**Market Research Project**

**Green Purchase Behavior of Millennials in India**



**SUBMITTED TO SUBMITTED BY**

**DR. SUBHENDU DEY SATTIK MOHANTA**

**(FPBR2022/095)**

**Certificate**

The following Paper 1, titled “**Green Purchase Behavior of Millennials in India”**, is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned does not necessarily endorse or approve any statement made, opinion expressed, or conclusions drawn internally, but approve the report only for the academic purpose for which it is submitted.

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**Theme Paper 1**

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**Introduction:**

The rapid proliferation of environmental concerns, sustainability challenges, and increased level of consumer awareness about environmental deterioration have positioned green consumption with social relevance (Barbarossa and De Pelsmackern (2016), Johnstone, and Tan (2015), Patel (2017), Seifi (2012), Swim (2012). Green products present as one of the solutions for environmental sustainability issues. This research reveals the factors explaining the purchase intention toward green products among young consumers. Young consumers (Millennials) are beginner-level consumers who have to play an important role to take responsibility for preserving the environment. Theory of Planned Behavior (TPB) is selected as the main theoretical framework in this research alongside some other variables (environmental concern, environmental knowledge, and willingness to pay), which are added in the research model to expand TPB application.

This study explores the relationships between environmental attitude, green product knowledge, attitude towards purchasing green products, green product purchasing intention, and green purchasing behavior Using a cross-sectional online survey approach.

Understanding green purchase behavior (GPB) and consumers’ attitude toward environmentally friendly products can be useful for corporations exploring insights on sustainable marketing models for the business market, by Carrete (2012), and Thøgersen (2015). To facilitate sustainable movement, green consumption, and conservation, behavioral factors are being explored in emerging economies Ali (2010), and Mainardes (2017), as well as Chu and Chiu (2003). This study explores the relationships between environmental attitude, green product knowledge, attitude towards purchasing green products, green product purchasing intention, and green purchasing behavior. The findings indicate that there are positive associations between the following pairs of variables: environmental attitude and attitude towards green purchasing; green product knowledge and green purchasing intention; green product knowledge and green purchasing behavior; attitude towards green purchasing and green purchasing intention; green purchasing intention and green purchasing behavior; as well as a non-significant relationship between green product knowledge and attitude towards green. The findings reported that the Theory of Reasoned Action fully supported the students’ intention to buy green products, which then affects their green purchase behavior. The inclusion of additional constructs to the proposed model was partially supported. The study results highlight the importance of considering product knowledge and other attitudinal factors—specifically environmental attitude and attitude towards green purchasing—when marketing environmentally-friendly products to college-level students.

**Keywords:**

**Keywords: Perception; Attitude; Influence; Green Purchasing Behavior; Green Purchasing Behaviour; Theory of Reasoned Action; Theory of Planned Behavior; India; Millennials**

**Literature Review**

The World is identifying and adapting to the need for green products, which can be done with the help of environmental marketing, and ecological marketing, which gives the same meaning to the research area. Especially the FMCG sector, which is a considerably large sector in the economy which needs to open its eyes to eco-friendliness. As society becomes more burdened with environmental pollution and unethical business practices, now both consumers and business organizations are concerned with the natural environment. So, businesses require to adapt their behavior in an attempt to address this society's new concerns.

Western societies realized the need to protect the natural environment early in the 60s, and 70s. Hence, most of the research on consumer green behavior has focused on developed western countries. Green consumerism is catching up slowly in developing nations (esp. India) due to increasing environmental damage caused by rapid industrialization resulting in various health problems.

The term “green products” is defined as “products that will not pollute the earth or deplore natural resources, and [that] can be recycled or conserved” (“Green Products”), Shamdasani (1993). To promote Green Products, marketers must focus on consumer preferences and decision-making processes, by Cherrier (2011). Nevertheless, marketers have not succeeded at selling Green Products, due to environmentally concerned consumers’ fluctuating preference for these products, by Ha and Janda (2012), as well as Kilbourne, and Pickett (2008), despite the remarkable growth rate in these consumers Schlegelmilch (1996). To tackle this issue, Barber (2010) recommended that scholars investigate consumers’ adaptability of sustainable practices, attitudes, and purchase intentions for Green Products.

