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REVIEW OF LITERATURE

2.1 Introduction

Increasing awareness of environmental issues leads to display environment friendly buying behavior. To cater the needs of environment conscious consumers, many scientists across the globe tried and developed environment friendly products in various categories. Marketers also shifted their focus on marketing such environment friendly products. Majority of them have not received due attention from consumers. Researchers across globe have been making an attempt and conceptualize to analyze the buying behavior of people towards environment friendly products. The research scholars from Malaysia, Spain, China, Pakistan, USA, New Zealand, Korea, Sweden, Indonesia, Cyprus, Portugal, Nigeria, Canada, Egypt, Sri Lanka, Kuwait, Istanbul, Turkey, Jakarta, Mexico, UAE, Finland, Mauritius, Saudi Arabia, Lithuania, Iran, Greece, Netherlands, Germany, Sweden have studies marketing of Eco friendly product from their own perspective.

In this chapter researcher has tried to gain an insight in to scenario of research done about environment friendly buying behavior from researchers in India and abroad.

The entire review has presented in classified form for lucidity and effort has been made to synthesis the review.

Classification of review has done as follows:

2.1.1 Attitude towards Eco friendly products and environment friendly buying behavior

2.1.2 Impact of demographic factors on environment friendly buying behavior. This part is subcategorized on the basis of demographic factors viz.

1) Age and environment friendly buying behavior:

2) Education and environment friendly buying behavior:

3) Income and environment friendly buying behavior:

4) Occupation and environment friendly buying behavior:

5) Gender and environment friendly buying behavior:
2.1.3 Profiling green consumers

2.1.4 Methodological review,

While reviewing various research articles, researcher observed similarities and differences in approaches of studying environment friendly buying behavior in Indian and international scenario.

2.1.1 Attitude towards Eco friendly products and Environment friendly buying behavior

At international scenario it has observed varied perspectives on studying attitude as an important factor in eco friendly buying behavior.

A research done on identifying environmental attitudes as meaningful predictor of ecological behaviour. (Elena Fraj, 2006) A three-dimensional approach to this variable has been developed, which addresses its emotional, cognitive and conative components. Positive but insignificant relationships found between environmental attitude and stronger environmental behavioral commitment. In a study done by, (Nabsiah Abdul Wahid, 2011), to investigate factors influencing the green purchase behavior of Penang environmental volunteers, it was found that two dimensions of attitude i.e. environmental protection and environmental awareness were not an important factor that would influence Penang green volunteers to buy green products. In another approach of studying role of attitude (C. Leonidou, 2010) it is revealed that inward environmental attitude was a significant predictor of green purchasing behaviour while an outward environmental attitude positively affected environmentally-friendly behavior. Similar research has been conducted on studying consumers’ attitudes and purchase intention of eco-friendly products, (Morel, 2012) which revealed that people have enough positive attitudes towards green product quality but it is not a reason who explains the purchase intention. In a study conducted among the students of University, Jakarta revealed that Environmental Attitude, Perceived Effectiveness of Environmental Behavior and Concern for Self-Image in Environmental Protection were not significantly affecting the green purchasing behavior. (Ronnie Irawan, 2012) Contradictory to this, in a study to check factors affecting young consumers to choose green products (Iravani, 2012), concluded that environmental attitude is a significant predictor of green purchase intention. In case of eco-conscious apparel acquisition, negative attitudes about attributes and characteristics of
environmentally preferable apparel are found as an internal barrier, for instance, there was a general perception among the participants that environmentally preferable apparel is less stylish when compared with mainstream apparel. (Connell, 2010).

While in buying of green packaged foods attitude is the most important factor followed by race. (Mohammad Zakersalehi, 2012). The study conducted of Finnish (Natives or inhabitants of Finland) consumers reveals that they have a positive attitude toward green labels and are willing to pay a higher price for products marked with a green label. (Bjork, 1998)

As against this the customers from Pakistan have different view (Afzaal Ali, 2012) there are many customers who have positive and high intentions to purchase green products but due to higher prices and poorer quality as compare to non-green products, they do not buy them. A research to compare gender with attitudes towards the environment and green products and to investigate the relationship between attitude towards the environment and green products has been conducted (Tan Booi Chen, 2010), which revealed that there is no difference between gender in their environmental attitudes and their attitudes on green products. This failed to support precious studies which identified significant differences in Men and Women in attitude towards environment and green products. This research also highlighted that consumers attitudes on the green products are not facilitated by the positive attitudes of consumers towards environmental protection, which is again a contradictory to previous research findings. On a contrary, in a similar kind of research an attempt done to check gender differences in Egyptian consumers green purchase behavior and the effects of environmental knowledge, concern and attitude, (Mostafa, 2007) revealed that men reported higher levels of perceived environmental knowledge, concern and attitudes towards green purchase than women, men have generally more positive attitudes towards green purchase than women. In a study to investigate the role of attitude in green purchase intention it was found that there is a significant relationship between attitude and green purchase intention among Sabahan (A Malaysian from Sabah. Sabah is a region of Malaysia) consumers. Attitude can directly be a determinant for green purchase intention or indirectly can be a mediator to mediate the relationship between other factors with green purchase intention. (A.H. Lizawati Aman, 2012).

On a similar line the relationship between Green Attitude and Purchasing Behavior was found significant in a research done in Malaysia (Shahnaei, 2012) in a research done in China (Chan, 2001) it was observed that man–nature orientation and collectivism were found to exert a significantly positive influence on attitudes toward green purchases.
Their respective influence on attitudes toward green purchases was also seen to be rather similar.

Study conducted in South Kerala reveals that there is no difference between gender in their environmental attitudes and their attitudes on Green Products. (K. P. V. Ramankumar, 2012). But more studies are warranted to assess the opinions of Indian people from different demographics on the attitude and behavior towards Eco friendly products.

To conclude the discussion on attitude towards Eco friendly products and environment friendly buying behaviour it can be stated that, as compared to international level, the study in India about attitude towards Eco friendly products and environment friendly buying behaviour is still at its nascent stage.

2.1.2 Impact of demographic factors on Eco friendly Buying Behaviour: National and International Perspective

As mentioned earlier this point is classified as per different demographic criterion for more clarity.

2.1.2.1 Impact of Age on Eco friendly buying behaviour

Researchers across the globe have tried to study the impact of demographic factors on Eco Friendly Buying Behaviors, correlation between the demographic factors and buying behavior.

Researcher analyzed various studies of age and eco friendly buying behavior as follows.

Age of respondents influences their attitude towards purchasing green product, the respondents with age group “between 25 to 30” have more favorable attitude to purchase green products as compared to those respondents with age group “between 20 to 24”(Afzaal Ali, 2012). Christopher Gan and his fellow researchers found that consumers who purchase green products are between 18 and 45 years old, and have a positive attitude towards the environment (Christopher Gan, 2008). Similar to this (Arminda M. Finisterra, 2010), identified that young people (aged between 18 and 34) have very negative positions in relation to some environmental aspects (activism, environmentally friendly buying behaviour, recycling, resource saving and willingness to pay more to preserve the environment), despite the fact that they claim to have knowledge about the issue. As against this respondent between 25 and 34 and between 45 and 54 have a favourable position in relation to all environmental aspects, particularly towards perceived efficiency, environmentally friendly buying behaviour, recycling, sensitivity to
the economic factor and resource saving, but they show themselves to be skeptical about the promotional and advertising claims made by firms. They also found that higher age groups have very negative positions towards environmental issues, although they are activists, which is curious. They have a positive attitude towards recycling and are highly skeptical about the promotional and advertising claims made by firms. They claim to have little knowledge about environmental issues. (Arminda M. Finisterra, 2010)

Research done at Malaysia (Zuraidah Ramly, 2012) claims that older age groups that are female and well educated are more likely to engage in environmentally conscious consumer behavior. Research also reveals that two demographic factors, specifically age and gender, influence environmentally conscious consumer behavior significantly. At an empirical study (Jurate Banyte, 2010), similar results were obtained that female consumers of the age 30 to 44 are most frequent buyers of eco-friendly food products.

In an organic product buying behavior research, (Bryunina Daria, 2011), it is observed that people aged 25–40 plus buys the most of organic products. More People over age 30 buy organic bread, than the people under 25 and lastly people in the age group 25-30 who buy the least of organic bread. Study findings (W.M.C.B. Wanninayake, 2008) shows that both 18 – 30 and 31 -50-aged customers highly consider eco-friendly packaging as the most important variable in their buying decisions of each product categories. While studying the impact of age on various environmental parameters, (Boztepe, 2012) it was observed that environment awareness, green product features and green promotion affect green purchasing for consumers in 16-35 age group and green price and green promotion affect green purchasing for consumer in 36-45 age group, for consumer that are 46 years old or over, only green promotion affect green purchasing. Research at Finland (Bjork, 1998) indicates that younger, female, Swedish speaking respondents have a somewhat more positive attitude toward green labels and also behave in accordance with these.

Very few researchers from India have attempted to study relationship between demographic factors and environment friendly buying behavior. Research (L.J. Chaarlas, 2012) has been conducted to study awareness of consumers on the green marketing initiatives of corporate, where it was found that there is no significant association between the age of consumers and their level of awareness on the green marketing initiatives of corporates of beverages, electronic products, mobile phones, and services other than financial services. There is a significant association between the age of consumers and their level of awareness on the green marketing initiatives of corporate of detergent.
products and financial services. The consumers of electrical products possessed wide
knowledge of the green marketing features of their products irrespective of their level of
age. The consumers who purchase cars did not hold extensive knowledge of the green
marketing aspects of their products irrespective of their level of age. Hence it was
inferred that the independent variable age has no association with the level of awareness
of consumers on green marketing initiatives of corporate. In a similar research it was
found that respondents in age of 20-35 and more aware of Tesco carbon labeling eco–
practices. This age has more exposure to news and media and more keen to know about
the current market news as most of them are in the profession or in academic. (Bhardwaj,
2012)

On the basis of review of these researches, it can be observed that there exist some
relationship between age of a person and knowledge of environment friendly product. At
Indian scenario, not much attention has been given in studying demographic variables and
its impact on environment friendly buying behavior. Focus was only on studying
awareness about eco friendly practices.

