

Understanding the Dynamics of Green Product Adoption Among Consumers:

A South Goa Perspective

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Abstract

In today's landscape of increasing environmental challenges, the well-being of consumers, both locally and globally, faces unexampled threats. This has led to a profound shift in consumer attitudes, perceptions, and preferences, with an increasing sensitivity towards environmental concerns shaping their purchasing decisions. Eco-friendly marketing has emerged as a pivotal tool in meeting consumer demands while simultaneously safeguarding the environment and benefiting society in more sustainable ways. In light of the growing environmental consciousness, it is essential for companies to delve deeper into not just consumer buying behavior, but also the underlying factors influencing it and consumer satisfaction with eco-friendly offerings. This research study seeks to delve into the intricate dynamics of consumer behavior towards eco-friendly products in the state of Goa and also makes an attempt to find out the factors that influence consumers' decision-making when choosing eco-friendly products.

Keywords: buying behavior, ecofriendly, sustainable, Consciousness

Introduction

In the world of increasingly environmental challenges, the choices consumers make have a profound impact on the planet's sustainability. Eco-friendly products or

green products are items designed and manufactured with a focus on reducing their environmental impact. Eco-friendly products are designed to reduce the negative impact on

the environment. They help conserve natural resources, decrease pollution, and minimize waste. In present times, where environmental concerns are increasingly impacting our health and well-being, consumers are paying more attention to how their purchases affect the planet. This shift has given rise to eco-friendly marketing, which aims to meet consumer needs while also protecting the environment and benefiting society.

In the Asia-Pacific region, including India, there's a growing demand for eco-friendly products. Studies show that people here tend to be more eco-conscious than the global average, with many expressing a desire to become even more environmentally friendly. This suggests that sustainability is increasingly important to Indian consumers. Opting for eco-friendly products can help the environment by cutting down on waste, conserving resources, and reducing greenhouse gas emissions. Making eco-conscious choices in our everyday lives can lead to a more sustainable future. Eco-friendly products are designed with sustainability in mind, aiming to use fewer natural resources, create less pollution, and promote a more sustainable lifestyle. Their importance lies in their potential to lessen environmental harm and encourage

sustainability. The availability of these green products plays a big role in influencing consumer behavior positively toward them.

Understanding consumer behavior toward eco-friendly products is complex and continually evolving. It's crucial for businesses and policymakers to grasp these behaviors to encourage the adoption of eco-friendly products and drive positive changes for the environment and society. However, companies that promote eco-friendly products encounter various challenges. These include unpredictable demand, consumers not fully understanding the benefits of eco-friendly products, negative perceptions, shifting buying habits, dissatisfaction with available eco-friendly options, high costs of developing these products, and consumers being hesitant to pay more for them. As environmental consciousness grows, it's crucial for companies to not only understand consumer buying behavior but also the factors influencing it and their satisfaction levels with eco-friendly products. This understanding can help marketers segment the market effectively and develop strategies to meet consumer needs. It can also guide policymakers in promoting sustainability in product marketing.

Against this backdrop, our research aims to explore consumer buying behavior towards eco-friendly products in Goa. By shedding light on these dynamics, we hope to contribute to both marketing strategies and sustainability initiatives in the region. This study aims to uncover the dynamics of consumer behavior in South Goa by providing a comprehensive analysis of the key factors that influence consumers to adopt eco-friendly behaviors. The study makes an attempt to find out the factors that influence consumers' decisions while purchasing green products. The findings of this study offer invaluable insights for businesses, policymakers, and environmental organizations striving to foster sustainable consumption and minimize the ecological impact of consumerism. It is important to note that consumer behavior can vary depending on cultural, demographic, and regional factors. As a result, research in this field is ongoing and evolving to better understand the motivations and barriers to adopting ecofriendly products and how to encourage more sustainable consumer choices.

Review of Literature

There are some eminent researches related to eco-friend products and green consumers, and their contribution is commendable in this area.