Since social, cultural, and economic factors of a society set the ground for green consumerism by shaping the way consumers think and use green products, it is important to study consumer intentions and behaviors toward green products in developing economies. In this direction, the present research attempts to study the sensitivity, green purchase Behavior (GPB), and sensitivity (perception towards green products, and attitude regarding it) of young, educated consumers (millennials) in India. This study from the Indian context holds special significance due to several reasons:

India is the fastest-growing major economy, with a growth rate of 7.6 % in 2015-2016, and the second-largest population base (1.32 Bn), resulting in rapid industrialization and hence environment degradation.

India is one of the most polluted countries, with around 30 Indian cities figuring in the top 100 most-polluted global cities across the world, as per May 2016 data published by World Health Organization (WHO), pollution kills 1.2 million people in India every year and India faces three % of GDP decline every year due to pollution (Times of India).

Although Indian consumers have been reported to be more conscious of their environmental impact than consumers from Brazil, Russia, Germany, Canada, Australia, and America (Greendex, 2012), very limited research has focused on examining their intent and behavior toward green products and services. In this context, this study focuses on examining the consumer attitude and perception towards green products.

Cherian and Jacob (2012) stated consumers’ attitudes towards environment-friendly products. They presented a conceptual framework of green marketing and various ways in which different consumer attributes are related to the concept of green marketing. It was concluded that there is a need for green marketing and a need for a shift in consumer behavior and attitude towards an environmentally friendly lifestyle. The researchers recommended exploring the factors that encourage consumers to cooperate with green marketing— that is, through green product usage.

The theory of planned behavior is to combine additional dimensions of behavioral control perceptions as determinants of behavioral intentions, by Ajzen (1991). The theory of planned behavior has been applied to the study of the relationship between attitudes toward behavior, subjective norms, and perceptions of behavioral control, behavioral intentions, and behaviors in various fields such as advertising, public relations, campaigns, health, and others. The intention is the most important supporter of human behavior, always being able to utilize information is the rational side of being human, by Paul (2016).

**Problem Statement**

The research presented here addresses the reasons behind the environment-friendly consumption by the millennials. In other words, this research seeks to study the green purchasing decisions of millennials.

**Research Objectives**

The mission of the research is to address the following issues -

* What are the reasons that influence millennials to buy green products?
* Consumers’ sensitivity (attitude, perception) towards the green purchase.

**Research Process**

First, we defined the research problem(s), and associated objectives. The subsequent step was to develop the survey questionnaire to gather the sample data we needed to analyze based on our objectives. The next step was to form a literature review (referenced from various research sources on associated articles), later upon surveying and gathered the sample data from respondents, we analyzed the results, determined the conclusions, and prepared the research report.

**Sampling and Statistical Method**

**Sampling**-We approached several respondents with specific survey questions that we hoped would generate appropriate research data for our research objective. For that, we created a (convenient) online survey form with the help of google form and collected responses through the same.

**Statistical approach-**

Stratum - Demographic Parameters.

[Note: each stratum themselves must be homogeneous]

* + - 1. Age range (Millennials)
      2. Gender
      3. Location (respondents’ input)
      4. Education
      5. Profession
      6. City Tiers
      7. Income range

Can be used especially. For income /age subset – if mutually exclusive (esp. M/F/Others),

Additionally, can be proportionate/disproportionate (based on analytical consideration- variability of the respondents).

