

A Study of Demographic Variables Influencing Purchase Intention of People in Buying Sustainable Products.

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ABSTRACT

Due to rising per capita income, the Indian market has seen a sharp rise in consumables consumption over time. These days, customers may easily obtain consumables because of digitalization, which acts as a catalyst to draw them in, raise their awareness of, and assist them in obtaining the desired item. The purpose of this study is to find the influence of demographic variables on buying intention of sustainable products. The study is done across 172 respondents residing in Kolkata. The responses are analysed with the help of descriptive statistics and chi-square test using statistical software. The findings show us that demographic factors play a substantial role in enhancing the purchase of sustainable products. Customers who actively choose to purchase eco-friendly goods have the potential to strengthen the handicraft sector and advance environmental sustainability.

Keywords: Demographics, Sustainable Products, Sustainability, Environment

INTRODUCTION:

Nature has been giving humans resources for nourishment and protection for aeons. Reduced use of non-sustainable items becomes a moral duty on the part of humans in return (Kannan N. and Selvakumari P. S., 2017). Utilising eco-friendly items is becoming standard practice due to overconsumption, resource exploitation, and associated pollution, particularly in developed countries. Green products are getting more and more important and well-liked in emerging nations every day. To maintain environmental sustainability and support the businesses that make eco-friendly products in developing nations, there seems to be a need to raise customer knowledge and sense of responsibility. The area of research in this paper is concerning sustainable products. These goods fall into the handmade goods category. Improved consumer perception of environmentally friendly products could lead to growth in the handicraft sector. Utilising the broad reach of digital marketing, one may change the use of sustainable products by raising target customers' knowledge and holding their attention.

The goal of this study is to produce findings that could be beneficial to the craftspeople who create handcrafted goods like baskets. Because these products employ natural materials and their use is less than their natural rate of production, they are beneficial for the environment. Because these eco-friendly products are biodegradable and non-plastic, they do not cause pollution. For the artisans who focus on handicrafts, these goods provide a living. The traditional nature of these goods and the craftsmanship techniques have been passed down to succeeding generations (Sankaran P. N., 2018). Therefore, through various marketing techniques, it is imperative to raise awareness of the significance of making a purposeful, conscious effort to purchase and use eco-friendly baskets, bags, and boxes. This study intends to investigate influence of demographic factors on consumers' intentions and preferences for buying eco-friendly products. It is anticipated that this research will assist in analysing the handcrafted product industry and taking the required steps to broaden the client base.

LITERATURE REVIEW:

In order to minimise environmental harm and promote sustainability, green products are produced and marketed with the least amount of energy or quantitative raw materials and without the use of any pollutants. Different strategies are needed for each environmentally friendly product to support the sustainability of nature. (Dangelico and Pujari, 2010). Social transformation can result from businesses' social responsibility in the economy (Issacs, 2015). Customers who behave properly and think that their actions can make a beneficial impact on society contribute to the promotion of environmentally friendly products.

According to a related study, consumers' desire to buy goods is motivated by their concern for the environment. The report also demonstrates how intently the businesses are pursuing standard and sustainable purchasing patterns in response to consumer demand. Ngxukumeshe and Dubhlela (2016). According to a Nielsen study, Indian consumers steer clear of green products because of their high cost (Press Trust of India, 2011).

Customers' ability to make purchases and their perception of the value of sustainable consumption practices for the environment and society are the determining factors. Sustainable consumption is also influenced by people's desire to live in clean environments (Lee et al. 2015). The "Theory of Planned Behaviour Model" (Chen M., 2020) explains how customers' intents to buy are directly influenced by their moral obligations. According to a study, purchasing sustainable items is positively impacted by people's opinions and outlook, subjective standards, and apparent behavioural control when they possess environmental information (Yoon J. and Joung S., 2019). Researchers have used the factors from this section of the evaluation to determine how social feedback influences consumers' decisions to purchase sustainable items. The investigators want to identify the platforms which provide information on sustainable products.

Consumer purchasing patterns are influenced by environmental awareness, according to studies by Chang, Wong, and Leung. Wong, Chang, and Leung (2007). Consumers tend to favour handmade, distinctive goods and are prepared to pay more for products that are biodegradable and for which they have developed a strong brand loyalty (Yue et al., 2010). Likeability for a sustainable product is positively connected with preferences for colour, function, and quality, according to findings from another study. According to the study, buyers favoured subdued earth tones and vintage-inspired styles. These details are essential for artisans to understand client needs and adjust product specifications (Enright et al., 2016). According to Alex and Mathew's research, purchases are directly positively correlated with perceived worth and quality. (Alex and Mathew, 2018). It might be difficult for businesses or marketers to turn a non-buyer into a real customer. It is necessary to persuade new prospects of the value of purchasing ecologically friendly products. According to a study done on non-buyers, if a costly sustainable or green product was of superior quality or offered an enticing deal, they would be inclined to purchase it. A potential client who does not currently purchase green items may be persuaded to do so by the item's advertised quality, pricing, and advertising, all of which can work as positive influencers and promote word of mouth among other potential customers. (Chockalingam and Israel, 2016).

OBJECTIVES

The purpose of this study is to determine how demographic factors affect Kolkata residents' intentions to buy environmentally friendly, sustainable products such as baskets, showpieces, and other comparable goods.