The literature review will help us in providing a comprehensive overview of the existing research on eco-friendly consumer behavior in the Indian context. As per Sathyapriya (2020) there is a need to address awareness and availability obstacles for green products. Purchase behavior and customer satisfaction with green products were unaffected by age, gender, income, or educational qualifications. Ibrahim (2018) in his study aimed to gauge consumer awareness about eco-friendly products and assess satisfaction levels in their consumption. Further attempt was made to analyses the relationship between expenditure on these products and consumers' education and income. Anjanakrishnas (2018) study which focused on consumer behavior towards green products assessed the consumers consumption patterns of green products, aiming to grasp the potential impact of these products on enhancing the quality of life and addressing environmental concerns. Manita (2020) examined the factors determining consumers purchase intention for green and sustainable products. Devina et.al (2022) focused on assessing consumer attitudes towards green marketing, exploring challenges in green marketing, and understanding the

benefits and opportunities associated with green marketing strategies.

Objectives of the Study

- 1.To evaluate the extent of consumer awareness and consciousness towards green products and practices in South Goa.
- 2.To reveal the factors that drive consumers to make environmentally conscious choices while purchasing ecofriendly products.
- 3.To identify the correlation between demographic factors and purchase of green products.

Research Methodology The two main types of data for the present study include both

primary and secondary data. The survey method is used for the purpose of collecting data required to accomplish the research objectives.

1. Primary Data: Primary data was collected through a well-structured questionnaire with the respondents using Google forms through social media apps and emails.
2. Secondary Data: This data is collected from secondary sources such as the internet, existing literature, research publications etc.
3. Tools and techniques: The responses obtained through sample survey have been analyzed with the help of Gretl Software

Data Analysis and Interpretation

A. Demographic Profile

Table No.1 Age of the Respondents

Age of the Respondents	No. of Respondents	Percentage
18-28	158	81.9
29-38	12	6.2
39-48	10	5.2
49 and above	13	6.7
Total	193	100

Source: Primary Data

The table illustrates the age distribution of 193 respondents surveyed, segmented into four distinct age ranges: 18-28 years old, 29-

38 years old, 39-48 years old, and 49 years and above. The majority of respondents, comprising 82% of the total sample, fall

within the 18-28 age bracket. Approximately 6% of respondents, totaling 12 individuals, belong to the 29-38 age group. Similarly, around 7% of the sample, consisting of 13

respondents, are aged 49 and above. The remaining age group, 39-48 years old, represents a smaller proportion of the sample, accounting for 5%.

Table No. 2 Gender of the Respondents

Options	No. of Respondents	Percentage
Male	96	49.7
Female	97	50.3
Total	193	100

Source: Primary Data

Table 2 presents the gender distribution of 193 respondents surveyed, revealing that 49.7% of the total sample are male, representing 96 respondents, while 50.3% are female, totaling 97 respondents. Thus, the

data indicates that a slightly larger proportion of respondents were female, with male respondents comprising a slightly smaller share.

Table No. 3 Annual Income

Options	No. of Respondents	Percentage
Less than 5 lakhs	119	91.7
1-5 lakh	49	25.4
5-10 lakh	19	9.8
Above 10 lakhs	6	3.1
Total	193	100

Source: Primary Data

Table 3 displays the annual income distribution of 193 respondents. The data reveals that the majority, comprising 91.7% of the total population, earned less than 5 lakhs annually. The second largest group, totaling 49 respondents or 25%, fell within the income range of 1-5 lakhs. Subsequently,

19 respondents (10%) reported earning between 5-10 lakhs, while 6 respondents (3%) indicated an annual income above 10 lakhs. In essence, the summary highlights that a significant majority of respondents reported an annual income of less than 5 lakhs.

Table No. 4 Awareness and Consciousness Towards Green Products

Options	No. of Respondents	Percentage
Yes	191	99
No	2	1
Total	193	100

Source: Primary Data

Table 4 shows that out of 193 respondents, 99% have modest knowledge about eco-friendly products, while 1% of the population has little or no knowledge about eco-friendly

products. Although the majority of the respondents have some knowledge, there is still a need to increase awareness of eco-friendly products among consumers.

Table No. 5 Purchase of Eco-friendly products

Purchase of Eco-friendly products	No. of Respondents	Percentage
Yes	154	79.8
No	39	20.2
Total	193	100

Source: Primary Data

Table 5 depicts the Purchase of Eco-friendly products. Even though most of the consumers were aware about the ecofriendly products,

79.8% of the consumers purchased them. While 20.2% of the consumers did not purchase eco-friendly products.