However it can be concluded that even though the younger age respondents belonging to
age group 18-20 yrs have sound awareness about environmental issues and environment
friendly practices of an organizations, it do not results into environment friendly buying behavior. The middle aged (25 to40 yrs) respondents show more environment friendly
buying behavior.

2.1.2.2 Impact of Educational Qualification on buying behaviour of Eco friendly
products

Research on factors that influence green purchase intentions of Pakistani consumers,
reveals that respondents’ educational level has significant impact on consumers green
purchase intention. It indicates that the consumers green purchase intention is getting
lower with education level, that is, bachelor respondents have more favorable attitude
towards green purchase intention as compared to those respondents with higher level of
education (Afzaal Ali, 2012). Contradictory findings were observed in a study
(Christopher Gan, 2008) where Postgraduate Degree, positively impact the probability of
consumers’ green purchasing decision and they have a positive attitude towards the
environment. Another study reveals that (Morel, 2012) the sample who have an education
level higher than other buy green products but they are more skeptical concerning the
green advertisements’ campaigns. The respondents with lower educational level compared to the others have negative position towards environmental issues. Similar results were observed in a research (Arminda M. Finisterra, 2010) where respondents with high educational levels (secondary and higher education) and those with lower educational levels than the other segments have very negative positions in relation to some environmental aspects (activism, environmentally friendly buying behaviour, recycling, resource saving and willingness to pay more to preserve the environment), despite the fact that they claim to have knowledge about the issue. Individuals with the highest education levels (higher education) have a favorable position in relation to all environmental aspects, but they show themselves to be skeptical about the promotional and advertising claims made by firms. Similar results were observed in a research (Joonas Rokka, 2008) where, a higher level of education did not seem to indicate green preferences. In an empirical analysis to find out environmentally conscious behavior among Malaysian consumers found that education had significant correlation with ecological conscious consumer behavior. (Zuraidah Ramly, 2012). On a contrary, it was found that education was not significantly correlated to the green food product purchasing behavior of respondents. (Samarasinghe, 2012) In a study of willingness to pay more for Eco friendly products (Michel Laroche, 2001) it was found that Level of education does not influence the consumers’ willingness to pay a higher price for ecologically safe products in a statistically significant way. As against this in a similar research (Khandoker Mahmudur Rahman, 2011) it was found that “education” has significant correlation with the “willingness to pay premium for environmentally friendly products”. In an effort to identify impact of education on various Eco friendly products aspects, it was observed that only green promotion affects green purchasing for elementary school graduates, for high school graduates green price and green product features affect green purchasing, and environment awareness, green product features and green promotion affect green purchasing for undergraduate and graduate school graduate consumers (Boztepe, 2012). The study results confirm that consumers that are more educated have a better understanding of environmental issues and are more sensitive to them. (Jurate Banyte, 2010) In a research of organic bread buying behavior is concern it was found that 25% of higher educated people buy organic bread. Only 10% of people with the level of diploma education buy organic bread and with level education of below diploma 15% of people buy organic bread. (Bryunina Daria, 2011) In a study to identify influence of green IT on
consumers’ buying behaviour of personal computers, it was found that the energy oriented people possess a higher level of education.

Indian researchers found an insignificant association between the level of education of consumers and their level of awareness on the green marketing initiatives of corporates of beverages and mobile phones and a significant association between the level of education of consumers and their level of awareness on the green marketing initiatives of corporates of detergent products, electronic products, financial services and services other than financial services. Again the consumers of electrical products have been found having complete awareness of the green marketing initiatives of corporate of electrical products irrespective of their level of education. The consumers of cars were found having no extensive knowledge of the green marketing features of their products irrespective of their level of education. (L.J. Chaarlas, 2012) Another research (Nema, 2011) reveals that that educated consumers tend to be aware of eco-friendly products and are also knowledgeable about environment related issues.

It has observed the relationship of educational qualification and buying behaviour of Eco friendly product. With high involvement product the relationship seems to be insignificant and that of low involvement product the relationship seems to be significant. The conclusive studies did not found made in Indian scenario.

2.1.2.3 Impact of Income on eco friendly buying behavior

Research found significance differences between consumers who have an income and those who have not, concerning the purchase frequency of eco-friendly food, consumers who have an income clearly buy more green food than others without income as well as consumers with income agree more than others concerning the quality of green products and the fact that these products are good for the environment. (Morel, 2012) Similar findings observed in research (Arminda M. Finisterra, 2010) where respondents with monthly incomes ranging from 500 Euro to 1000 Euro have very negative positions in relation to some environmental aspects (activism, environmentally friendly buying behavior, recycling, resource saving and willingness to pay more to preserve the environment), despite the fact that they claim to have knowledge about the issue. Respondents with higher incomes have a favorable position in relation to all environmental aspects, particularly towards perceived efficiency, environmentally friendly buying behavior, recycling, sensitivity to the economic factor and resource
saving, but they show themselves to be skeptical about the promotional and advertising claims made by firms. Respondents with monthly incomes of up to 1000 Euro. They have very negative positions towards environmental issues, although they are activists, which is curious. They have a positive attitude towards recycling and are highly skeptical about the promotional and advertising claims made by firms. They claim to have little knowledge about environmental issues. (Zuraidah Ramly, 2012)

In the research found that all demographic variables were significant in explaining environmentally conscious consumer behavior except income. Results also indicated that education, income and environmental concern were insignificant. On the contrary (Michel Laroche, 2001) observed that environmentally friendly behavior was consistent across income groups. In a study of profiling green consumers, it was found that consumer’s age and income/purchasing power are significant demographic variables for green segments. Only green promotion affect green purchasing for consumers having income level between 0-1000 Turkish Lira, environment awareness and green price affect green purchasing for consumers having income level between 1001-2000 Turkish Lira, and for consumers having income of 2001 Turkish Lira and more, environment awareness and green promotion affect green purchasing (Boztepe, 2012)

The positive relationship exists between purchasing behavior and Income (Shahnaei, 2012). Similar results were observed (Irene Tilikidou, 2005), where it indicates that consumers with higher incomes are those, who enhance pro-environmental behaviors. Opposite to this, results were obtained that people with income over 30000 do not buy the most of eco-labeled products and bread. In contrast, the percentage of people in this category who buy organic bread is slightly less than those with income 20000-30000. In a research of green purchasing behavior of hybrid-electric vehicle, it was found that Gasoline prices and Metropolitan incomes were the largest and most significant predictors of hybrid-electric vehicle purchases. (Edwards, 2010)

Research done at Gujarat reveals that needs of eco-friendly products is independent of age-group, income group, occupation and qualification (Ankit Gandhi, 2012). The emerging double income group, changing household size, changing attitude and lifestyle of people has created a segment that is ready to pay anything for cosmetics provided no harm is caused to them and the mother earth. (Surya Rashmi Rawat, 2012) It seems that one of the important demographic variable ‘income’ didn’t received due attention from the researchers. Even though, researchers have tried to study the price sensitivity towards
buying Eco friendly products, research has not been done at micro level to check the association between income and price sensitivity.

2.1.2.4 Impact of Occupation on eco friendly buying behaviour

Service, sales and administrative workers and students have very negative positions in relation to some environmental aspects (activism, environmentally friendly buying behaviour, recycling, resource saving and willingness to pay more to preserve the environment), despite the fact that they claim to have knowledge about the issue (Arminda M. Finisterra, 2010).

As against this it was observed that needs of eco-friendly products is independent of age-group, income group, occupation and qualification(Ankit Gandhi, 2012). It was observed after reviewing research articles across globe that researchers have collected information about occupation of respondents, but a thorough research about relationship between occupation and environment friendly buying behavior has not been done.

2.1.2.5 Impact of Gender on eco friendly buying behaviour

Gender of respondent group influences their responses’, male group is much more inclined to purchase environment friendly products as compared to female group. (Afzaal Ali, 2012) Contrast results were observed at research (Tan Booi Chen, 2010), as there were no significant differences between male and female students in their environmental attitudes and their attitudes on green products. Similar findings were observed indicating Gender, Income, Ethnic, and Number of Children are not significant and they do not have an effect on the probability of consumer’s green purchasing decision. (Christopher Gan, 2008) Researcher found significant differences among few aspects between men and women, that concerning the purchase frequency of green products, the women buy more eco-friendly food and healthcare/cosmetics products than the men. The women more agree with the fact that green products are good for the environment than men. Then they are also more ready to pay an extra price for green products than men who are undecided. The women also close to agree to recommend eco-friendly products to their family friends, more than men it is also the case concerning the attention that they give to green advertising. The women just like more green products than men. Similarity was observed between men and women among the aspect of concerning “healthy” argument of green
products or good quality. In segmenting the green consumer ‘gender’ was not found significant for differentiating between the groups (Arminda M. Finisterra, 2010). In consistent with this result it was found that there were no significant gender differences between male and females with regards to Environmental Concern, Perceived Seriousness of Environmental Problems, and Perceived Environmental Responsibility (Ronnie Irawan, 2012). It was observed that females are ready to pay more for green products than males (Michel Laroche, 2001). As against this, a researcher (Khandoker Mahmudur Rahman, 2011) found that gender difference does not significantly affect respondent’s willingness to pay premium. (Samarasinghe, 2012) Found that gender was not significantly correlated to the green food product purchasing behavior. A specific study (Mostafa, 2007) to check gender differences in Egyptian consumers’ green purchase behavior with respect to the effects of environmental knowledge, concern and attitude revealed that men reported higher levels of perceived environmental knowledge, concern and attitudes towards green purchase than women. (W.M.C.B. Wanninayake, 2008) Found that the most of the male customers consider eco friendly packaging as the most importance factor in selecting green products. However, most of female customers gave priority to green feature of in their selection. The both genders gave their next priority to promotion. In a similar kind of a research, (Boztepe, 2012) found that green promotion, environment awareness, green price, green product features affect green purchasing for male consumers, for female consumers only green promotion affect purchasing behavior. (Vladas Griskevicius, 2010) Found in studies that status motives influenced both men’s and women’s product desires in a similar way. (Shammot, 2011) Done more specific study where it was found that females have more interest in green marketing than males and older females pay more attention to green branding than younger females. The results show also that the most important variables for males are the meals price. In an analysis about the reason for not buying the meal from the buffet in the academy, it was revealed that females do not buy from the buffet because it's ignoring to the green branding. But males do not buy from the buffet because of high prices. (Jurate Banyte, 2010) An empirical research focusing on analyzing psychographic-behavioural profiles of female consumers of eco-friendly food products in Lithuania reveals that female consumers of the age 30 to 44 are most frequent buyers of eco-friendly food products, i.e. their age average is lower than that of a typical consumer. Gender was found to be one of the predominant factors to segment the market of Malaysia for green packaged foods.
(Mohammad Zakersalehi, 2012) In a similar research (Bryunina Daria, 2011) it was observed that both genders female and male consider the same level for purchasing the organic products and eco breads. Research done by (Mensah, 2012) results that women reported stronger environmentally-responsible purchasing behaviors than men. In a research about green IT by (Schmidt, 2010), it was found that female customers value environmentally friendly attributes.