[Note: proportionate – specific criteria (location (state/city tiers),

No. of individual samples (x% samples in Y population, no. =(Y/x%)

Age, income – predefined range (undergraduate/graduate, male, and female are defined, groups)

% Or the ratio of sample strata among strata population]

Clustering

(Note: each cluster is designed to be heterogeneous (C1 =Age and(M/F/Others), C2= (M/F/Others), and Income C3= Age+ Income… etc.)

|  |  |  |
| --- | --- | --- |
| *C1 ≠ C2* | | |
| *C1* | *Male* | * *Education* |
| *C2* | *Female* | * *City* |
| *C1 / C3≠C4* | | |
| *C3* | *Others* | * *Occupation* |
| *C4* | *Female* | * *Age* |
| * *C1 / C2 / C4 ≠ C5* | | |
| *C5* | *Others* | *● Income Range* |

Additionally, Reliability, validity tests, Chi-square, Annova, Cross Tabulations, Correlation, Multilinear regression, T-test, Normality, Parametric and non-Parametric test were done to satisfy the necessary conditions (i.e., hypothesis testing, normal distribution, significance level, correlation type, etc.)

**Sample Size**

Because the survey questionnaire focuses on categorical data (such as frequency of buying behavior of and know about cloud kitchen., we found the sample size using the Percentage Confidence Interval Formula for Sample Size. The equation is shown below:

n = z^2 \* (p\*q) / e^2

n = Sample size

p = estimated percentage in the population

q = 100-p

e = acceptable error (sought accuracy level)

The convenience sample we used for our research was rich with relevant individuals, so we set p at the value of 85%. Z was set to the standard 95% confidence level, 1.96, at 90%, it’s 1.645. Similarly, we set the desired accuracy level to the often-used value of 6%

n = (1.645) ^2 \* (85\*15) / (5) ^2 =138

|| n = (1.96) ^2 \* (90\*10) / (5) ^2 = 138

responses

Despite our best efforts, we could not get 138 respondents, instead of achieving a total of 82. This reduced number of respondents resulted in a slightly higher error rate. Calculating for the actual error rate:

e = (1.96) \*SQRT [p\*q / n]

= (1.96) \* SQRT [90 \* 10/ 82] or,

= 6.49

e= (1.645) \*SQRT [90\*10/82] = 6.49

The resulting actual error of 6.49% was believed to be close enough to the desired value of 5%, hence we can move forward with the research.

**Hypothesis:**

**H01:** Influences significantly factor into purchasing green products

**Ha1**: Influences does not factor into purchasing green products

**H02:** confirmation of purchase influences sensitivity

**Ha2**: confirmation of purchase does not influence sensitivity towards the green products

**Market Research Project**

**Green Purchase Behavior of Millennials in India**



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The following Paper 2, titled “**Green Purchase Behavior of Millennials in India”**, is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned does not necessarily endorse or approve any statement made, opinion expressed, or conclusions drawn internally, but approve the report only for the academic purpose for which it is submitted.

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**Theme Paper 2**

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**Questionnaire**

The questionnaire consists of 15 questions, which were filled up by the respondents. A questionnaire was designed in such a manner that it has close-ended questions. Ranking and rated questions. It was also designed to collect information about the demographic profile of the respondents, such as age, gender, profession. In addition to this, various questions related to their experience of using food delivery apps were also asked.

Age

20-25

26-30

31-36

>37

Gender

Female

Male

Others

Location (state/UT)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City Tier

Metropolitan

Tier 1

Tier 2

Tier three

Other

Education

Diploma

Undergrad

Post-grad

Doctoral

Post-doctoral

Practitioner (law, medicine, etc.)

Occupation

Student

Working Professional

Business Owner

Freelancer

Homemaker

Income Status (₹ Annual)

1.00,000-30,00,000

3,01,000-4,00,000

4,01,000-,,5,00,000

>5,01,000

(Q 8,9,10,11,12 Indicate Reasons/Influences and Q 13, 14, 15 Indicate Sensitivity- attitude, perception)

Do you purchase green (Eco-Friendly Products)?

