

A Study On Social Group Influence Towards Green Product Consumers Buying Behaviour

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Abstract

For the past few years, demand for green products has significant impact in India. The consumers are willing to pay more on environmentally friendly products. This paper aims to examine the influence of social group on consumer buying behaviour towards green products. Convenience sampling method was adopted to select 150 samples were collected from in and around Tirupati region . Usage of green products was going viral, as every human is influenced by one or other in their buying behaviour. Here in the study considered Social group is one of the influencing factors of consumer buying behaviour it includes influence from family, friends, neighbours, colleagues etc. In this study social factors like Influence from Reference groups, Influence from Family, and Influence from role and status were examined through ANOVA test.

Key words: Social group, Reference group, Green products, buying behaviour, eco-friendly.

Introduction

Now a days environmental or green marketing is a strategic marketing approach. Consumers are more preferable towards environmental friendly products or eco-friendly products and services in increasing day by day. The primary target is to increase the environmental awareness which shows it effects on consumers purchasing power. Marketers should promote the green values (Charlie Albert Lasuin, Yuen Ching, 2014). Human psychology says that social influence can be influence the individual behaviour. Social influence can be identified in individual like changing of opinion and actions (Chan Yew Ling, 2013). Environmentalism become as most popular global phenomena from past few decades. In general it is a good sign

that people are becoming more aware of green products and its benefits. It should be continued to reduce the pollution and global warming (Prabusankar, 2016).

Eco friendly or environmental friendly products are comparatively more costly. The consumers are willing to pay more for these type of green products which is a huge opportunity to the companies and government bodies willing to create eco-friendly policy in the market. There are many factors that influence the buying behaviour and decision process of consumers. A number of researches has identified various factors influencing the buying behaviour (Mostafa, 2006). It is necessary to create desire for the customers towards the green product. Hence the present study is focusing on the social factors influence towards the consumption of green products.

Review of Literature

- (Collins Marfo Agyeman, 2014) a study was conducted on Consumer's Buying Behaviour towards Green products: An Exploratory Study" with a objective of identifying the relationship between variables that affect consumers buying behaviour for green products and identifies the price level with a sample of 200 respondents in kancheepuram district followed the convenience sampling method. In the study the researcher used regression chi-square analysis. The major finding of the study was that there is significant relationship between the variable which affects the consumers buying behaviour for green products.
- (Usama Awan, Amer raza, 2012) the empirical survey conducted by the authors proved that social group plays a major role in influencing the consumer buying behaviour. They also proved that if any of their reference group members using the green products then they also wish to use the same. Their study result shows that most of the respondents were indicated that reference group influence their buying behaviour strongly.
- (Jaganadh, 2016) conducted a study between the age group of 18-25 years by using a structured questionnaire. The author used statistical tool like correlation and two way Anova to prove the young consumers buying behaviour in mettupalyam. The study results shows that social influence has a positive influence on consumers buying behaviour. His findings say that young consumers are very important and educating them about benefits of green products is required. Author strongly believes that young consumers are the best way to bring the change. Authors also suggested that efficient marketing campaigns are yet to come to drag the view of young consumers.
- The main purpose of the study conducted by (Nizam, Ismi Rajiani, Mansor, Norbya Yahaya, 2014) is to examine the consumers green buying behaviour. In their study knowing the significant relationship between social influence and green purchasing behaviour is one of the hypotheses. In their opinion social group means person who are with same thoughts, actions and who would like to exchange their experiences and ideas. The study was conducted in Malaysia by taking 500 samples. The result of the study says that social group has significant impact on consumers purchasing behaviour among gen Y. Their study concludes that social influence shows a high impact on

consumers even though marketers need to educate and increase the intention towards purchase of green products as the environmental pollution increasing gradually its every ones responsible to behave like socially responsible citizen.

- (Charlie Albert Lasuin, Ching, 2014) were mainly focused on investigating the elements environmental concern, social influence, self-image and relationship between the elements they also investigated the effect of demographic variables on green purchase intension. The study conducted on university students in Kota Kinabalu. Result shows that there is a standardised slop coefficient beta to both environmental concern and self-image. Which means that there is a strong positive relationship between the two variables. Gender wise regression results proves that gender has a moderate influence on environmental concern, self -image, and social influence. Overall result shows that demographic variable results has no moderate effect on the selected elements i.e environmental concern, self-image and social influence.
- (Chan yew Ling, 2013) authors examined the drivers like environmental attitude, social influence, self-efficacy store image, role of sales person and purchase intention and its influence on consumers purchase behaviour. The study was conducted in penang, Malaysia. To examine the variables and influence author used the statistical tools like hierarchical regression analysis. Study results revealed that environmental attitude and self-efficacy were found to be most influencing factors of consumers purchase intention and results also shows that willing to pay more on the green products has a moderate influence.
- (Ishpreet kaur Viridi, 2017) author tries to explore the factors that influence the consumer buying behaviour collecting the data from 167 respondents. By using convenience sampling method the data was collected. Total seven factors were selected for the study and social influence is one of the dimension in that. The main objective of the study is to identifying the factors those effects in motivating young Indian people and to examine the adolescent consumers buying behaviour. Study results says that adolescents behaviour and preferences in buying green products is influenced by their peer group study results found that there is a positive correlation between the factors environmental concern and social influence.

