EFFECTIVENESS OF GREEN PURCHASING BEHAVIOUR OF YOUNG CONSUMERS IN DELHI NCR AND ITS CHALLENGES: AN ANALYSIS

Vijay Jolly¹, Dr. Gulab Singh Parmar²

Department of Commerce

¹²OPJS University, Churu, Rajasthan

Abstract

Protection of environment is an issue of key concern which has permeated into all spheres of life. Consumers are increasingly becoming concerned about the environment and various issues related to it at the global level. This change has encouraged a couple of organizations and has also compelled many organizations to respond with ‘environmentally’ friendly products. Green marketing is perceived as an opportunity by many organizations to achieve their long term goals. Green strategy can be effectively implemented only by persuading the consumers to buy green products. Hence the indepth study on green purchasing behaviour and their attitude towards green products is of crucial importance today. This research can contribute to this green awareness issues. The company can be benefited knowing sources of green products awareness. Those it can aid green awareness development along with green products offer to consumers. Eco friendly consumption has emerged as a trend in the present scenario, where majority of customers are willing to purchase ecofriendly products. Therefore the research comes out with the suggestion that consumer is well aware about environmental concern and is willing to buy green products, so it is essential for organizations to market the environmental friendly features of the product. This article main focuses on effectiveness of green purchasing behaviour of young consumers in Delhi NCR and its challenges

1. OVERVIEW

Green consumption is turning into an expanding pattern as educated masses are getting increasingly more conscious of their obligation toward protecting the natural environment. People are embracing environmental friendly behaviors, for example, utilization of eco-friendly products to limit their carbon impressions. Taking part in green consumptions gives the double advantage of better health and a chance to add to environmental sustainability[1]. Worldwide manufacturing companies are concentrating on green marketing and attempting predictable endeavors to turn out with green products to fulfill the changing needs of customers. Green products allude to eco-friendly or supportable products that don't hurt the environment or lament natural assets and can be reused or conserved[2].

Indian social orders understood the need to protect the natural environment right off the bat in the 1960s and 1970s. Accordingly, the vast majority of the research on purchaser green behavior has concentrated on created western countries. Green commercialization is getting up to speed gradually in creating countries because of expanding environmental harm brought about by fast
industrialization, bringing about various health problems. Since social, cultural and economic components of a general public set the ground for green commercialization by molding how purchasers think and utilize green products, it is critical to study shopper intentions and behaviors toward green products in creating economies.

2. IMPORTANCE OF GREEN MARKETING

**Product**
A firm needs to develop environmentally safe products to have more impact on consumers than competitors. For this, it needs to identify customer’s environmental needs and develop products to address these needs.

**Price**
Usually environmental benefit is an added bonus but will often be the deciding factor between products of equal value and quality. Most customers will only be prepared to pay a premium if there is a perception of additional product value.

**Place**
Green products, in most cases, positioned broadly in the market place but very few customers will go out of their way to buy green products merely for the sake of it. For this, In-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

**Promotion**
Promotion includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices.

3. CHALLENGES OF GREEN MARKETING

**Need for Standardization**
It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

**New Concept**
Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India’s Ayurveda heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.
Patience and Perseverance
The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

Avoiding Green Myopia
The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

4. YOUNG CONSUMER’S GREEN PURCHASING BEHAVIOR
Rapid growth in the total populace has modified human consumption designs and furthermore straightforwardly or by implication influenced the populace's well-being[2]. Mechanical advances and non-sustainable consumption have added to a horde of environmental problems. Encounters from created nations demonstrate that environmentally mindful and cognizant consumers assume a positive job in lightening ecological problems[3]. In this research, comprehensively, professional dynamic marketers are promoting green consumerism. Green marketing has picked up notoriety in Asia, also, prompting an upgraded awareness among consumers. In India, nudging from associations working toward sustainable advancement has prompted an ascent in environmentalism. Indian researchers have placed a noteworthy job of generally speaking environmental attitude and its predecessors in promoting green consumerism in Delhi NCR. In the course of the most recent three decades, broad research has been done to distinguish the determinants of moral consumer behavior[4].

Green marketing and consumer purchase behavior for green house
With the huge ascent in the populace of the world, there is a steady ascent sought after for different consumer products and mechanical products, bringing about the exhaustion of characteristic resources like land, water, fuel, clean air, and so forth. The developing interest has expanded the environmental supportability problems and issues impacting and changing the consumption examples of human life and exercises on this planet. Consequently, it has become the need to instruct the consumers about the maintainability of the environment and to reduce greenhouse gas emanation [5].

The Infrastructure and Construction Industry in India is the second biggest quickly developing industry after agribusiness with the continuous and future activities and advancement of malls, private skyscraper structures, family resorts, and commercial businesses in Delhi NCR. Numerous nations have thought of green marketing, which is friendly to the environment. The construction part is in charge of more than 33% of global resource consumption, including 12%
of all crisp water use, and fundamentally adds to the generation of strong waste, assessed at 40% of the total volume. The construction industry is a noteworthy wellspring of contamination, mindful for around 4% of particulate discharges, more water contamination episodes than some other industry, and a large number of clamor grievances consistently. This has prompted the rising idea of green structures/homes. In central terms, green consumer behavior is the behavior of a person who thinks about environmental or social issues while settling on purchasing or non-purchasing choices. In this research, consumer attitudes about green products, how they settle on their purchasing choice as for environmental effect, and how, when and where they purchase green products and administrations are the focal point of green consumer behavior of India.