Yes

No

If your answer to Q8 is No, please pick the reason for that (You may choose more than one) (Influence)

Cost (too expensive for the value they perceive)

Less accessible in my region

I feel that they have little /no benefit

Products are overly hyped

Confused about the value they perceive

No specific reason

If your answer to Q8 is Yes, please pick the reason for that (You may choose more than one) (Influence)

To emulate my peers

Conscious about the benefits of green products

Products are beneficial for me

Genuinely care about the issues they deal with

They utilize innovative technology.

What’s your resource for information on green products (you may choose more than one)? (Influence)

TV ads

Newspaper

Social media

Websites/ E-commerce sites

Email/Newsletters

Word of Mouth

Department stores/ Retail outlets

Local shops/convenience stores

Which factor(s) do you consider before purchasing green? (You may choose more than one) (Influence)

Quality

Price/Cost

Brand

Benefit

Approximately how many times do you purchase in a month? (Frequency of Purchase/ Consumer Intention/Attitude)

Once a week

Twice a week

Fortnightly

Once a month

To what extent do you agree or disagree with the following (rating 1-5)? (Perception)

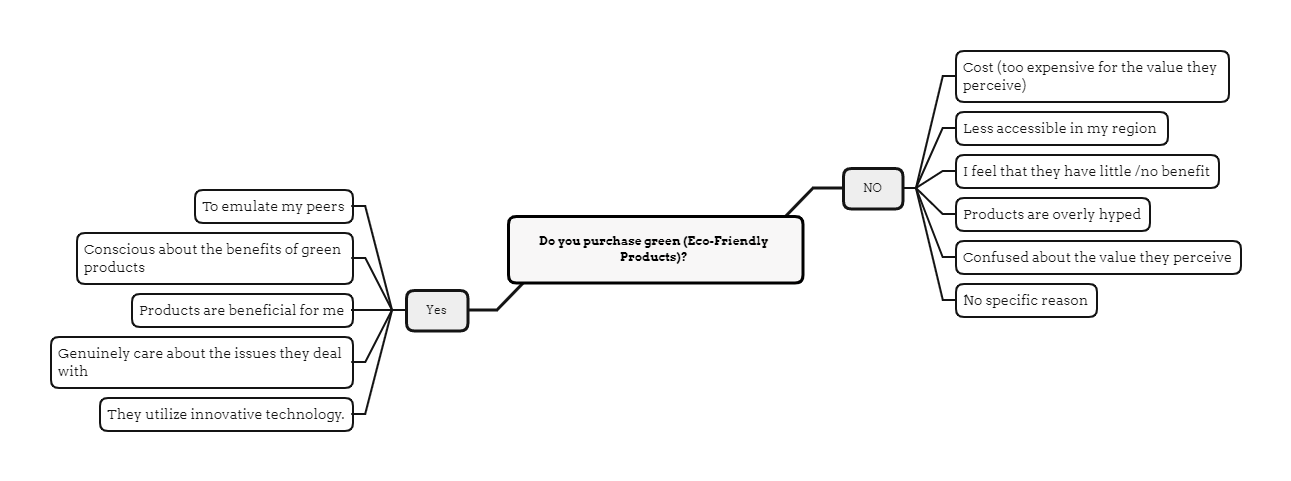
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) |
| They are good for the environment |  |  |  |  |  |
| Healthy |  |  |  |  |  |
| Have a better quality/performance |  |  |  |  |  |
| Reasonable price |  |  |  |  |  |
| Well promoted |  |  |  |  |  |
| Available/accessible in the market |  |  |  |  |  |