In Indian scenario it was found that there were no significant differences between gender (male and female) in their attitude towards environment and green products (K. P. V. Ramankumar, 2012). Similar results observed (Anubha Vashisht, 2013), where, gender doesn’t make significant difference in opinion about attitude towards environment, green products and buying behavior towards green products. Contradictory to it attitude was found out to be significantly different between males and females consumers towards government involvement for enforcing green marketing.

Research done at international level, depicts that there are significant variations in findings about role of gender in environment friendly buying behavior, still it seems that female exhibit more environment friendly buying behavior than male. At Indian scenario, it can be concluded that, even though researchers have collected the data of all demographic variables, not all have studied gender as a significant variable in studying Eco friendly buying behavior.

Studying the relationship between impacts of demographic parameters on buying behaviour of Eco friendly products it has seen three major results. Few researchers conclude to have significant relationship between demographic parameters and Eco friendly products buying behaviour. Few researchers outcome is against this. Some researchers arouse controversial findings stating different demographic parameters has different role to play in the determination of buying behaviour of Eco friendly products.

### 2.1.3 Profiling Green Consumers

Studies about profiling green consumers have been done with various perspectives as follows.

Targeting consumers who are willing to pay more for environmentally friendly products, a research has been done in Canada, which successfully identified a segment who is ready to pay more for environment friendly product (Michel Laroche, 2001). The segment they identified was more likely to be females, married and with at least one child living at home. They reported that today’s ecological problems are severe, that corporations do not
act responsibly toward the environment and that behaving in an ecologically favorable fashion is important and not inconvenient. They place a high importance on security and warm relationships with others, and they often consider ecological issues when making a purchase.

Similar study has been conducted in Sri Lanka to identify green consumer demographic profile based on environmental knowledge and green purchasing behavioural intention of eco-friendly food products (Samarasinghe, 2012). The research concluded that age influence consumer’s intention to buy green products. The consumers above 45 years have less environmental knowledge but would have intention to pay more for green products and can be targeted as emerging green consumers in Sri Lanka. Consumers who are in young age category show more environmental awareness & knowledge but are highly price sensitive customers who can be targeted as price sensitive green consumers. However, this study did not identify environmentally green consumers who are environmentally concerned and willing to go with green every time in the Sri Lankan context.

In Mauritius also an attempt has been made to examine the dynamic nature of ecologically conscious consumer behaviour (Juwaheer, 2005). The study provides a method of profiling and segmenting consumers in Mauritius based upon ecologically conscious consumer behaviour. Consumer segments have been identified as: indifferent Green: which is not green at all, Poor green: which is willing to switch to green products and is also ready to pay a higher price for green products. Light green: This signifies the most important concern of this segment is the pricing element of the green products. And price is deemed to be more important than the environment. Moderate green: this segment is less green in respect of vehicle fuel and interestingly price is not its main concern. Pure green: It appears to be the most environment conscious Mauritian Consumers; they are far from being apathetic to the problem, they disagree that they are ineffective in addressing ecological problems.

In Lithuania to generalize the profile of a green consumer, incorporating both demographic and psychographic-behavioural attributes (Jurate Banyte, 2010). The profiles identified are: Needs and purchase strategies of a green consumer (Ottman & Reilly, 1998; Wind, 2004), Green consumers’ segmentation according to their motives (Ottman & Reilly, 1998), Consumer segmentation according to the level of environmental
awareness (Scypa, 2006). Demographic and psychographic-behavioural profiles of eco-
friendly food product female consumers have been developed.

In Mexico profiling of green consumers has been done by extracting variables from four
models of green behavior in five core groups: orientation man-nature, perceived control,
ecological knowledge, personal consequences and environmental consequences (Eva
Conraud-Koellner, 2009). It was found that there is a poor orientation man-nature, a very
low perceived control by the population that believes that it is the government’s
responsibility to take care of the environment. The ecological knowledge is very poor too.
Indeed there is not one Ph.D. program in environmental education and there are barely
three masters programs related to the subject in the 1,200 universities of the country. The
personal consequences are appreciated in the upper-level class only and finally the
environmental consequences are poorly appreciated in the country.

Research conducted in Portugal to identify distinct market segments based on several
environmental variables investigated individuals’ behaviours and perceptions about green
consumerism (Arminda M. Finisterra do Paco, 2010). This research concluded that
certain environmental and demographic variables are significant in differentiating
between the ‘greener’ consumer group and the other segments. Portuguese consumers,
despite their support for policies designed to improve the environment, do not always
translate their concerns into environmentally friendly actions.

In Indian scenario, the study about categorizing respondents on the basis of level of eco
friendliness has been done at Aligarh, India. The respondents were categorized on the
basis of the perception towards eco friendly aspects (Zia, 2012). On the basis of these
respondents were classified into four groups viz., 'Aspirants', 'Loyal Users', 'Indifferent'
and 'Non Users.

At international level attempts has been made in segmenting green consumers using
various parameters. One research identified a segment willing to pay more for Eco
friendly product, i.e. females, married and with at least one child living at home.
Another research identified a segment as emerging green consumers above 45 years have less environmental knowledge but would have intention to pay more for green products and another segment as consumers who are in young age category show more environmental awareness & knowledge but are highly price sensitive customers. One more research identified segments as indifferent Green, Poor green, Light green, Moderate green, and Pure green. At Indian scenario, a research identified segments as 'Aspirants', 'Loyal Users', 'Indifferent' and 'Non Users.

2.1.4. Methodological Review

Since the subject is quite new especially in Indian scenario hence, the methodological review is pertinent to check the ways and means researchers throughout the globe are exploring the buying behaviour of people towards Eco friendly products. Hence this section is subdivided in to the categories, first category will discuss the methodology adopted by foreign authors and second category will discuss methodology adopted by Indian authors.