Research Methodology

Need for the study

People are now paying more attention to the environment, which directly affects the changes in consumer lifestyles and values. Consumers began to change their lifestyles and gradually tended to increase consumption of green products. Green products not only poses minimum risk to the environment but also improves high standards of living to consumers and society.

The present study is very much needed to create awareness on usage of green products. The study mainly focusing on social groups which influence the buying behaviour of green products.

Objectives

- To examine the demographic profile of respondents purchasing green products
- To study the impact of social factors that influences the consumers buying decision towards purchasing of green products
- To offer various suitable suggestion to increase the usage of green products.

Hypothesis

- H₁ there is no significant impact of demographic variables on social influence towards purchase of green products

Sampling Frame and size

Total 150 consumers of green products at the age of above 18 years in Tirupati are selected as sample of the study. The sampling size of this study is 150.

Sampling Technique

Sampling technique used in this study is Non-Probability Convenience Sampling. It is that type of sampling where the researcher selects the sample according to his or her convenience

Data Sources

Self administrated questionnaire was used to collect the primary data and secondary data from articles journals and newspapers. Statistical tools like simple percentage and one-way ANOVA were used to analyse the data.

Limitations of the study

- Some difficulties were faced in data collection and analysis because we realized that our sample was likely too small (150 respondents) to obtain more relevant data
- Study cannot be so generalized to a large population
- Furthermore our sample was mainly composed of young people i.e, above 18 years so our findings are valuable for this age group but not for people who are less than 18 years.
- the delimitations of the study so our findings and outcomes from data could be different if the study was made in another city.

Data analysis

Table 1The demographic profile of the respondents

S. No	Demographic Variables	Group	Number	%
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1	Gender	Male	52	34.7
		Female	98	65.3
2	Age	20-30	54	36.0
		31-40	63	42.0
		41-50	33	22.0
3	Qualification	Below Graduation	52	34.7
		Graduates	66	44.0
		Post Graduates and above	32	21.3
4	Income	Below 25000	27	18.0
		25001-30000	70	46.7
		Above30000	53	35.3
5	Family size	1-2	41	27.3
		3-4	62	41.3
		5-6	23	15.3
		7 and above	24	16.3

From table 1 it is inferred that majority of the respondents were female with 65.3% and male respondents are 34.7%. It is revealed that 42% of the respondents belong to the age group 31-40, 36% of the respondents are from the age group 20-30 and 22% are from the age group 41-50. It is observed that maximum number of buyers is graduates with 44% and 34.7% of the buyers are from below graduation and then 21.3% are from post-graduation and above. On the basis of monthly income 46.7% are having monthly income of 25,001-30,000 and 35.3% of them above the income 30,000 and 18% of them having monthly income below 25,000. Majority of the respondents having(41%) family size 3-4. 27.3% of them having family size 1-2. 16.3% are having family size above 7 and 15.3% are having family size 5-6.

Table 2 Gender influence on social group towards purchase of green products

Variables	Gender	Mean	SD	SE	F value	P value
Influence from Reference groups	Male	21.15	3.82	0.53	0.14	0.71
	Female	20.93	3.43	0.35		
	Total	21.01	3.55	0.29		
Influence from Family	Male	13.23	2.86	0.39	0.25	0.62
	Female	13.48	2.96	0.29		
	Total	13.39	2.92	0.23		
Influence from role and status	Male	21.27	4.04	0.56	0.61	0.81
	Female	21.44	3.97	0.40		
	Total	21.38	3.99	0.32		

From table 2 it is observed that the p value of social group influence on consumers buying behaviour based on gender shows that $p > 0.05$ in all the dimensions. It means that gender of the

respondents has no significant influence on social group of the consumers in purchase of green products. Results shows that mean values of influence from reference groups and influence from role and status have scored high and influence from family scored low mean value which means that gender has high influence on reference groups, influence from role, status and it has low influence on influence from family.

Table 3 Age influence on social group towards purchase of green products

Variables	Age	Mean	SD	SE	F value	P value
Influence from Reference groups	20-30	21.85	2.88	0.39	5.24**	0.00
	31-40	21.12	3.73	0.46		
	41-50	19.39	3.78	0.66		
	Total	21.01	3.55	0.29		
Influence from Family	20-30	13.50	2.69	0.37	1.63	0.19
	31-40	13.71	2.83	0.35		
	41-50	12.61	3.35	0.58		
	Total	13.39	2.91	0.23		
Influence from role and status	20-30	20.89	3.73	0.51	1.39	0.25
	31-40	22.02	4.02	0.51		
	41-50	20.97	4.29	0.74		
	Total	21.38	3.98	0.32		

Table 3 elucidated the ANOVA results. The p value for influence from reference group is less than 0.05 ($p < 0.05$) and F value is 5.24 which means that age of the respondents has significant influence on reference group. It is also proved that influence from reference groups and influence from role and status has scored high mean values which means that these dimensions have high influence on social group towards consumers buying behaviour in green products.