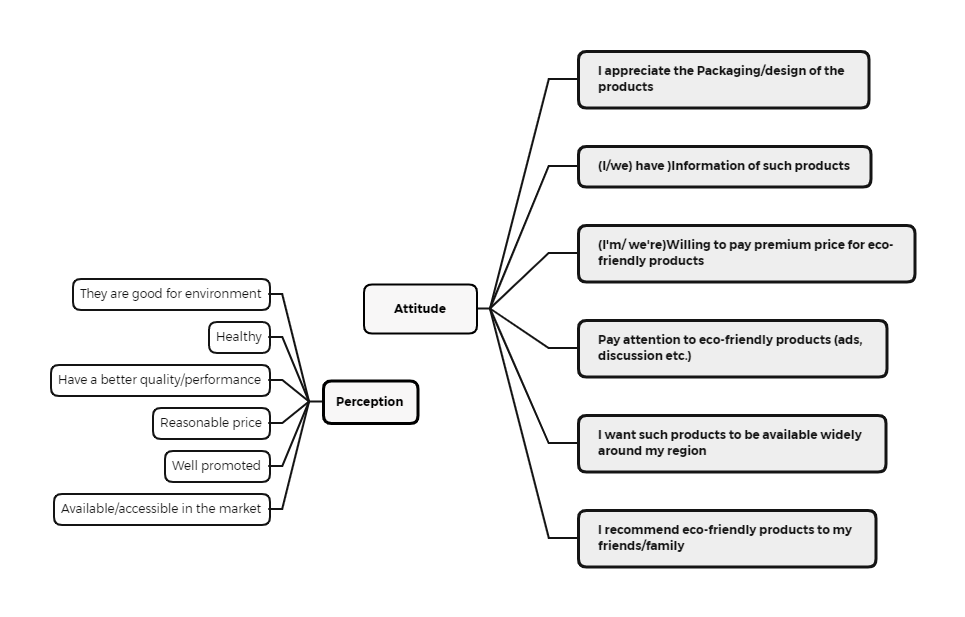
Which among the following you agree or disagree with (rating 1-5)? (Attitude)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) |
| I appreciate the Packaging/design of the products |  |  |  |  |  |
| Information of such products |  |  |  |  |  |
| Willing to pay a premium price for eco-friendly products |  |  |  |  |  |
| Pay attention to eco-friendly products (ads, discussion, etc.) |  |  |  |  |  |
| I want such products to be available widely around my region. |  |  |  |  |  |
| I recommend eco-friendly products to my friends/family |  |  |  |  |  |

Open-ended question (comments)

\_\_\_\_\_\_\_\_\_





**Analysis/Research Findings**

**Survey Analyses:**

Findings - there are 82 valid sample values with 84 variables – resulting in 6888 datasets

The Tests of Normality table contains two different hypothesis tests of normality: Kolmogorov-Smirnov and Shapiro-Wilk.

* ***Kolmogorov-Smirnov (K-S) is a nonparametric test.*** It technically can be used to test if the data come from a known, specific distribution (not just the normal distribution). Its null hypothesis is that the data come from the specified distribution; the alternative hypothesis is that the data do not come from the specified distribution.
* ***Shapiro-Wilk is a parametric test***. Its null hypothesis is that the sample was drawn from a normal distribution; its alternative hypothesis is that the sample was not drawn from a normal distribution.

*(The criteria used to reject or not reject the null hypothesis is the same for both tests)*

Since the ***p-value (0.05) is greater than the significance level αlpha (0.000)***, hence, we do not reject the null hypothesis**. p-value implies but does not prove, that the data is not normally distributed.**

***(separate p-values for the K-S test versus the Shapiro-Wilk test; they do NOT share the same p-value. These two tests can disagree; that is, one test may indicate non-normality, but the other may not.)***

From the Descriptive table, Skewness value for negative influence = -1.985, for positive influence = -0.608; since for confidence level 95%, z value =+/- 1.96, it’s not normally distributed. In the associated QQ plot (Expected Normal vs observed Value), 2-3 values are close to the line – it implies that data approximately normally distributed.