Table 2.1.4.1

Methodology adopted by Foreign Authors

<table>
<thead>
<tr>
<th>Sr</th>
<th>Author</th>
<th>Year</th>
<th>Variables Discussed</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ali &amp; Ahmad</td>
<td>2012</td>
<td>Green Purchase Intention, Organization Green Image, Environmental Concern, Environmental knowledge</td>
<td>Descriptive analysis, Correlation matrix, simple regression followed by multiple regression analysis</td>
</tr>
<tr>
<td>2</td>
<td>Yong-Ki Lee et al.</td>
<td>2012</td>
<td>Environmental concern, environmental Knowledge, perceived consumer effectiveness, preference for products with pro-environmental attributes.</td>
<td>Principal components analysis, Correlation</td>
</tr>
<tr>
<td>3</td>
<td>Magali Morel and Francis Kwakye</td>
<td>2012</td>
<td>Marketing-mix elements (4P), satisfaction and WOM on green attitudes and purchase intention of eco-friendly products</td>
<td>Independent and paired samples T-test, ANOVA, Correlations, Multiple Regression</td>
</tr>
<tr>
<td>Item</td>
<td>Author(s)</td>
<td>Year</td>
<td>Topic</td>
<td>Methods</td>
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<tr>
<td>5</td>
<td>Mohammad Reza Iravani et al.</td>
<td>2012</td>
<td>Consumer belief, Social Influence, Environmental Attitude, Perceived quality, Green purchasing behavior</td>
<td>Descriptive statistics, Pearson Correlation, Simple regression, Multiple regressions</td>
</tr>
<tr>
<td>6</td>
<td>Zuraidah Ramly et al.</td>
<td>2012</td>
<td>Demographic Variables, psychographic variables, Perceived Consumer Effectiveness, Environmental Concern, Ecologically Conscious Consumer Behavior</td>
<td>Factor Analysis, Correlation, Multiple Linear Regression</td>
</tr>
<tr>
<td>7</td>
<td>D.S. Rohini Samarasinghe</td>
<td>2012</td>
<td>Demographic variables, awareness, Knowledge, concern of the environmental issues</td>
<td>Exploratory factor analysis, One Way ANOVA</td>
</tr>
<tr>
<td>8</td>
<td>Aysel Boztepe</td>
<td>2012</td>
<td>Environmental awareness, green product features, green promotion activities and green price</td>
<td>Percentage analysis, Correlation analysis, Regression model</td>
</tr>
<tr>
<td>9</td>
<td>Ronnie Irawan and Dahlia Darmayanti</td>
<td>2012</td>
<td>Social Influences, Environmental Attitude, Concern, Perceived Seriousness of Environmental Problems, Perceived Environmental responsibility, Perceived effectiveness of environmental Behaviour, Concern for self image in environmental protection</td>
<td>Multiple regression, and independent sample T-Test</td>
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<td>10</td>
<td>A.H. Lizawati Aman et. al.</td>
<td>2012</td>
<td>Environmental knowledge and concern, green purchase intention, attitude</td>
<td>Descriptive Statistics, Factor Analysis, Correlation Analysis, multiple regression analyses</td>
</tr>
<tr>
<td>11</td>
<td>Mohammad Zakersalehi and Amin Zakersalehi</td>
<td>2012</td>
<td>Attitude and Purchase Intention</td>
<td>Percentage, Correlation, Regression analysis</td>
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<td>12</td>
<td>Shila Shahnaei</td>
<td>2012</td>
<td>Demographic factors, income, time that consumers are trend to use for finding green product, additional amount of money that consumers are trend to pay, knowledge about the environment and green products, green attitudes and green values</td>
<td>Pearson correlation coefficient, Multiple Regression analysis</td>
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<td>13</td>
<td>Adil Zia</td>
<td>2012</td>
<td>Search for Information, Personal apathy and loss of benefit, Financial cost, Lack of Knowledge and Post purchase behavior</td>
<td>Regression analysis, ANOVA, t test</td>
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<td>No.</td>
<td>Author(s)</td>
<td>Year</td>
<td>Study Details</td>
<td>Methodology/Analysis</td>
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<td>15</td>
<td>Kevin Kane et. al.</td>
<td>2012</td>
<td>Attitudes and buying behavior with focus on ecological products and services.</td>
<td>Snowball sampling technique, Percentage analysis, Mean, Standard Deviation, Variance</td>
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<td>16</td>
<td>Rahman and Haque</td>
<td>2011</td>
<td>Demographic variables, Willingness to pay</td>
<td>Cox and Snell pseudo R-square, Logistic Regression, Spearman Correlation, Chi-Square Tests</td>
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<td>17</td>
<td>Tahir Albayrak et.al.</td>
<td>2011</td>
<td>Skepticism, Environmental concern, Perceived Consumer Effectiveness, Green Purchase Behavior</td>
<td>Confirmatory factor analysis, $\chi^2$ test</td>
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<td>18</td>
<td>Marwan M. Shammot</td>
<td>2011</td>
<td>Price, Green Branding, Consumer Decision</td>
<td>Cross Tabulation</td>
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<td>No.</td>
<td>Author(s)</td>
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<td>19</td>
<td>Booi-Chen Tan</td>
<td>2011</td>
<td>Environmental knowledge, environmental threat, perceived consumer effectiveness, Green purchase attitudes</td>
<td>Regression Analysis</td>
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<td>20</td>
<td>Mahmoud Manafi et. al.</td>
<td>2011</td>
<td>Environmental Knowledge, demographic Characteristics and Psychographic characteristics.</td>
<td>Regression Analysis</td>
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<tr>
<td>21</td>
<td>Robert B. Gielissen</td>
<td>2011</td>
<td>Reasons for buying socially responsible products</td>
<td>Spearman’s rank correlation coefficients, bivariate correlation coefficients</td>
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<td>22</td>
<td>Nabsiah Abdul Wahid et. al.</td>
<td>2011</td>
<td>Social influence, self-identity, ecological affect, environmental label, environmental knowledge, environmental attitude and environmental concern</td>
<td>Factor analysis, Multiple Regression analysis, Descriptive statistics</td>
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<td>23</td>
<td>Khandoker Mahmudur Rahman and Mahbubul Haque</td>
<td>2011</td>
<td>Demographic Variables, Price Sensitivity</td>
<td>Ordinal Logistic Regression and Gabor-Granger</td>
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<td>24</td>
<td>Hae Jin Gam. et al</td>
<td>2010</td>
<td>Willingness to purchase and selection of children’s organic cotton clothing, Environmental concerns, environmental purchasing behaviour and recycling behaviour</td>
<td>Zaichkowsky’s PII, Analysis of variance, Correlation, Cross-tabulation analyses and chi-square tests</td>
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<td>25</td>
<td>Tan Booi Chen, Lau Teck Chai</td>
<td>2010</td>
<td>Gender, attitudes towards the environment and green products. (environmental protection, government’s role, and personal norm)</td>
<td>Independent sample t-test, multiple linear regression analysis, rotated factor matrix</td>
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<td>26</td>
<td>Leonidas Leonidou et al.</td>
<td>2010</td>
<td>Antecedent forces, attitudinal factors, Behavioural factors, and outcomes, collectivism, long-term orientation, political action, liberalism, deontology, law obedience, pro-environmental attitudes</td>
<td>Descriptive statistics, structural model using the elliptical re-weighted least squares technique, Chi-square</td>
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<td>27</td>
<td>Arminda M. Finisterra do Paco and Mario Lino Barata Raposo</td>
<td>2010</td>
<td>Demographic Variables, Environmental dimension (concern, affection, knowledge, environmentally friendly behaviours, information search, activism, green products buying behaviour, sensitivity to price, waste separation/recycling, perceived efficiency, skepticism)</td>
<td>Principal Components Method, Kaiser-Meyer-Olkin measure, The Wilks’ lambda test statistic, agglomeration coefficient, Ward’s cluster method, one-way variance analysis and discriminant analysis</td>
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<td>28</td>
<td>Kim Y. Hiller Connell</td>
<td>2010</td>
<td>Knowledge and attitudes about environmentally preferable apparel, availability of environmentally preferable apparel, economic resources, retail environments and societal norms</td>
<td>Following guidelines by Miles and Huberman (1994), data analysis was done</td>
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<tr>
<td>No.</td>
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<td>Year</td>
<td>Main Topics in the Study</td>
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<tr>
<td>29</td>
<td>Habib Ahmad et. al.</td>
<td>2010</td>
<td>Attitude towards Advertising, Media, Credibility of Claim, Relevance, Information in advertisement, Perceived effectiveness of environmental behavior, Purchase intention.</td>
<td>Regression Coefficients, t-test</td>
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<td>30</td>
<td>Vladas Griskevicius et. al.</td>
<td>2010</td>
<td>Status and Conservation, Status and Conservation in Public Versus Private, The Price of Prosociality</td>
<td>A two way ANOVA</td>
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<td>31</td>
<td>Jurate Banyte et. al.</td>
<td>2010</td>
<td>Demographic and psychographic-behavioural variables</td>
<td>Percentage Analysis</td>
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<tr>
<td>32</td>
<td>Passent Tantawi et. al.</td>
<td>2009</td>
<td>Attitude, Demographic variables</td>
<td>New Environmental Paradigm Scale (NEP), One sample t Test.</td>
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<tr>
<td>33</td>
<td>Eva Conraud-Koellner, Luis Arturo Rivas-Tovar</td>
<td>2009</td>
<td>Orientation man-nature, perceived control, ecological knowledge, personal consequences and environmental consequences</td>
<td>Percentage Analysis</td>
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<tr>
<td>34</td>
<td>Lim Li Chen</td>
<td>2009</td>
<td>General Environmental Beliefs, Green Products buying behavior</td>
<td>Pearson Correlation coefficient analysis, t test</td>
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<td>35</td>
<td>Christopher Gan, et al.,</td>
<td>2008</td>
<td>Factors impacting consumers’ purchasing behavior toward green products</td>
<td>Chi-square test, Principal components analysis, Qualitative choice models</td>
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<td>36</td>
<td>W.M.C.B Wanninayake and Randiwela</td>
<td>2008</td>
<td>Consumers attitudes and perception, willingness to pay</td>
<td>Central tendency (Specially Mean), percentage analysis and the correlation analysis.</td>
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<td>37</td>
<td>Joonas Rokka and Liisa Uusitalo</td>
<td>2008</td>
<td>Demographic Variables, attitudes towards environmental packaging and recycling</td>
<td>Choice-based conjoint analysis, cluster analysis</td>
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<td>No.</td>
<td>Author(s)</td>
<td>Year</td>
<td>Title and Methodology</td>
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<tr>
<td>38</td>
<td>William Young</td>
<td>2008</td>
<td>General Green Values and Knowledge, Green criteria for purchase, Barriers, facilitators, Product Purchase. Framework developed by Miles and Huberman (1994), which comprises three components: data reduction, data display, and drawing conclusions.</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Souad H'Mida et al.</td>
<td>2008</td>
<td>Environmental consciousness and willingness to pay extra money for green products. Developed a conceptual model where environmental consciousness and willingness to pay extra money for green products impact directly pro environmental behavior.</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Mohamed M. Mostafa</td>
<td>2007</td>
<td>Consumers ecological knowledge, concern, attitude and gender. A one-way multivariate analysis of variance.</td>
<td></td>
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<tr>
<td>41</td>
<td>Gunne Grankvist and Anders Biel</td>
<td>2007</td>
<td>Environmental consequences, and beliefs about characteristics of eco-labelled food products. ANOVA, Relative mean frequency, Median, t test.</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Yeonshiii Kim and Sejutig Marina Choi,</td>
<td>2005</td>
<td>Collectivism, environmental concern, Perceived Consumer Effectiveness. Descriptive Statistics, Chi2 Test, Correlation-Variance-Covariance Matrix.</td>
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<tr>
<td></td>
<td>Authors</td>
<td>Year</td>
<td>Key Findings</td>
<td>Statistical Methods</td>
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<td>47</td>
<td>Michel Laroche et. al.</td>
<td>2001</td>
<td>Consumers’ willingness to pay, Attitude, Demographic variables, Values</td>
<td>Factor Analysis, Discriminant analyses, t test</td>
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<td>49</td>
<td>Peter Bjork</td>
<td>1998</td>
<td>Demographic Variables, Attitude, Willingness to pay</td>
<td>Standard deviation, Conjoint Analysis, Percentage Analysis, Correlation analysis, t test, simple and multiple regression analysis</td>
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<tr>
<td>50</td>
<td>Bodo B. Schlegelmilch and Diamantopoulos</td>
<td>1996</td>
<td>General purchasing behaviour, Environmental knowledge, Environmental attitudes Political action scale, Recycling behaviour</td>
<td>Mean, Range, Correlation, Regression Analysis</td>
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</tbody>
</table>
Table presented below describes the methodology adopted by Indian Authors