Table 4 Qualification influence on social group towards purchase of green products

Variables	Qualification	Mean	SD	SE	F value	P value
Influence from Reference groups	Below under graduation	21.12	3.48	0.48	0.11	0.89
	Graduates	20.85	3.70	0.46		
	Post graduates and above	21.16	3.47	0.61		
	Total	21.01	3.55	0.29		
Influence from Family	Below under graduation	13.33	3.07	0.43	0.49	0.95
	Graduates	13.38	2.93	0.36		
	Post graduates and above	13.53	2.71	0.48		
	Total	13.39	2.92	0.23		

Influence from role and status	Below under graduation	21.44	3.94	0.55	0.13	0.88
	Graduates	21.48	4.04	0.49		
	Post graduates and above	21.06	4.08	0.72		
	Total	21.38	3.99	0.32		

Table 4 shows the ANOVA test results. The results says that the p value is more than 0.05 ($p > 0.05$) in all the dimensions which means that qualification of the respondents has no significant influence on social group towards buying behaviour of green products. The mean values says that influence from reference groups and influence from role and status has high influence whereas influence from family has low influence.

Table 5 Income influence on social group towards purchase of green products

Variables	Income	Mean	SD	SE	F value	P value
Influence from Reference groups	Below 25000	20.00	3.71	0.71	1.36	0.26
	25001-30000	21.30	3.62	0.43		
	Above30000	21.13	3.35	0.46		
	Total	21.00	3.55	0.29		
Influence from Family	Below 25000	13.59	2.72	0.52	0.43	.65
	25001-30000	13.16	2.74	0.33		
	Above30000	13.61	3.24	0.44		
	Total	13.39	2.91	0.24		
Influence from role and status	Below 25000	20.85	4.83	0.93	3.35*	0.03
	25001-30000	22.26	3.73	0.44		
	Above30000	20.49	3.67	0.50		
	Total	21.38	3.98	0.32		

Table 5 shows the social group influence on consumers buying behaviour on the basis of income by using ANOVA. The p value is less than 0.05 ($p < 0.05$) and F value is 3.35 which means influence from role and status has a significant influence on green products buying behaviour. The p value is more than 0.05 for influence from reference groups and influence from family which means it has no significant influence on social group towards consumer buying behaviour of green products.

Table 6 Family size influence on social group towards purchase of green products

Variables	Family size	Mean	SD	SE	F value	P value
Influence from Reference groups	1-2	20.17	3.44	0.53	1.97	0.12
	3-4	21.79	3.17	0.40		
	5-6	20.47	3.89	0.81		

	7 and above	20.92	4.10	0.83		
	Total	21.00	3.55	0.29		
Influence from Family	1-2	13.22	2.61	0.41	0.47	0.71
	3-4	13.63	3.24	0.41		
	5-6	13.61	2.74	0.57		
	7 and above	12.88	2.77	0.56		
	Total	13.39	2.92	0.23		
Influence from role and status	1-2	21.75	4.32	0.67	0.55	0.65
	3-4	21.08	3.89	0.49		
	5-6	20.87	4.13	0.86		
	7 and above	22.00	3.58	0.73		
	Total	21.38	3.98	0.32		

Table6 shows the ANOVA results of social group influence on consumer buying behaviour based on Family size. The results says that the p value is more than 0.05 in all the dimensions which means that family size has no significant influence on social group of the consumers. The mean values convey that influence from reference groups (21.79) and influence from role and status (22.00) have high influence and influence from family has low influence on purchase of green products.

Measures

These are the following measures to be undertaken to encourage purchasing of green products based on the review of literature and analysis of the study.

- The manufacturing companies should adopt Green Policies to increase the Green consumers' needs
- The buying behaviour of consumers will increase if the quality of the green product is good
- The consumers should develop awareness about green products to improve the buying behaviour.
- It is suggested to take appropriate measure to make the respondents use the green products continuously. Since the respondents are health conscious, the potential market for green products can be tapped.
- It is suggested to select the appropriate media for advertising to create awareness for purchase of green products as it plays an important role in decision making.
- It is suggested for the manufacturers to decrease the price of green products so as to encourage buying of green products

Conclusion

Green marketing is the marketing of those products which are safe for the atmosphere and the society as a whole. Green products are quite new and advanced thoughts and steps to be initiated to improve the awareness and buying behaviour of green products in order to live a

pollution free environment in future. The study was conducted to analyse the relationship between social factors and demographic profile that affect consumers buying for green products. Among the dimension of social group, influence from role and status is having significant impact on income whereas influence from reference group is having significant impact on age.

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