MATERIALS AND METHODS

With the aid of quantitative techniques, the descriptive research design was employed in this study to characterise and explain the characteristics and actions of a particular population. Participants in this study are Kolkata residents who are at least 18 years old. For the research, a convenient sampling method is employed. A structured questionnaire was issued online to respondents in Kolkata, and 172 replies were received. Likert scales were used to collect comments from the participants. The data analysis is done using SPSS. For the study, Chi-Square tests, descriptive statistics, and reliability testing were conducted.

RESULT

Test of reliability was conducted on the data set and it was found from Table I that Cronbach's Alpha value for each construct was greater than 0.7, which indicates that it is strongly reliable. The construct of the questionnaire was shown to the experts in this domain who validated this work.

TABLE I Cronbach's Alpha Value

Serial No.	Scales	Chronbach's Alpha Value
1	Demographic factors motivating people to buy sustainable products.	0.9
2	The accessibility of environmentally friendly goods	0.74
3	Information on sustainable products	0.87
4	Factors related to digital media that encourage consumers to purchase sustainable products	0.77
5	Often utilised digital communication medium	0.76

Table II makes clear that 72% of respondents indicated that they had a good desire to acquire products based on the frequency distribution.

TABLE II Respondents have Intention to buy such products

	Frequency	Percent	Valid Percent	Cumulative Percent
Completely disagree	1	0.6	0.6	0.6
Disagree	6	3.5	3.5	4.1
Neither agree nor disagree	32	18.6	18.6	22.7
Agree	71	42.4	42.4	65.1
Completely agree	60	34.9	34.9	100
Valid Total	172	100	100	

To determine the cross-relationships between the demographic variables, the Chi-Square Test is used. The factors of "age", "gender", "income", "educational qualification", "frequency of purchase" and "most used platforms for buying" were considered in determining their influence on the purchase intention of sustainable products. "Last purchase" and "Most used platform" seem to be significantly correlated when it comes to purchasing sustainable goods. The majority of purchases are made in the time frames of "6 months – 1 year" and "1 year – 5 years." The majority of respondents purchase eco-friendly goods from specialist handicraft shops and roadside vendors.

There seems to be a strong correlation between "gender" and "most used platform." According to the analysis, women tend to purchase more at specialist stores, while men choose to purchase more from roadside vendors. It seems that "income" and the "most used platform" are significantly correlated. Families in the income range of "70001 to 150000" tend to purchase more from roadside vendors, whereas those in the income range of "150000 and above" tend to purchase from specialised handicraft stores. The "age group" and "the price that people are willing to pay for product category" are found to be significantly correlated. The age group of 36 to 56 years old is prepared to pay more for fruit baskets, ranging from "Rs. 600 to 1000."

The "price people are willing to pay" and "gender" seem to be significantly correlated. Men are willing to pay "Rs. 500 or less", whereas women are willing to pay greater prices, between "Rs. 600 to 1000" for an eco-friendly product like bag, showpiece, wall hanging, baskets.

Respondents having educational qualification of "post-graduate and above" tend to buy more sustainable products than those who are having educational qualification of "graduate and below".

The Table III represents frequency distribution of preference for the type of products that respondents would like to purchase.

Table III: Frequency distribution of the type of products that respondent would like to purchase.

Product Preference	Bag	Basket	Boxes	Seats	Wall Hangings	Showpiece
Customers would like to Buy	Frequency	Frequency	Frequency	Frequency	Frequency	Frequency
Completely disagree	3	7	10	20	8	9
Disagree	5	10	16	18	17	13
Neither agree nor disagree	36	30	40	50	28	21
Agree	58	60	52	46	60	58
Completely agree	70	65	54	38	59	71
Total	172	172	172	172	172	172

6 | DISCUSSION

Based on the data, it seems that most respondents in Kolkata had a favourable intention to purchase environmentally friendly products. Additionally, the analysis reveals that consumers use websites to obtain comprehensive information about eco-friendly items, with the majority of purchases coming from home-based vendors.

Families with incomes between "70001 and 150000" tend to purchase more from roadside vendors, whereas those with incomes "150000 and above" primarily purchase items from specialised handicraft stores. Men want to buy from roadside vendors, while women prefer to shop at specialty businesses that sell handcrafted goods.

According to the study, those who live in Kolkata and are between the ages of 36 and 56 are willing to spend a higher price, between "Rs. 600 and 1000." People who are between the ages of 36 and 50 are willing to pay a greater price for baskets, ranging from Rs. 600 to Rs. 1000, depending on the product category. Gender and the price individuals are ready to pay for products such as "baskets, handbags, and trays" appear to be significantly correlated. Men are willing to pay "Rs. 500 or less", whereas women are willing to pay greater prices, between "Rs. 600 to 1000".

The frequency distribution of respondents' propensity to purchase the various product categories that are presented to them is displayed in Table III. According to Table III, most respondents prefer to purchase purses and showpieces, with baskets and wall hangings coming in second and third. In comparison, there is less demand for seats and boxes to be purchased. Therefore, in order to meet market demands, the product offering should be more concentrated on wall hangings, bags, showpieces, and baskets.

Due to the unique qualities of eco-friendly products, green products are on the market, and Kolkata residents seem eager on purchasing them.

PRACTICAL IMPLICATION AND FUTURE PROSPECT

Customers who buy more ecologically friendly products can feel more obligated to support the growth of the handicraft sector and help craftsmen improve their standard of life. Marketers need to educate consumers about eco-friendly products, raise their level of awareness of environmental issues, and motivate them to act responsibly.

Green products are not as prevalent on social media or any other digital site. Therefore, in order to fully engage the target segment, appropriate promotions and ads are needed in those parts of digital platforms that people use on a regular basis.

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