**Table 2.1.4.2**
**Methodology adopted by Indian Authors**

<table>
<thead>
<tr>
<th>Sr</th>
<th>Author</th>
<th>Year</th>
<th>Variables Discussed</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Anubha (Anubha Vashisht, 2013)and Wadhwa</td>
<td>2013</td>
<td>Awareness, attitude, factors affecting</td>
<td>Percentage method Factor Analysis and t-test</td>
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<td>2</td>
<td>Nitin Ial Bhardwaj</td>
<td>2012</td>
<td>Carbon label, consumer behaviour</td>
<td>Percentage Analysis</td>
</tr>
<tr>
<td>3</td>
<td>Jyoti Gogia, Nandini Sharma</td>
<td>2012</td>
<td>Level of awareness, willingness and attitude towards accepting the environment-friendly products</td>
<td></td>
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<tr>
<td>4</td>
<td>Hindol Roy</td>
<td>2012</td>
<td>Awareness, Attitude, Perception</td>
<td>Percentage , Mean ,one sample T-test</td>
</tr>
<tr>
<td>5</td>
<td>K. P. V. (K. P. V. Ramankumar, 2012) et. al.</td>
<td>2012</td>
<td>Demographic variables, Attitude and Perception</td>
<td>Mean, percentage analysis, t test and correlation analysis</td>
</tr>
<tr>
<td>6</td>
<td>Ankit Gandhi and Ashvin H. Solanki</td>
<td>2012</td>
<td>Demographic variables, Attitude, Willingness to Pay More</td>
<td>$\chi^2$ test</td>
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<tr>
<td>7</td>
<td>Surya Rashmi Rawat and Pawan K. Garga</td>
<td>2012</td>
<td>Demographic Variables, Awareness</td>
<td>Percentage Analysis</td>
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<tr>
<td>8</td>
<td>Paranjape Anand</td>
<td>2012</td>
<td>Environmental literacy, willingness to pay extra price</td>
<td>Percentage analysis</td>
</tr>
<tr>
<td>9</td>
<td>Ishaswini and Datta</td>
<td>2011</td>
<td>Knowledge about Environmental Issues, Awareness of Eco-Friendly Products, Trust in Performance of Eco-Friendly Products and Willingness to Pay More</td>
<td>Mean, standard deviation, factor analysis and correlation techniques</td>
</tr>
</tbody>
</table>
It is observed that researchers used questionnaire method more for collecting primary information. Five point likert type of scale was widely used by the researchers. Cronbach alfa was used for scale reliability test. Along with descriptive analysis, correlation, regression, t test, chi square test, ANOVA, and principle component analysis were mostly used for data analysis and hypotheses testing. Structural Equation Modeling was used for developing a model of environment friendly buying behavior.

2.1.4.3 Conclusion
After a thorough analysis of all the research articles, it has concluded that the research of environment friendly buying behavior still having huge gaps in the research approach. It was observed in case of demographic variables, where while collecting the data, all the demographic variable were taken into consideration by the researchers, but only specific variables were received attention by the researchers. At domestic level, it can be said that studies of environment friendly buying behavior need to go deeper for the complete analysis of the phenomenon and sound theoretical construct. Even though the studies were about environment friendly buying behavior, very few studies were focused on specific product related studies, which can be identified as a gap in existing researches.
2.2 Concepts

The study based on few concepts which are explained in this section.

2.2.1 Green Buying Behaviour

a. Green Buying Behaviour—People tend to buy products which are beneficial /benevolent to the environment, recyclable, reusable or product they utilize is responsive toward the ecological concerns behavior.

b. Green buying Behavior is action obtaining and using the Eco friendly products after considering the level of impacts which are preferably low at the disposal effects towards the environment. (Lim, 2013)

2.2.2 Eco friendly products

Eco-products literally means earth-friendly or not harmful to the environment. With so many products claiming to be green or environment friendly, it is difficult to know what really constitutes an Eco friendly product these days. Whether they are called green products, eco-products, sustainable products or environmentally responsible products, these eco products cause minimal harm to people and the environment. The production and/or consumption of these products have a minimal impact on the environment. Although there are no universal certifications or standards to deem a product as eco-friendly, but there is a number of Eco labeling organizations that have certifications to help us in our search.

The Ministry of Environment and Forests, Government of India had launched eco-labeling scheme known as ‘Ecomark’ for easy identification of environment-friendly product in 1991. The criteria follow a cradle to grave approach, i.e., from raw material extraction, to manufacturing and final disposal. The basic criteria not only cover the broad environmental aspects but also the aspects that are specific at product level. According to the ministry a product is examined in terms of following main environmental impacts:

(a) That they have substantially less potential for pollution than other comparable products in production, usage and disposal.
(b) That they are recycled, recyclable, made from recycled products or biodegradable, where comparable products are not.

(c) That they make significant contribution to saving non-renewable resources, including non renewable energy sources and natural resources, compared with comparable products.

(d) That the product must contribute to a reduction of the adverse primary criteria which has the highest environmental impact associated with the use of the product, and which will be specifically set for each of the product categories. (www.cpcb.nic.in, 2013)

I) Product General Requirements:

The product general requirements deal with the issues of compliance of the pollution control acts; raising environmental awareness among consumers etc., in addition to safety, quality and performance of the products

II) Product Specific Requirements:

While determining the product specific requirements, the following issues have been taken into account:

1. Production process including source of raw materials;
2. Use of natural resources;
3. Likely impact of the environment;
4. Energy conservation in the production of the product;
5. Disposal of the product and its container;
6. Utilisation of “Waste” and recycled materials;
7. Suitability for recycling or packaging; and
8. Biodegradability
9. Effect and extent of waste arising from the production process;
2.2.3 Eco Mark Logo

The issue of environmental protection has brought the consumers, the industry, and the government to a common platform where each has to play its own role. The government and legislatures are using their influence to reduce environmental and health hazards due to industrialization and to stimulate the development of clean(er) technologies. However, the environment is under tremendous stress from rapid industrialization, unplanned urbanization and changing consumption patterns in the race to achieve better living standards. It is amply clear that regulatory actions by pollution control agencies alone cannot restore the environment to its pristine state. Pro-active and promotional roles should also be geared up in harmony with the overall environmental protection strategy. The time has come for consumers to take the lead in prompting manufacturers to adopt clean and eco-friendly technologies and environmentally-safe disposal of used products, along with preventive and mitigative approaches.

2.2.3.1 A scheme on labeling of environment - friendly products:

An earthen pot, as shown in diagram 2.2.3.1, has been chosen as the logo for the Ecomark scheme in India. The familiar earthen pot uses a renewable resource like earth, does not produce hazardous waste and consumes little energy in making. Its solid and graceful form represents both strength and fragility, which also characterises the eco-system.

As a symbol, it puts across its environmental message. Its image has the ability to reach people and can help to promote a greater awareness of the need to be kind to the environment. The logo for the Ecomark Scheme signifies that the product which carries it does the least damage to the environment.
Environmetally friendly (also eco-friendly, nature friendly, and green) are terms used to refer to goods and services, laws, guidelines and policies claimed to inflict minimal or no harm on the environment.\textsuperscript{iv} Ottman states, “Green products are typically nontoxic, made from recycled materials, or minimally packaged.”

\textbf{2.2.4 FMCG}

Fast Moving Consumer Goods (FMCG) are products that are sold quickly and at relatively low cost. The term FMCGs refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within one year.

\textbf{Product classification: consumer goods}

Edward and Richard (1971) identified three classes of consumer goods namely convenience goods, shopping goods and specialty goods.

\textbf{2.2.4.1 Convenient Goods}

These refer to items that the consumer buys with minimum shopping effort. Essentially these are goods that are habitual with the consumers. They are bought frequently but not in large quantities because they are non-durable goods. In other words they are ‘used up’ goods. The buying decision of the consumers for convenience goods is ignited by habit and he knows all the retail outlets. Under this category are Biscuits, Newspaper, Toilet Soap, etc.

Consumers want to minimize the time and effort devoted to buying convenience goods, therefore the consumers are not interested in comparing the prices and quality of convenience goods with other related products in the market place. This is because the gain of such exercise is not high enough to justify the cost involved in the exercise. But in case, the price of a convenience good like bread is abnormally higher than competing brands, consumers tend to change their buying decision on the product.

\textbf{(i) Staple Products:} These are products that are bought often in a routine manner without much thought on regular basis. A typical example is with paste or milk for breakfast, soap. Staple products are usually sold in convenient location like food stores and supermarkets. Branding is important with staple products.
(ii) Impulse Products: These are products that are purchased without any planning or search effort. They are usually purchased because of a strongly felt need. They are products that consumers had not planned to buy but decide to buy on the spot. An example is an ice-cream seller who rings a bell, if the children do not buy the ice cream as the seller is sighted, the need goes away and the purchase will not be later. Another example is Magazine. This implies that if the buyer does not see an impulse product on time the sale may be lost. This explains why retailers display impulse products conspicuously where they will be seen and bought.

(iii) Emergency Products: These are products that are circumstantially purchased when the need is great. For example, the price of ambulance service will not matter if an accident occurs. So also is the price of umbrella during a rainstorm. Another example would be purchasing apparel according to seasonal changes.\(^vi\)

2.2.5 Green Marketing

American Marketing Association has defined a term “Green marketing” as follows.

2.2.5.1 Definition

1. (Retailing definition): The marketing of products that are presumed to be environmentally safe.
2. (Social marketing definition): The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.
3. (Environments definition): The efforts by organizations to produce, promote, package, and reclaim products in manner that is sensitive or responsive to ecological concerns.\(^vii\)

2.2.5.2 History of Green Marketing

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the
company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting “the needs of the present without compromising the ability of future generations to meet their own need”, this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makower, a writer on green marketing. In essence, there is no definition of "how good is good enough" when it comes to a product or company making green marketing claims. This lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, says Makower, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims.
Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

2.2.6 Buying Decision Process
Marketers have to go beyond the various influences on buyers and develop an in depth understanding of how consumers actually make their buying decisions. Specifically, marketers must identify who makes the buying decision, the types of buying decisions, and the stages in the buying process.

2.2.6.1 The Stages of the Buying Decision Process
Diagram 2.2.6.1 presented below, shows a five-stage model of the typical buying process. Starting with problem recognition, the consumer passes through the stages of information search, evaluation of alternatives, purchase decision, and post purchase behavior. As this model demonstrates, the consumer buying process starts long before the actual purchase and has consequences long afterward. Although the model implies that consumers pass sequentially through all five stages in buying a product, consumers sometimes skip or reverse some stages. However, we use this model because it captures the full range of considerations that arise when a consumer faces a highly involving new purchase.

Stage 1: Problem Recognition
The buying process starts when the buyer recognizes a problem or need. This need can be triggered by internal stimuli (such as feeling hunger or thirst) or external stimuli (such as seeing an ad) that then becomes a drive. By gathering information from a number of consumers, marketers can identify the most frequent stimuli that spark interest in a product category. They can then develop marketing strategies that trigger consumer interest and lead to the second stage in the buying process.

