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Golden Research Thoughts

GRT

PREDICTIVE CAPABILITY OF CERTAIN DEMOGRAPHIC VARIABLES IN RELATION TO BUYING DECISIONS OF GREEN CONSUMERS



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ABSTRACT:

The aim of the present study was to assess variance of demographic variables viz., age, educational status, employment status, level of income and gender on buying decisions of green consumers. For present study, 500 green consumers of both the sexes having different age, gender, educational level, income status and occupation were selected. Convenience sampling method was used for selection of subjects. The selection of sample was done from Malwa Region of Madhya Pradesh. Buying Decision Scale constructed and standardized by researchers was used in the present study to assess buying decisions of green consumers. Results reveal that age, gender, educational status, employment status and level of income are capable enough to generate significant variance upon buying decisions of green consumers. 23% variance of selected demographic variables was

observed on buying decisions of green consumers. It was concluded that age followed by level of income and educational status is important markers as far as buying decisions of green consumer is concerned.

KEYWORDS :Green consumers, Buying Decision, Gender.

INTRODUCTION :

A product which is not harmful to



environment and use natural ingredients is referred to as green product. The word sustainable is synonym of green and it refers to eco friendly manufacturing techniques. The environmental hazards are associated with life cycle of a product i.e. its production, use and disposal. Any product which is less harmful to environment during its entire process is considered as green product. Janssen and Jager (2002)¹ defined it as products with an alternative design such that less physical resources are required during its life cycle. Eichner and Pethig (2003)² defined green products as green designing i.e. when producers explicitly incorporate environmental and recycling issues into their product design and manufacturing decisions. Hartmann and Apaolaza Ibanez (2006)³ denotes it as, "Green product

attributes may be environmentally sound production processes, responsible product uses, or product elimination, which consumers compare with those possessed by competing conventional products.

Due to awareness about environmental issues more and more people are showing their interest in green products. These consumers are often referred to as green consumers. According to Wind (2004)⁴ green consumer is an inhabitant who approves the principles of green marketing and advocates eco-friendly lifestyle. Scypa (2006)⁵ has a notion that green consumer is a consumer who buys eco-friendly products not because it is becoming fashionable, but because he cares about environmental issues.

Since more and more and companies now-a-days are opting for eco-friendly products, the researchers also attempted to know the characteristics of green consumers which affect their buying decisions. Various studies have been conducted in the past to assess buying decisions of green consumers in the light of their demographic as well as psychographic variables especially the demographic characteristics of a green consumer that reflect such green consumer attributes as age, gender, education, purchasing power etc. The notable studies in this regard are by Ottman & Reilly (1998)⁶, Memery, Megicks and Williams (2005)⁷, Mostafa (2007)⁸, do Paço, Raposo & Filho (2009)⁹, Ranganathan and Ramya (2016)¹⁰. These studies have shown the impact of demographic variables on buying decisions/behaviour of green consumers but the results are not consistent. Secondly, the overall impact of certain demographic variables on buying decisions of green consumers has not been assessed so far. Hence, to fill this void, the present study was conducted to assess predictive capability of demographic variables on buying decisions of green consumers.

HYPOTHESIS

Demographic characteristics viz. age, gender, educational status, employment status and level of income, together, will significantly predict buying decisions of green consumers.

MATERIALS AND METHODS

Sample :

For present study, 500 green consumers of both the sexes having different age, gender, educational level, income status and occupation were selected. Convenience sampling method was used for selection of subjects. The selection of sample was done from Malwa Region of Madhya Pradesh.

Tools:

To assess buying decisions of selected green consumers, Buying Decision Scale constructed and standardized by researchers was used. This 24 item buying decision scale has 24 items based on five point Likert scheme i.e. Strongly disagree, Disagree, Neither agree nor disagree, Agree and Strongly agree. This scale is highly reliable and valid. Higher scores on scale indicate favourable buying decisions towards green products.