***The Detrended Normal Q-Q Plot*** shows the same information as the Normal Q-Q Plot, but differently. In the Detrended Plot, the horizontal line at the origin represents the quantiles that we would expect to see if the data were normal; the *dots represent the magnitude and direction of deviation in the observed quantiles*. *Each dot is calculated by subtracting the expected quantile from the observed quantile*. (***This implies that if a dot is below the trend line on the Normal Q-Q plot, it will appear above the trend line on the Detrended Normal Q-Q plot, because observed - expected > 0.)***

***Boxplot – for negative influence, outliers beyond lower whisker (quartile group 1), suggests values are not normally distributed.***

**Positive influence, QQ plot 4 values are closely aligned, similarly in** the Detrended Normal Q-Q Plot, as well.

Boxplot suggests – Positive influence high level of influence on purchasing(short Q1, Q3, and median as well as lower whisker).

Cluster – There’s a 102% jump from stage 2 to stage 3, hence can be concluded that there’re 2 major clusters (between Gender and education).

For Attitude, Pearson Chi-Square =273.553 for the degree of freedom 394 (goodness of fit) (against dependent variable Perception)

The likelihood ratio of chi-square (between perception as dependent variable and Attitude)

Again Wald chi-square is 34.674 for df =1, perception has a significant relation with attitude, whereas with COP it’s non-significant.

Following, the B values represent the coefficient Of the dependent variable (Y=B0 +B1X1+B2X2+B3X3+……… epsilon (error) )

T-test- Paired Samples Correlations (Pairs are negatively correlated for pair 1,2,3,5,7, rest is positively correlated and approximately significant)

F score =1.076, where sig value (0.374) which suggest there’s a difference of 37.4% between no of the population on purchase frequency.

In Post Hoc, esp. in Scheffe crosstab test dependent – purchase frequency and annual income)

Model fit, chii sq. value =83.037 with df =7, since its sig value is < 0.05, hence implies as significant and fit. Since the sample is not normally distributed, hence chi sq. goodness fit comes off as non-significant. Nagelkerke R^2 =96.3% which is a higher correlative value.

The parallel lines test suggests - The null hypothesis about the location parameters (slope coefficients) are the same across response categories.

Again in correlations table, Pearson correlation amongst Confirmation of purchase and influence behind purchasing or rejecting are of mixed responses (some values are -ve but significant, +ve and significant, -ve and non-significant), added to that negative influence and confirmation of purchase is highly correlated than positive influence (R =93.3% R^2=87.1%) from such observations, it implies that negative influences affect more than positive influences.

From the given normal distributed histogram, it implies that the dependent variable is not entirely normally distributed.

In the non-parametric test, from Kendall tau, and Spearman, the relation between positive influence and traits = +ve, significant, whereas the relation between negative influence and traits = -ve, and significant.

Coming to reliability and validity, stated earlier –

Perception -Cronbach alpha =.97 (>0.7), hence a perfectly reliable, and a valid sample of perception values. There’s a high inter-correlation between perception values (around 80%-95%).

Attitude -Cronbach alpha =.98 (>0.7), hence a perfectly reliable, and valid sample of Attitudevalues. There’s a high inter-correlation between perception values (around 85%-99%).

Crosstab Chi-square test- between influences and confirmation of purchase---

From Chi-sq between COP and Positive influence (Inf\_y2) – does not violate the assumptions, and significant association between two; between COP and Positive influence (Inf\_y3) – does not violate the assumptions, and significant association between two; between COP and Positive influence (Inf\_y4) – violates the assumptions (1 out of 5 expected count >20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between two; between COP and Positive influence (Inf\_y5) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the Fischers test for significance. From the given data (sig >0.05), no significant association between the two.

In the case of negative influence, between COP and Positive influence (Inf\_n1) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association.

Between two. between COP and Positive influence (Inf\_n2) – violates the assumptions (2 out of 5 expected counts>>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

Between two. between COP and Positive influence (Inf\_n3) – violates the assumptions (2 out of 5 expected counts>>20%), alternatively, checking the Fischers test for significance. From the given data (sig >0.05), no significant association between the two.