Stage 2: Information Search
An aroused consumer who recognizes a problem will be inclined to search for more information. We can distinguish between two levels of arousal. At the milder search state of heightened attention, a person simply becomes more receptive to information
about a product. At the active information search level, a person surfs the Internet, talks with friends, and visits stores to learn more about the product. Consumer information sources include personal sources (family, friends, neighbors, acquaintances), commercial sources (advertising, Web sites, salespersons, dealers, packaging, displays), public sources (mass media, consumer-rating organizations), and experiential sources (handling, examining, using the product). The consumer usually receives the most information from commercial (marketer-dominated) sources, although the most influential information comes from personal sources. Through gathering information, the consumer learns more and more about competing brands. The first box in the diagram shows the total set of brands available to the consumer. The individual consumer will come to know only a subset of these brands (awareness set). Some of these brands will meet initial buying criteria (consideration set). As the person gathers more information, only a few brands will remain as strong contenders (choice set). The person makes a final choice from this set.

**Five-Stage Model of the Consumer Buying Process**

```
      Problem Recognition
        ↓
      Information Search
        ↓
     Evaluation of alternatives
        ↓
      Purchase Decision
        ↓
    Post Purchase Behaviour
```

Diagram. 2.2.6.1
Diagram 2.2.6.1 makes it clear that a company must strategize to get its brand into the prospect’s awareness set, consideration set, and choice set. The company must also identify the other brands in the consumer’s choice set so that it can plan competitive appeals. In addition, the company should identify the consumer’s information sources and evaluate their relative importance so it can prepare a range of effective communications for the target market.

Stage 3: Evaluation of Alternatives

Once the consumer has conducted an information search, how does he or she process competitive brand information and make a final judgment? There are several evaluation processes; the most current models view the process as being cognitively oriented, meaning that consumers form judgments largely on a conscious and rational basis. Some basic concepts underlie consumer evaluation processes. As noted earlier, the consumer is trying to satisfy a need. In seeking certain benefits from the product solution, the consumer sees each product as a bundle of attributes with varying abilities of delivering the benefits to satisfy this need. However, the attributes of interest to buyers vary by product. For example, the attributes sought in a camera might be picture sharpness, camera size, and price. In addition, consumers vary as to which product attributes they see as most relevant and the importance they attach to each attribute.

Knowing that consumers pay the most attention to attributes that deliver the benefits they seek, many successful marketers segment their markets according to the attributes that are salient to different consumer groups. In the course of evaluating alternatives, the consumer develops a set of brand beliefs about where each brand stands on each attribute. The set of beliefs about a particular brand, which make up the brand image, will vary with the consumer’s experiences as filtered by the effects of selective perception, selective distortion, and selective retention.

Ultimately, consumers develop attitudes toward various brand alternatives through an attribute evaluation procedure.

Stage 4: Purchase Decision

In the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. However,
two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of others. The extent to which another person’s attitude reduces one’s preferred alternative depends on two things: (1) the intensity of the other person’s negative attitude toward the consumer’s preferred alternative, and (2) the consumer’s motivation to comply with the other person’s wishes. The influence of others becomes even more complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all. The second factor is unanticipated situational factors that may erupt to change the purchase intention. A consumer could lose his job, some other purchase might become more urgent, or a store salesperson may turn him or her off, which is why preferences and even purchase intentions are not completely reliable predictors of purchase behavior. Just as important, a consumer’s decision to modify, postpone, or avoid a purchase is heavily influenced by perceived risk. The amount of perceived risk varies with the amount of money at stake, the amount of attribute uncertainty, and the amount of consumer self-confidence. Consumers develop routines for reducing risk, such as decision avoidance, information gathering from friends, and preference for national brand names and warranties. Smart marketers study the factors that provoke a feeling of risk in consumers and then provide information and support to reduce the perceived risk.

**Stage 5: Post purchase Behavior**

After purchasing the product, the consumer moves into the final stage of the consumer buying process, in which he or she will experience some level of satisfaction or dissatisfaction. This is why the marketer’s job does not end when the product is bought. In particular, marketers must monitor post purchase satisfaction, post purchase actions, and post purchase product uses.

**Post purchase Satisfaction** The buyer’s satisfaction with a purchase is a function of the closeness between the buyer’s expectations and the product’s perceived performance. If performance falls short of expectations; the customer is disappointed; if it meets expectations, the customer is satisfied; if it exceeds expectations, the customer is delighted. These feelings of satisfaction influence whether the customer buys the product again and talks favorably or unfavorably about the product to others. The importance of post purchase satisfaction suggests that product claims must
truthfully represent the product’s likely performance. Some sellers might even understate performance levels so that consumers experience higher-than-expected satisfaction with the product.

**Post purchase Actions** The consumer’s satisfaction or dissatisfaction with the product after purchase will influence subsequent behavior. Satisfied consumers will be more likely to purchase the product again. Dissatisfied consumers, on the other hand, may abandon or return the product; seek information that confirms its high value; take public action by complaining to the company, going to a lawyer, or complaining to government agencies and other groups; or take private actions such as not buying the product or warning friends. In these cases, the seller has done a poor job of satisfying the customer. Marketers can use post purchase communications to buyers as a way to reduce product returns and order cancellations. Computer companies, for example, might take a number of actions, including sending e-mail messages to new buyers congratulating them on having selected a fine computer, placing ads showing satisfied brand owners, soliciting customer suggestions for improvements, and providing channels for speedy resolution of customer complaints. ix

### 2.2.6.2 Factors influencing Consumer’s Buying Behaviour

A consumer’s buying behavior is influenced by cultural, social, personal, and psychological factors.

1. **Cultural Factors Influencing Buyer Behavior**

Culture, subculture, and social class are particularly important influences on consumer buying behavior.

1. **Culture**

Culture is the most fundamental determinant of a person’s wants and behavior. A child growing up in the United States is exposed to these broad cultural values: achievement and success, activity, efficiency and practicality, progress, material comfort, individualism, freedom, external comfort, humanitarianism, and youthfulness.

2. **Subculture**

Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial
groups, and geographic regions. Many subcultures make up important market segments, leading marketers to tailor products and marketing programs to their needs.

3. Social class

Social classes are relatively homogeneous and enduring divisions in a society. They are hierarchically ordered and their members share similar values, interests, and behavior. Social classes reflect income as well as occupation, education, and other indicators. Those within each social class tend to behave more alike than do persons from different social classes. Also, within the culture, persons are perceived as occupying inferior or superior positions according to social class. Social class is indicated by a cluster of variables rather than by any single variable. Still, individuals can move from one social class to another—up or down—during their lifetime. Because social classes often show distinct product and brand preferences, some marketers focus their efforts on one social class.

2. Social Factors Influencing Buyer Behavior

In addition to cultural factors, a consumer’s behavior is influenced by such social factors as reference groups, family, and social roles and statuses.

1. Reference Groups

Reference groups consist of all of the groups that have a direct (face-to-face) or indirect influence on a person’s attitudes or behavior. Groups that have a direct influence on a person are called membership groups. Some primary membership groups are family, friends, neighbors, and co-workers, with whom individuals interact fairly continuously and informally. Secondary groups, such as professional and trade-union groups, tend to be more formal and require less continuous interaction. Reference groups expose people to new behaviors and lifestyles, influence attitudes and self-concept, and create pressures for conformity that may affect product and brand choices. People are also influenced by groups to which they do not belong. Aspirational groups are those the person hopes to join; dissociative groups are those whose values or behavior an individual rejects.

Although marketers try to identify target customers’ reference groups, the level of reference-group influence varies among products and brands. Manufacturers of products and brands with strong group influence must reach and influence the opinion leaders in these reference groups. An opinion leader is the person in informal product related communications who offers advice or information about a product or product...
Review of literature

category. Marketers try to reach opinion leaders by identifying demographic and psychographic characteristics associated with opinion leadership, identifying the preferred media of opinion leaders, and directing messages at the opinion leaders.

2. Family

The family is the most important consumer-buying organization in society, and it has been researched extensively. The family of orientation consists of one’s parents and siblings. From parents, a person acquires an orientation toward religion, politics, and economics as well as a sense of personal ambition, self-worth, and love. A more direct influence on the everyday buying behavior of adults is the family of procreation—namely, one’s spouse and children. Marketers are interested in the roles and relative influence of the husband, wife, and children in the purchase of a large variety of products and services. These roles vary widely in different cultures and social classes.

3. Roles and Statuses

A person participates in many groups, such as family, clubs, or organizations. The person’s position in each group can be defined in terms of role and status. A role consists of the activities that a person is expected to perform. Each role carries a status. A Supreme Court justice has more status than a sales manager, and a sales manager has more status than an administrative assistant. In general, people choose products that communicate their role and status in society. Thus, company presidents often drive Mercedes, wear expensive suits, and drink Chivas Regal scotch. Savvy marketers are aware of the status symbol potential of products and brands.

3. Personal Factors Influencing Buyer Behavior

Cultural and social factors are just two of the four major factors that influence consumer buying behavior. The third factor is personal characteristics, including the buyer’s age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept.

1. Age and Stage in the Life Cycle

People buy different goods and services over a lifetime. They eat baby food in the early years, most foods in the growing and mature years, and special diets in the later years. Taste in clothes, furniture, and recreation is also age-related, which is why marketers smart are attentive to the influence of age.
Similarly, consumption is shaped by the family life cycle. The traditional family lifecycle covers stages in adult lives, starting with independence from parents and continuing into marriage, child-rearing, empty-nest years, retirement, and later life. Marketers often choose a specific group from this traditional life-cycle as their target market. Yet target households are not always family based: There are also single households, gay households, and cohabitor households.

Some recent research has identified psychological life-cycle stages. Adults experience certain “passages” or “transformations” as they go through life. Leading marketers pay close attention to changing life circumstances—divorce, widowhood, remarriage—and their effect on consumption behavior.

2. Occupation and Economic Circumstances

Occupation also influences a person’s consumption pattern. A blue-collar worker will buy work clothes and lunchboxes, while a company president will buy expensive suits and a country club membership. For this reason, marketers should identify the occupational groups that are more interested in their products and services, and consider specializing their products for certain occupations. Software manufacturers, for example, have developed special programs for lawyers, physicians, and other occupational groups. In addition, product choice is greatly affected by a consumer’s economic circumstances: spendable income (level, stability, and time pattern), savings and assets (including the percentage that is liquid), debts, borrowing power, and attitude toward spending versus saving. Thus, marketers of income-sensitive goods must track trends in personal income, savings, and interest rates. If a recession is likely, marketers can redesign, reposition, and reprise their products to offer more value to target customers.

