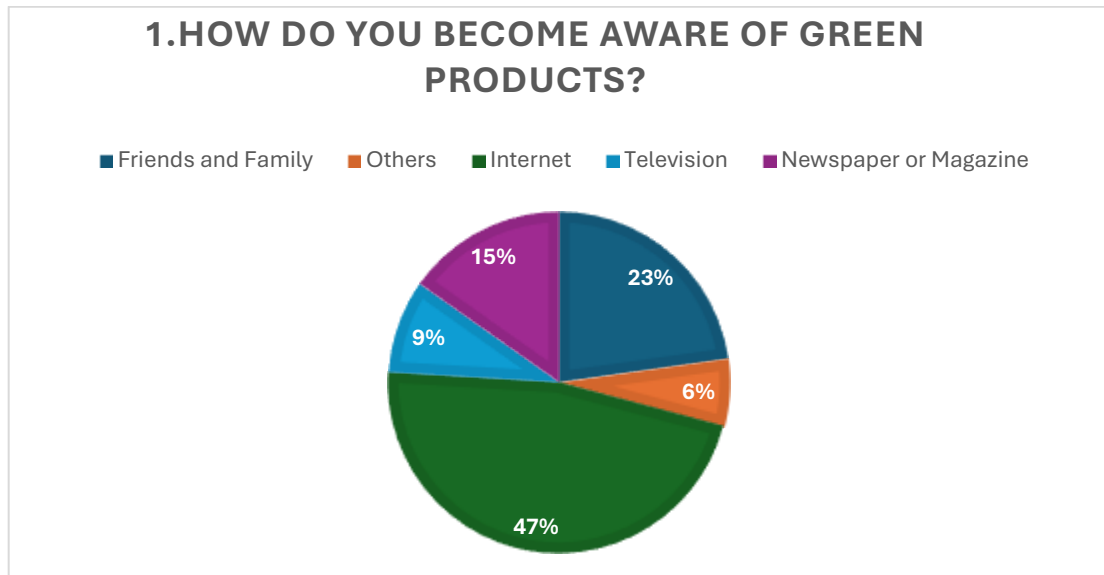
□ Sample size: Sample size will be around 120 respondents.

Area Of the Study:

A research area is the broader field of study. It represents a general domain or subject matter. The study of the research investigation was conducted in Santoshi Nagar, Raipur Chhattisgarh. The field of research concerning green products has evolved from early debates on sustainable design, green marketing, sustainable development, and sustainability. This study is based on survey method and the sample are collected from limited area.

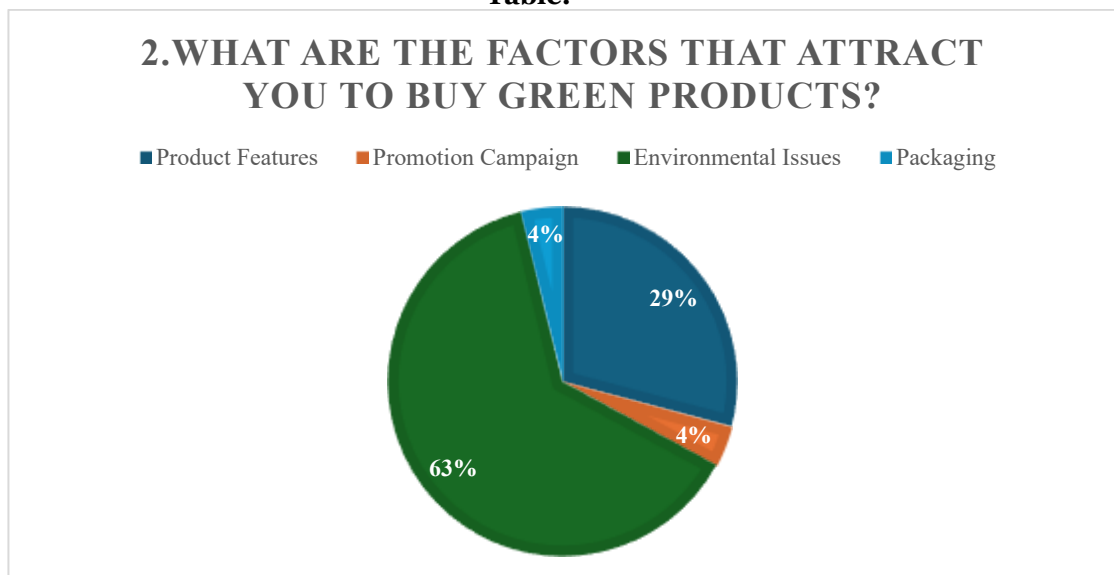
Data Analysis and Discussions:

Table:

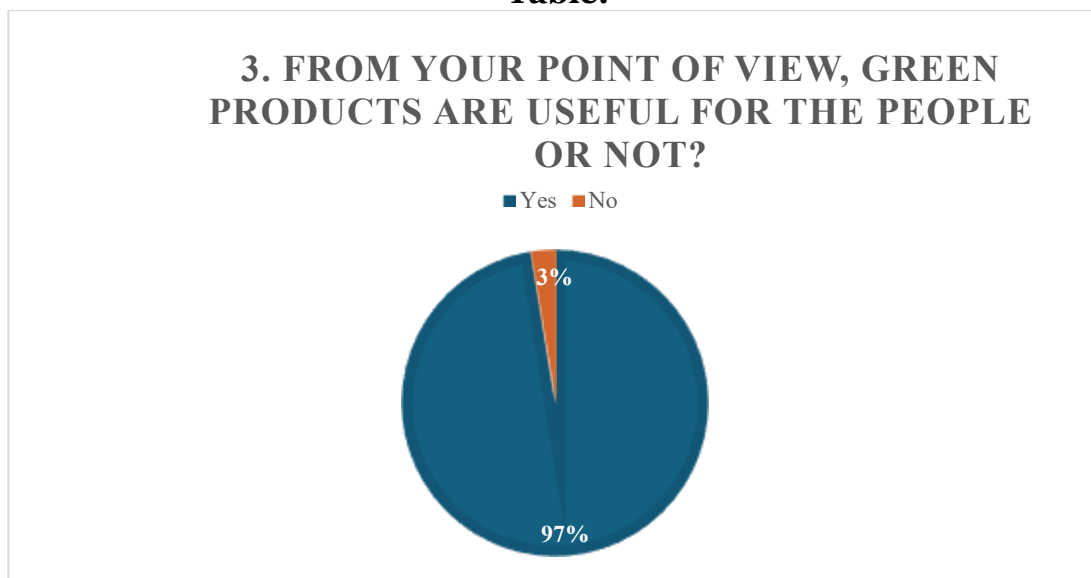


Interpretation: From the table it is clear that most of the people are aware about green product through internet is the most informative source i.e. 47% and less aware through others sources.

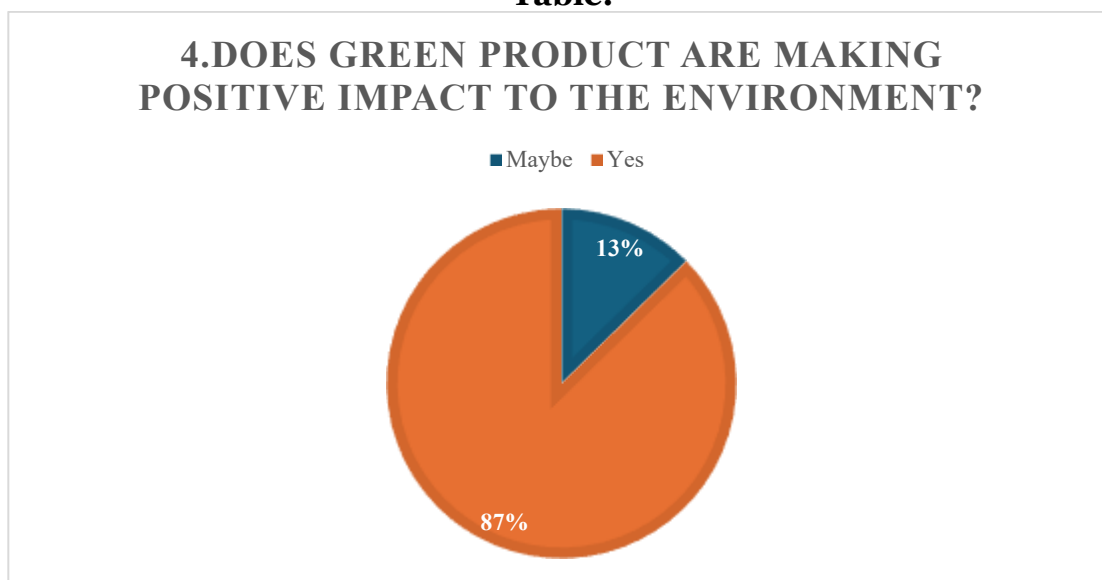
Table:



Interpretation: This chart shows the feature that are attracts to buy green products. 63% respondent are thought that green product is useful for environmental issues and that's attract them and product features attract 29% people because the product impact is positive.

Table:

Interpretation: In this above chart shows positive respond that is 97% respondent are says that green products are useful for them.

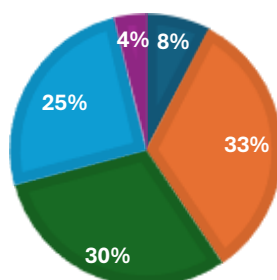
Table:

Interpretation: In this chart we can see that 87% respondents are thinking that green products are useful for environment and it also impact positively in the environment. No option is not chosen by anyone of the respondent.

Table:

5. WHAT IS THE MAIN REASON THAT MAKE YOU WILLING TO PAY EXTRA FOR THE GREEN PRODUCT?

- Potential increase of the product value/quality
- Environmental protection responsibility
- Future concerns regarding climate change/global warming
- Enhance the quality of Life
- Getting high level of satisfaction



Interpretation: In this chart we can see that 33% are want pay extra for green product because environmental protection is their responsibility, 30% are concern for future aspect, 25% are thought that their quality-of-life increases, 8% are feel that they attract by potentially increase of the product quality, and rest are getting high level of satisfaction.

Finding:

- ☐ I found that most of the respondents are aware about green product through Internet which is links thousands of individual networks.
- ☐ Most of respondent are using green product recently. The users are aware about green products from their relatives, friends and family.
- ☐ From this study I found that the feature 87% respondents are thinking that green that attract to buy green product that it is products are useful for environment and it also useful for environment. impact positively in the environment. No option
- ☐ I found that most of respondent are is not chosen by anyone of the respondent. thinking that green products are useful for people i.e. 97%.
- ☐ I found that green products are making positive impact in the environment. The users are aware about green products from their relatives, friends and family.
- ☐ I found that the consumers are wanted to pay extra for green product because environmental protection is their responsibility and they are concern about future.
- ☐ I found that most of the consumers are not willing to pay for green product the reasons are price is too high and green misconception.

Suggestion:

This study concluded that the consumer who are not willing to pay extra for green product because the price of green product is higher than normal product. So, it is suggested that as per consumer needs try to reduce the price and focus on reduce green misconception. Promote good understanding of the society that how does business watch over the environment, this will give consumers a better attitude towards companies and green products. Green products or eco-friendly products have a prominent role in Conservation of environment. So, there is a need for promoting green products that is more effective for our sustainable environment also effective for human being.

Conclusion:

From this study, it is clear that most of the people are in the habit of purchasing green products. Most of the customers are willing to purchase these products because of the quality and environment protection. The study brought out the fact that the people are considerably well aware of green products. They willing to pay extra for green product because it useful for the environment and consumers are concern about that.

This study concluded that the consumer who are not willing to pay extra for green product because the price of green product is more than normal product. So, it is suggested that as per consumer needs try to reduce the price and focus on reduce green misconception.

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