Procedure:

The green consumers residing in Malwa region were identified with the help of certain questions. The number of respondents chosen was 700 adult green consumers. Buying decision scale was distributed to identified 700 green consumers. 550 fully filled responses were returned. Out of these fully filled responses 500 were considered for the study. The demographic profile i.e. age, educational status, employment status, level of income and gender of selected subjects was assessed

with the help of structured questionnaire. Scoring of response on buying decision scale was done as per numerical weightage given for Likert item. After tabulation of data suitable statistical tools were used to analyse the data.

RESULT AND DISCUSSION

Demographic Profile of Selected Green Consumers:

Age : In terms of age groups, the respondents aged below 19 years comprise 4.4% of the total respondents, between 20-29 years 46.4%, between 30-39 years 34.4%, between 40-49 years 10% and 50 and over age group comprise of 4.8% respondents.

Gender : Equal percentage of male and female respondents were chosen.

Educational Status : 32.8% respondents had schooling upto senior secondary level, 40% respondents were graduates and 27.2% had post graduate degrees.

Employment Status: Out of the total selected respondents 15% are govt. employees, 41.2% are professionals in private companies, 28.4% are self employed, 6.6% are unemployed and 8.8% are pensioners / voluntarily retired respectively.

Level of Income: 4.8% respondents had no source of income, 20.6% respondents earning was below 1 lacs, 27.8% respondents comes under 1-5 lacs, 31.2% respondents comes under 5-10 lacs, 10.2% respondents comes under 10-15 lacs and 5.4% respondents earns above 15 lacs respectively.

The relationship between selected demographic variables with buying decisions of green consumers is presented in table 1

Table 1
Correlation between Total Score on Buying Decision Scale with Age, Gender Educational Status, Employment Status and Level of Income (N=500)

	Age	Gender	Educational Status	Employment Status	Level of Income
Buying Decisions	-.375**	.107*	.100*	.077	.253**

* Significant at .05 level; ** Significant at .01 level

A perusal of correlation coefficients (r) depicted in table 1 reveal that age was found to be inversely related with buying decisions of green consumers while gender, educational status and level of income was positive related with buying decisions of green consumers at acceptable level of statistical significance. Employment status was not found to be significantly associated with buying decisions of green consumers.

Table 2
Multiple Regression Analysis of Buying Decision Scores

Dependent Variable	Buying Decisions			
Multiple R	.474			
R Square	.242			
Adjusted R Square	.236			
Standard Error	10.46			
F-ratio	28.57, p < .01			
Variables in the Equation				
Variable	B	Beta weight	t	Level of Significance
(Constant)	81.692		23.97	.01
Age	-4.735	-.360	8.54	.01
Gender	1.202	0.05	1.26	.20
Educational Status	2.734	.179	4.34	.01
Employment Status	-.214	-.020	0.47	.63
Level of Income	2.602	.266	6.48	

The reported F=28.57 indicate that full model is statistically significant at .01 level. It shows that independent variables i.e. age, gender, educational status, employment status and level of income are capable enough to generate significant variance upon buying decisions of green consumers. The multiple correlation coefficient i.e. 0.474 in the present study indicates a moderate level of prediction but the coefficient of determination was found to be 0.24. The adjusted R square of 0.23 was the actual predictive value of the present study. It was also observed that age emerged as the most predictive demographic variable followed by level of income and educational status as far as buying decisions of green consumers are concerned at acceptable level of statistical significance. The predictive capabilities of gender and employment status were not to be statistically significant in terms of buying decisions of green consumers.

The results of the present study shows that instead of investigating the effect of demographic variables on buying decisions of green consumers separately, it is better to assess it collectively so that overall impact of demographic variables can be ascertained.

CONCLUSION

On basis of results, it may be concluded that predictive value of demographic variables namely age, gender, educational status, employment status and level of income in terms of buying decisions of green consumers in approximately 23 percent. Rest of the variance may be the effect of some other factors.

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