Between two. between COP and Positive influence (Inf\_n4) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

Between two. between COP and Positive influence (Inf\_n5) – violates the assumptions (1 out of 5 expected counts>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

Between two. between COP and Positive influence (Inf\_n6) – violates the assumptions (2 out of 5 expected counts>>20%), alternatively, checking the Fischers test for significance. From the given data (sig <0.05), a significant association between the two.

***In the case of Asymp. sig >0.05 – null hypothesis is accepted, whereas Asymp. sig value <0.05, look for an alternate hypothesis.***

Between two. between Perception and COP– violates the assumptions (expected count >>20%), alternatively, checking the Fischers test, the likelihood ratio for Asymp. significance. From the given data (sig < 0.05), a significant association between the two.

Between two. between Attitude and COP– violates the assumptions (expected count >>20%), alternatively, checking the Fischers test, the likelihood ratio for Asymp. significance. From the given data (sig < 0.05), a significant association between the two.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Thematic Analysis | Q16 |  | *Comments* |
|  | **Original Opinions** | **Summary** | **Theme** | ***Final Theory*** |
| **TA\_1** | **Often They Are Not Pocket Friendly Which Drives Us To Buy Non-Ecofriendly Products** | **Economy of Scale** | **Econometrics** | **Attitude–Behavior–Conditions Model** |
| **TA\_2** | **These Products Should Be Made Available To More Places.** | **Accessibility, Economy of Scale** | **Econometrics** | **Attitude–Behavior–Conditions Model** |
| **TA\_3** | **Green Product Is A Vague Term, Kindly Try To Be Specific Like Electric Appliances, Construction Material Or Other Things.** | **Brand Awareness** | **Brand Awareness** | **Value–Norm–Belief Theory of Environmentalism (VBN),** |
| **TA\_4** | **I Have Not Given Any Thought To Purchasing Green. I Will Now.** | **Buying Intention** | **Consumer Behavior** | **Value–Attitude–Behavior Model** |
| **TA\_5** | **Awareness Needs To Be Spread Among All To Promote Such Activities** | **Sales Promotion** | **Advertisement, And Other Promotional Activities** | **Value–Norm–Belief Theory Of Environmentalism (VBN),** |
| **TA\_6** | **Reduce Price And Increase The Availability** | **Economy Of Scale** | **Econometrics** | **Attitude–Behavior–Conditions Model** |

**Conclusion:**

We’re concluding that the Influencing factors significantly influence purchasing of green products, but there’s no conclusive data that strongly recommends, that sensitivity – perception and associated attitude, influenced by COP (confirmation of purchase). Further study is required in this area to clarify the link.

This research intends to reveal the factors that influence the purchase behavior of green products among Millenials in the context of the developing country's environment(esp. India). involving the essence of TPB, VBN, ABC, etc. the result of this research provides more understanding about the factors influencing the purchase intention toward green products among Indonesian young consumers. The analysis of three hundred twenty-six empirical data proves that three out of eight hypotheses were not supported. The young consumers’ perception toward green products is positively/negatively influenced by the given factors (societal, etc.) and their willingness to purchase, or even frequency of purchase (in the case of willing individuals), their subjective norm, while the attitude and environmental concern do not influence the purchase intention toward environmentally-friendly products. The findings require to discuss further.

**Recommendations:**

* Choosing the respondents is a more crucial task, to avoid unsatisfactory analyses. As well as, a sufficient number of respondents is necessary.
* More theoretical frameworks are necessary.
* Further study on this area is recommended.
* FMCG, and the conglomerates, as well as the Swadeshi store, should move in the direction of creating and marketing green products (from household appliances to daily necessity items).

**ACKNOWLEDGEMENT**

This project involves the collection and analysis of information from a wide variety of sources and the efforts of many people beyond me. It would not have been possible to achieve the results reported in this document without their help, support and encouragement. I would like to express my gratitude to Dr. Subhendu Dey, for his help in organizing and coordinating the theme paper.

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