5. DATA ANALYSIS AND INTERPRETATION
This research is for the betterment of green purchasing behaviour of young consumers in Delhi NCR and its effectiveness on emerging market. There has been a growing concern on environmental issues internationally.

Where do you always purchase your household items that you required?
Above table 4.2 descriptive the where do you always purchase your household items that you required, 39 respondents are agree Big Bazar, 68 respondents are agree with Nearby Kirana Shop, 73 respondents are agree Ration, 20 respondents are agree with any other specify.

![Figure 1: Where Do You Always Purchase Your Household Item That You Required?](image)

Do you know about green products?
Above figuredescriptive the how many young consumer aware about the green produces, 153 respondents are agree, and 47 respondents are Disagree.

![Figure 1: Where Do You Always Purchase Your Household Item That You Required?](image)
Figure 2: Do You Know About Green Products?
Above figure descriptive Green purchasing behaviors in consumer market and is this beneficial for the environmental as well as health purpose, 76 respondents are agree, 69 respondents are Strongly agree, 29 respondents are disagree and 26 respondents are strongly disagree.

![Bar Chart]

Figure 3: Green purchasing behavior in consumer market and is this beneficial for the environmental as well as health purpose
Above figure descriptive The environmental awareness, attitude and knowledge of young consumer in Delhi NCR, is necessary for future generation, 36% respondents are agree, 32% respondents are Strongly agree, 17% respondents are disagree and 15% respondents are strongly disagree.

![Pie Chart]

Figure 4: The environmental awareness, attitude and knowledge of young consumer in Delhi NCR, is necessary for future generation
Above figure descriptive that how many Young Consumers Aware of Green Marketing’s, and is necessary for future generation, 71 respondents are agree, 62 respondents are Strongly agree, 36 respondents are disagree and 31 respondents are strongly disagree.
Figure 5: Young Consumers Aware of Green Marketing’s
Above figure describes the young consumer’s green purchasing behavior is very promising challenges and opportunities for future marketing’s, 67 respondents are agree, 61 respondents are Strongly agree, 38 respondents are disagree and 34 respondents are strongly disagree.

Figure 6: The young consumer’s green purchasing behavior is very promising challenges and opportunities for future marketing’s
Above figure describes the psychological factors always affecting GPB among young Indian consumers in Delhi NCR, 69 respondents are agree, 59 respondents are Strongly agree, 39 respondents are disagree and 33 respondents are strongly disagree.

Figure 7: The psychological factors always affecting GPB among young Indian consumers in Delhi NCR
Above figure descriptive the positive relationship was expected between the creative choices made by customers and their purchasing of green products, 78 respondents are agree, 71
respondents are Strongly agree, 28 respondents are disagree and 23 respondents are strongly disagree.

**Figure 8**: A positive relationship was expected between the creative choices made by customers and their purchasing of green products

6. CONCLUSION

This research can contribute to this green awareness issues. The company can be benefited knowing sources of green products awareness. Those it can aid green awareness development along with green products offer to consumers. Eco friendly consumption has emerged as a trend in the present scenario, where majority of customers are willing to purchase ecofriendly products. The purchase intention towards the green products has increased drastically, most of the consumers are well aware of green consumption patterns. Recent research shows that today’s consumer is well knowledgeable related to green purchases, which in turn has drastically affected his attitude in a positive direction towards eco-friendly purchases. The study tries to study the effect of Environmental Knowledge and Environmental Attitude and its impact on purchase intention of young consumers towards ecofriendly products. The findings suggest that the customer is well aware about green products and also possess a positive attitude towards eco-friendly products. Therefore the research comes out with the suggestion that consumer is well aware about environmental concern and is willing to buy green products, so it is essential for organisations to market the environmental friendly features of the product.

Consumers’ green products awareness is significant in indicating the way of the green products buying decision. This research aims to investigate the sources of consumers’ awareness toward green products and its impact on purchasing decision. Data are analyzed using frequency analysis, mean, standard deviation and regression analysis. The research has found that promotional activities on eco-friendly products and reference groups significantly influence consumers green products awareness. Majority of the respondents are aware of green products. This research also reveals that green products awareness as the critical factor, which significantly affects consumers green purchasing decision. This led us to “consumers’ green perceptions”[6]. Consumers’ attitudes and behaviors are often shaped by their perceptual interpretations and perceptual judgments of stimuli that they are presented. For example, if consumers perceive green products to be too expensive (price), require too much effort (e.g. expertise/knowledge;
time), or are too difficult to obtain (e.g. availability), they would be less likely to perform the purchase behaviour in Delhi NCR.

REFERENCES