3. Lifestyle

People from the same subculture, social class, and occupation may actually lead quite different lifestyles. A lifestyle is the person’s pattern of living in the world as expressed in activities, interests, and opinions. Lifestyle portrays the “whole person” interacting with his or her environment.

Successful marketers search for relationships between their products and lifestyle groups. For example, a computer manufacturer might find that most computer buyers are achievement-oriented. The marketer may then aim its brand more clearly at the achiever lifestyle. Psychographics is the science of measuring and categorizing
consumer lifestyles. One of the most popular classifications based on psychographic measurements is SRI International’s Values and Lifestyles (VALS) framework. The VALS 2 system classifies all U.S. adults into eight groups based on psychological attributes drawn from survey responses to demographic, attitudinal, and behavioral questions, including questions about Internet usage. The major tendencies of these groups are:


2. Fulfilleds: Mature, satisfied, comfortable, and reflective people who favor durability, functionality, and value in products.

3. Achievers: Successful, career- and work-oriented consumers who favor established, prestige products that demonstrate success.

4. Experiencers: Young, vital, enthusiastic, impulsive, and rebellious people who spend much of their income on clothing, fast food, music, movies, and video.

5. Believers: Conservative, conventional, and traditional people who favor familiar products and established brands.

6. Strivers: Uncertain, insecure, approval-seeking, resource constrained consumers who favor stylish products that emulate the purchases of wealthier people.

7. Makers: Practical, self-sufficient, traditional, and family-oriented people who favor products with a practical or functional purpose, such as tools and fishing equipment.

8. Strugglers: Elderly, resigned, passive, concerned, and resource-constrained consumers who are cautious and loyal to favorite brands.

Although psychographics is a valid and valued methodology for many marketers, social scientists are realizing that older tools for predicting consumer behavior are not always applicable to the use of the Internet or on-line services and purchases of technology products. As a result, researchers are coming up with new research methods for segmenting consumers based on technology types. Forrester Research’s Techno graphics system segments consumers according to motivation, desire, and ability to invest in technology; SRI’s i VALS system segments consumers into segments based on Internet usage.

Lifestyle segmentation schemes vary by culture. McCann-Erickson London, for example, has identified these British lifestyles: Avant-Gardians (interested in change);
Pontificators (traditionalists); Chameleons (follow the crowd); and Sleepwalkers (contented underachievers). The advertising agency D’Arcy, Masius, Benton & Bowles has identified these segments of Russian consumers: “Kuptsi” (merchants), “Cossacks” (ambitious and status seeking), “Students,” “Business Executives,” and “Russian Souls” (passive, fearful of choices).

4. Personality and Self-Concept

Each person has a distinct personality that influences buying behavior. Personality refers to the distinguishing psychological characteristics that lead to relatively consistent and enduring responses to environment. Personality is usually described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability.

Personality can be useful in analyzing consumer behavior, provided that personality types can be classified accurately and that strong correlations exist between certain personality types and product or brand choices. For example, a computer company might discover that many prospects show high self-confidence, dominance, and autonomy, suggesting that computer ads should appeal to these traits. Self-concept (or self-image) is related to personality. Marketers often try to develop brand images that match the target market’s self-image. Yet it is possible that a person’s actual self-concept (how she views herself) differs from her ideal self-concept (how she would like to view herself) and from her others-self-concept (how she thinks others see her). Which self will she try to satisfy in making a purchase? Because it is difficult to answer this question, self-concept theory has had a mixed record of success in predicting consumer responses to brand images.

5. Psychological Factors Influencing Buyer Behavior

Psychological factors are the fourth major influence on consumer buying behavior (in addition to cultural, social, and personal factors). In general, a person’s buying choices are influenced by the psychological factors of motivation, perception, learning, beliefs, and attitudes.

1. Motivation

A person has many needs at any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, discomfort. Other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging. A need becomes a motive when it is aroused to a
sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act.

Psychologists have developed theories of human motivation. Three of the best-known—the theories of Sigmund Freud, Abraham Maslow, and Frederick Herzberg—carry quite different implications for consumer analysis and marketing strategy.

A) Freud’s theory. Sigmund Freud assumed that the psychological forces shaping people’s behavior are largely unconscious, and that a person cannot fully understand his or her own motivations. A technique called laddering can be used to trace a person’s motivations from the stated instrumental ones to the more terminal ones. Then the marketer can decide at what level to develop the message and appeal. In line with Freud’s theory, consumers react not only to the stated capabilities of specific brands, but also to other, less conscious cues. Successful marketers are therefore mindful that shape, size, weight, material, color, and brand name can all trigger certain associations and emotions.

B) Maslow’s theory. Abraham Maslow sought to explain why people are driven by particular needs at particular times. His theory is that human needs are arranged in a hierarchy, from the most to the least pressing. In order of importance, these five categories are physiological, safety, social, esteem, and self-actualization needs. A consumer will try to satisfy the most important need first; when that need is satisfied, the person will try to satisfy the next-most-pressing need. Maslow’s theory helps marketers understand how various products fit into the plans, goals, and lives of consumers.

c) Herzberg’s theory. Frederick Herzberg developed a two-factor theory that distinguishes dissatisfiers (factors that cause dissatisfaction) from satisfiers (factors that cause satisfaction). The absence of dissatisfiers is not enough; satisfiers must be actively present to motivate a purchase. For example, a computer that comes without a warranty would be a dissatisfier. Yet the presence of a product warranty would not act as a satisfier or motivator of a purchase, because it is not a source of intrinsic satisfaction with the computer. Ease of use would, however, be a satisfier for a computer buyer. In line with this theory, marketers should avoid dissatisfiers that might unseal their products. They should also identify and supply the major satisfiers or motivators of purchase, because these satisfiers determine which brand consumers will buy.
2. Perception

A motivated person is ready to act, yet how that person actually acts is influenced by his or her perception of the situation. Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. Perception depends not only on physical stimuli, but also on the stimuli’s relation to the surrounding field and on conditions within the individual. The key word is individual. Individuals can have different perceptions of the same object because of three perceptual processes: selective attention, selective distortion, and selective retention.

a) Selective attention. People are exposed to many daily stimuli such as ads; most of these stimuli are screened out—a process called selective attention. The end result is that marketers have to work hard to attract consumers’ attention. Through research, marketers have learned that people are more likely to notice stimuli that relate to a current need, which is why car shoppers notice car ads but not appliance ads. Furthermore, people are more likely to notice stimuli that they anticipate—such as foods being promoted on a food Web site. And people are more likely to notice stimuli whose deviations are large in relation to the normal size of the stimuli, such as a banner ad offering $100 (not just $5) off a product’s list price.

b) Selective distortion. Even noticed stimuli do not always come across the way that marketers intend. Selective distortion is the tendency to twist information into personal meanings and interpret information in a way that fits our preconceptions. Unfortunately, marketers can do little about selective distortion.

c) Selective retention. People forget much that they learn but tend to retain information that supports their attitudes and beliefs. Because of selective retention, we are likely to remember good points mentioned about a product we like and forget good points mentioned about competing products. Selective retention explains why marketers use drama and repetition in messages to target audiences.

3. Learning

When people act, they learn. Learning involves changes in an individual’s behavior that arise from experience. Most human behavior is learned. Theorists believe that learning is produced through the interplay of drives, stimuli, cues, responses, and reinforcement. A drive is a strong internal stimulus that impels action. Cues are minor stimuli that determine when, where, and how a person responds. Suppose you buy an
IBM computer. If your experience is rewarding, your response to computers and IBM will be positively reinforced. Later, when you want to buy a printer, you may assume that because IBM makes good computers, it also makes good printers. You have now generalized your response to similar stimuli. A countertendency to generalization is discrimination, in which the person learns to recognize differences in sets of similar stimuli and adjust responses accordingly. Applying learning theory, marketers can build up demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement.

4. Beliefs and Attitudes

Through doing and learning, people acquire beliefs and attitudes that, in turn, influence buying behavior. A belief is a descriptive thought that a person holds about something. Beliefs may be based on knowledge, opinion, or faith, and they may or may not carry an emotional charge. Of course, manufacturers are very interested in the beliefs that people have about their products and services. These beliefs make up product and brand images, and people act on their images. If some beliefs are wrong and inhibit purchase, the manufacturer will want to launch a campaign to correct these beliefs.

Particularly important to global marketers is the fact that buyers often hold distinct beliefs about brands or products based on their country of origin. Studies have found, for example, that the impact of country of origin varies with the type of product. Consumers want to know where a car was made but not where lubricating oil came from. In addition, attitudes toward country of origin can change over time; Japan, for instance, had a poor quality image before World War II.

A company has several options when its products’ place of origin turns off consumers.

The company can consider co-production with a foreign company that has a better name. Another alternative is to hire a well-known celebrity to endorse the product. Or the company can adopt a strategy to achieve world-class quality in the local industry, as is the case with Belgian chocolates and Colombian coffee. This is what South African wineries are attempting to do as their wine exports increase. South African wines have been hurt by the perception that the country’s vineyards are primitive in comparison to those in other countries and that wine farmers
are continuing crude labor practices. In reality, South Africa’s wine farmers have improved the lives of their workers. “Wine is such a product of origin that we cannot succeed if South Africa doesn’t look good,” says Willem Barnard, chief executive of the Ko-operatieve Wijnbouwers Vereniging, the farmers’ co-op that dominates the industry.

Attitudes are just as important as beliefs for influencing buying behavior. An attitude is a person’s enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea. People have attitudes toward almost everything: religion, politics, clothes, music, and food. Attitudes put them into a flame of mind of liking or disliking an object, moving toward or away from it.