B. Factors Influencing Consumer Buying Behavior

$$Y_p = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \mu$$

Coefficient	Std. Error	T-ratio	P-value		
Const	2744.68	2641.67	1.039	0.3064	
Environmental Impact		-238.654	451.728	-0.5283	0.6008
Price	522.113	2658.23	0.1964	0.8455	
Brand Reputation		-0.194744	0.0648867	-3.001	0.0051 ***
Product quality		1.71144	0.231364	7.397	1.69e-08 ***
Availability		0.116415	0.0595703	1.954	0.0592 *
Packaging		-1.15523	1.80264	-0.6409	0.5260

This regression analysis examines the factors influencing consumer buying behavior, represented by the equation:

$$Y_p = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \mu$$

Where:

Y_p represents the predicted consumer buying behavior.

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4,$ and β_5 are the regression coefficients for the constant term and predictor variables $X_1, X_2, X_3, X_4,$ and $X_5,$ respectively.

μ represents the error term.

Constant (intercept) this represents the baseline consumer buying behavior when all predictor variables are zero. However, the high p-value suggests that the intercept may not be statistically significant. The environmental impact has a negative but statistically insignificant effect on consumer

buying behavior. Price also has a positive but statistically insignificant effect on consumer buying behavior. Brand reputation has a negative and statistically significant effect on consumer buying behavior. A lower coefficient suggests that a higher brand reputation leads to a decrease in buying

behavior. Product quality has a positive and statistically significant effect on consumer buying behavior. A higher coefficient indicates that higher product quality leads to an increase in buying behavior. Availability has a positive but marginally statistically significant effect on consumer buying behavior. Packaging has a negative but

statistically insignificant effect on consumer buying behavior. The adjusted R-squared value of 0.906667 indicates that approximately 90.67% of the variation in consumer buying behavior can be explained by the predictor variables included in the model.

Table 6 Correlation Between Demographic Factors and Green Products

	Gender	Age	Income	Awareness
Gender	1			
Age	0.14578	1		
Income	0.06974	-0.07057	1	
Awareness	0.06918	0.00267	0.086474	1

The above table 6 represents the correlation coefficients between the demographic factors (I.e gender, age, income) and awareness with respect to green products. Gender: There is no correlation ($r = 0$) between gender and awareness of green products.

Age: There is a weak negative correlation ($r \approx -0.146$) between age and awareness of

green products, suggesting that younger individuals may be slightly more aware of green products compared to older individuals.

Income: There is no significant correlation ($r \approx 0.070$) between income and awareness of green products.

Awareness: There is no significant correlation ($r \approx 0.069$) between awareness of green products and income.

Overall, the correlations indicate that age may have a slight influence on awareness of green products, with younger individuals tending to be slightly more aware. However, gender and income do not appear to have a significant correlation with awareness of green products.

Conclusion

The eco-friendly product market has grown geometrically over the last 7 years or so globally and India is no exception. Researchers revealed a 73 percent growth in the eco-friendly product market over the last 5-7 years and more new companies and products are making entry into this space with each passing day. Inspiration from nature is booming across lifestyle areas. Nature-inspired organic beauty products are on the rise too. Changing the perception of consumers globally towards animal-free products is fueling the demand for naturally derived eco-friendly and organic products. Indian market and consumers are no different.

Eco-friendly products have emerged as a powerful tool in combating environmental

challenges, offering consumers choices that minimize their environmental impact. The research aimed to study the dynamics of eco-friendly consumer behavior in South-Goa. Our findings reveal that while there is a growing awareness and interest in green products among consumers in South Goa, there is still a need to encourage consumers to make eco-conscious choices, whether through education, incentives, or policy initiatives and show them the long-term benefits for both the environment and the community. As South Goa continues to attract tourists, fostering a culture of sustainability becomes increasingly imperative to ensure the region's beauty is protected.

Suggestions

1. Investigate the challenges and obstacles that consumers face when considering or adopting green products. This could include factors such as cost, availability, or lack of awareness.
2. Work with nearby communities and groups to encourage using eco-friendly stuffs and habits.
3. Highlight the benefits of green products to consumers, such as environmental

impact, health benefits, or long-term cost savings.

4. Explore the possibility of offering incentives or discounts for consumers who purchase green products, to encourage adoption and loyalty.
5. Using smaller or no-waste packaging for products. Use materials that can be recycled or make products with classic designs that can be reused.

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