Attitudes lead people to behave in a fairly consistent way toward similar objects. Because attitudes economize on energy and thought, they are very difficult to change; to change a single attitude may require major adjustments in other attitudes. Thus, a company would be well advised to fit its product into existing attitudes rather than to try to change people’s attitudes. Of course, trying to change attitudes can pay off occasionally. Look at the milk industry. By the early 1990s, milk consumption had been in decline for 25 years, because the general perception was that milk was unhealthy, outdated, and just for kids, or only good with cookies and cakes. Then the National Fluid Milk Processor Education Program kicked off a multi-million dollar print ad campaign featuring milk be-mustached celebrities like Hanson and Tyra Banks with the tag line “Where’s your mustache?” The wildly popular campaign has changed attitudes and, in the process, boosted milk consumption. The milk producers have also established an on-line Club Milk (www.whymilk.com), limiting membership to people who pledge to drink three glasses of milk a day.

2.2.6.3 Socio Economic Class

Market Research Society of India has developed Socio-Economic Classification-2011, “The New Sec System”. According to this system, the classification of households in India is based on two variables:

1. Education of chief wage earner in the family.

2. Number of “consumer durables” (from a predefined list)-owned by the family. The list has 11 items, ranging from ‘electricity connection’ and ‘agricultural land’-to cars and air conditioners
On the basis of these parameters, 12 grades in the new SEC system, ranging from A1, A2, A3, B1, B2, C1, C2, D1, D2, E1, E2 and E3 has been developed.

2.3 Related News/Articles

1. “Green washing in the time of climate change”
(Article published on Sunday, 27 September 2009 - 9:35am IST | Place: Ahmadabad, Agency: DNA by Mallika Sarabhai)

The current backslapping and self-congratulatory award functions organized by the “green” building lobby and the institutions that certify the depth of the greenness of the buildings, remind me of stupid questions.

If someone were to ask you, which route you preferred while travelling from Delhi to Chennai, the options being via Jammu and via Chandigarh, what would your response be? If someone asked a poor village whether she preferred milk with four per cent fat to that with three per cent, what would her answer be? If someone asked a friend whether, in case he developed cancer, he would prefer cancer of the lungs or the stomach, what would his answer be?

Some questions are stupid, not because their answers will be stupid, but because the framing of the question itself is faulty. The current backslapping and self-congratulatory award functions organized by the “green” building lobby and the institutions that certify the depth of the greenness of the buildings, remind me of questions like these.

Without doubt, inherently, India is the most “recycling” society. Yes, today this may be poverty-driven; but think of the number of crafts that have developed from this basic attitude of not wasting and of being frugal. The beautiful kantha embroidery is just one such, where old and softened clothes are layered into soft coverings for a baby. It is really Western modernity that has brought the throw-away culture to us, with modern-day packaging and one-shot products huge culprits. But what has this to do with architects?

In the early 1990’s, the US set up LEEDS — Leadership in Energy and Environmental Design — to certify buildings that made an effort towards cutting down on the huge energy bills that US buildings ran up and to encourage architects to
think smaller than jumbo size. But the US was already a country that was overusing resources vastly.

So when, in typical fashion, we copy LEEDS in India, should we be doing so with the same or similar parameters? After all, we consume a tiny portion of the electricity and gas they do. So shouldn’t we be thinking of this differently? Here are two examples of why mimicking the West in this is really daft. Because of cold climates and very grey skies for much of the year, many buildings in the West started using huge amounts of glass. This heated the insides and brought in lots of light. Most of India is hot or hotter. But we still copy our “betters” unblinkingly, so lots of architects here too started using huge amounts of glass, thereby needing even huge amounts of electricity for the extensive air-conditioning systems. The LEEDS criteria suggest that if a building façade is less than 50 per cent glass, it qualifies as a green building! But shouldn’t we be trying to build without glass and not use the extra energy in the first place? Shouldn’t we be using passive cooling that is so successful that it circumvents the very need for air conditioning? (And now, to further green wash us, there is even eco-friendly glass, that assuages the slight guilt that architects might suffer from, and to qualify for accreditation as a LEEDS architect or buildings.)

Another example: Using local building material gets you points as a green builder. But what is the definition of local? 50 km? 100? 200? No, for this the definition of local is 500 miles! That means that if you were building in Nagpur, Delhi and Hyderabad are both considered local and therefore get you green points. But I suppose for architects who normally import Carerra marble from Italy, this would be a change for the better.

Building bhungas in Kutch that withstand earthquakes is green. Using traditional lime plaster that keeps homes cool is green. Using bamboo frameworks for buildings and for low-cost windmills, if you are in bamboo country, is green. Using rammed earth or sun-dried mud blocks instead of kiln-baked bricks is green (and safe - mud buildings in Yemen have stood 1,000 years with minimal damage. And look at our concrete buildings from the 1960’s and 70’s.)
But to play by American rules and get certifications, citations and awards for reducing wasteful building methods and materials, which shouldn’t be used in the first place, is no more than green washing the truth.

2. Ecocert’s Certification for Small Groups of Farmer Entrepreneurs-A Boon for Domestic Organic Trade

Ecocert India, leading certification organization in organic agriculture, with special vision for domestic market development, has recently launched a fairly charged certification program for small groups of farmer entrepreneurs.

Aurangabad, Maharashtra -- (SBWIRE) -- 01/25/2012 -- Aurangabad, Organized organic agriculture movement, started way back in early 90s in India is well established now. Be it inspired by the Individual organic agricultural reformers spread across the country or the national, international NGOs, or some religious groups who are promoting non-violent organic farming and consumption of chemical free food among devotees, organic farming is something which is known to every Indian farmer. In almost every village one can find organic farmers practicing organic agriculture with devotion, largely in small groups with mutual support of similar peers of who share same ideals.

“It is for these unsung heroes Ecocert thought of launching a certification program; mainly to facilitate their access to soaring domestic organic market in India.”, said Dr Selvam Daniel, Managing Director of Ecocert India. “Usually what we get to see is that these self motivated organic farmers are totally disconnected from the organized organic market in the country. They practice organic out of sheer passion for organic and natural farming remaining isolated from the mainstream. But eventually end up selling their ‘safe’ produce in the local markets or within their health-conscious friends’ circle in low prices. On the other end we get to see the millions of health conscious consumers craving desperately for the authentic organic produce and with no or limited access to that.”

“Where organic food is available in big super markets, it is so highly expensive that consumer prefers continuing to buy the hazardous conventional produce than to buy organic products. Again many a times the most essential claims of independent
certification are missing from organic products. Facilitating this bringing together of the right producer and right consumer is a real challenge the organic movement in India at the moment is facing” says Dr. Daniel “The new scheme is meant for certifying small groups of 25-30 organic farmers in a given village or village development council. Any farmer whose land is less than 4 ha or 10 acres is considered as small farmer and can be a member of the group. Hence ideally around 250 acres of organic land could be brought under third party certification along with a small processing unit for single ingredient product viz. jaggery, ghee, rice, pulses, turmeric or chili powder etc. The certification cost for such groups is Rs 1400 per farmer annually. The costs involved are thus very affordable for getting certified the processed organic products at farm level. “, said Dr Amol Nirban, Business Development Manager of Ecocert India.

But still the question of linking these small groups to trustworthy domestic markets remains an important issue to be addressed.

Communication Strategist of Ecocert India Mr Rahul Motiyele says, “Ecocert India’s representatives are now present in every major part of the country. There they locally participate in every important trade expos, farmer markets, organize retailers’ or agri-entrepreneurs’ conventions. These platforms generate good amount of inquiries from the traders’ side. Few of them could be interested in starting their own retail shops or chains, home delivery program of both raw food and lunch boxes and their own restaurants. While many of the traders are interested in B2C transactions, few are interested in acting as vendors supplying organic produce in bulk to other enterprises and also some organizations viz. old age homes, hospitals, college or school cafeterias etc. Many of these aspiring organic entrepreneurs have no idea from where they could source authentic organic produce. It is at this point Eco cert’s new scheme can make the difference we feel.” Says Motiyele.

These interested organic traders could be encouraged by local Ecocert representatives to directly link with the organic farmers’ small groups for sourcing the required commodities. E.g. a retailer in NOIDA can actually identify a suitable organic farmers’ group or groups in the nearby region with the help of local Ecocert representative and directly share with them the annual cropping calendar of his/her
choice with them. It is easier for a retailer from the logistic point of view since such farmers are located in the radius of 5-10 km only and they can provide the organic products of desirable choice in desirable quantities.

“The traders are not required to bear the costs of certification if they don’t wish to, since they are so moderate that even farmers themselves can bear. My frequent discussions with small groups of organic farmers in need of a right buyer have revealed this fact.” says Mr. Vijay Deshwal, Ecocert representative for Delhi, Haryana, Punjab and Himachal Pradesh. “A mere guarantee of an assured recognized organic market is enough for an enthusiastic organic farmers’ group. Application for their group’s certification is the most obvious step by farmers in such situation.”

“Certification of Organized Grower Groups (OGG) is not a new concept. But we have launched this program for small groups. Small groups always prove to be more efficient when it comes to complying with organic standards thanks to the sheer size of the group which makes mutual interactions, knowledge gain, and peer pressure, peer appraisal etc possible. There is no need to hire an Internal Control System which is comprised of paid workers, from outside. Farmers’ representatives in such a small group can delegate among themselves these responsibilities of internal inspection, field extension officer, purchase officer, input distribution in charge and convener for certification etc. The harmonious atmosphere in the close knit group enables better internal control and smooth functioning.” says Dr. Daniel.

“Ecocert has developed working guidelines for effective functioning of these groups. These guidelines conform to National Program of Organic Production. The official advertisement for this scheme is done weekly in Maharashtra through a famous agricultural daily Agrowon. We will repeat the same experiment in other parts of the country.” says Nirban.

“Small groups’ certification, small and direct supply chains and very small burden on the budget of organic farmers as well as the consumers is what characterizes this program! The program will alleviate soon the hurdles in domestic organic market development in India!” opines Nirban.
2.4 Conclusion

The researcher studied various research articles from around the world. This thorough literature review helped a researcher to develop suitable research frame for this research. Concepts, like, green buying behavior, eco friendly product, Fast Moving Consumer Good, Buying Process, Factors affecting buying behavior were the integral part of conducting the research about green buying behavior. With this primary platform development for the research, the researcher moved to examine the status of Eco friendly product industry in India.

Thus, the following chapter will talk about an overview of Eco friendly products industry in India.

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