



CONSUMER'S ATTITUDE AND PURCHASE BEHAVIORAL INTENTION TOWARDS GREEN FOOD PRODUCTS

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ABSTRACT:

In the Indian scenario recently, the market of green food products (i.e. in general terms, organically grown food products), have become widely popular (19% of FMCGs market share), specially in the metropolitan cities of India, as they are perceived to be healthier, more nutritious, better tasting than non-organic foods. But despite the rising popularity, the purchase inclination for these green food products is not in tune. It has been asserted that although the concept of green/organic food is well recognized by most of the consumers' worldwide (Roddy et al., 1996), the percentage of consumers who actually buy organic food on a regular basis is very less (Grunert, 1993; Wandel and Bugge, 1997; Roddy et al., 1996; Fotopoulos and Krystallis, 2002). Similar rationale for conducting research studies on consumer's behavioural intention can be evinced in the Indian context also.

INTRODUCTION:

On the occasion of World Environment Day 2021 Mr. Uday Shankar, President, FICCI presented a view regarding sustainability. According to him sustainability is the new mantra that will drive 21st century businesses and governments to rediscover, realign, reposition a reorient their priorities towards greater economic prosperity, good health and wellbeing of the planet and people. Living in

harmony with nature and restoring the balance of our bio diverse ecosystems is the only way to securing our future. FICCI believes in the spirit of collective action and on World Environments Day 2021, we call upon our partners to work with us for a shared and common vision towards ecosystem restoration. (Quoted in daily TOI, dated 6th June 2021)

Concept of Green Marketing

According to Business Dictionary, the definition of green marketing is promotional exercises intended at taking benefits of shaping consumer behavior towards a brand. These adjustments are progressively being affected by a company's practices and policies that influence the characteristic of the environment and indicate the standard of its concern for the community.

Green marketing refers to the satisfaction of consumer needs, wants, and desires in conjunction with the preservation and conservation of the natural environment. It has

been argued that Green marketing manipulates the four elements of the marketing mix (product, price, promotion and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions.

The evolution of green marketing can be divided in three phases:

1. The first phase was termed "Ecological" green marketing. During this period all marketing activities were concerned to solve environment problems and provide remedies for such problems.

2. The second phase was "Environmental" green marketing and the focus shifted to clean technology that involved designing of innovative new products, which takes care of pollution and waste issues.

3. The third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

DEFINITIONS OF GREEN MARKETING

According to the American Marketing Association, "*green marketing is the marketing of products that are presumed to be environmentally safe*". Thus, green marketing incorporates a broad range of activities, including product modification, changes in the production process, packaging changes, as well as modifying advertising.

Polonsky in an edited book of K. Suresh defines Green marketing as, "*All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the natural environment.*" Green marketing involves developing and promoting products and services that satisfy customers' wants and needs for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

4.2 Green Products

There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green product:

- does not present a health hazard to people or animals

- is relatively efficient in its use of resources during manufacture, use and disposal
- does not incorporate materials derived from endangered species or threatened environments
- does not contribute to excessive waste in its use or packaging and
- does not rely on unnecessary use of or cruelty to animals.
- Other favorable attributes from the green point of view are the incorporation of recycled materials into the product and the product's own recyclability.

4.3 Overview of FMCG Sector in India

Fast Moving consumer goods sector in India is the 4th largest sector in the country with the total market size of more than Rs. 86000 crore. The sector is also known as Consumer Packaged Goods Industry dealing in production, distribution and marketing of packaged products. Despite its growing size, the contribution of the sector to the GDP in India is 2.2 % with the urban segment contributing the maximum to the revenue .The sector accounts for almost 5% of the total factory employment in the country.

The Indian FMCG sector has come a long way since the 1950s when it did not witness much of a growth trajectory till the 1980s. The FMCG sector was not attractive enough to attract investment due to low purchasing power of consumers, lack of availability of large numbers of goods and the focus of the government on encouraging small scale industries. It was not until the 1990s that the sector saw the beginning of new entrants both domestic and

foreign investors as a consequence of deregulation and impetus on encouraging Foreign Direct Investment into the country brought many international players into the fray.

The growth story has continued since the 1990s with brief periods of slowing down. The sector is, today, estimated to reach US \$ 1.1 trillion by 2020 from US \$ 840 billion with expected growth rate of 20- 25% per annum. Growing awareness, changing lifestyle, increased spending power are some of the key drivers of growth of the sector.

- Food and Personal care account for 2/3rd of the total revenue of the FMCG Sector in India.
- Food (19%) is the second largest segment after Personal care (23%) .
- Herbal products in the overall personal care segment stands at 6 – 7% and is expected to grow by 10% by 2020.
- Beauty , cosmetics and grooming market to grow by 20-25% reaching US\$ 20 billion by 2025

In this study we propose to study consumer's attitude and purchase behavioural intention specifically for green food products that constitute an attractive viable segment (19%) under the FMCGs sector in India. Theoretical & Empirical Justification for TBP Model & constructs used in this study

The present study will deal with consumer intention and behavior towards purchasing green products. The past literature shows that TPB has been used in the wide range of eco-friendly products and services such as energy efficiency products (Ha and Jhanda, 2012), green hotels and restaurants (Chen and Tung,

2014; Chou et al., 2012; Han et al., 2010; Han and Kim, 2010; Kim et al., 2013; Kim and Han, 2010; Kun- Shan and Teng, 2011) and green products (Chan and Lau, 2002; Liobikienė et al. 2016; Yadav and Pathak 2016a) and proved its robustness and predictability for measuring eco-friendly purchase intention and behavior.

In addition, we intend to incorporate additional constructs, as Environmental Attitude, Perceived Value, and Long term Health Orientation along with the TPB constructs (Attitude, Subjective Norms and perceived behavioural control) for measuring consumers' green food purchase intention.

Research Model

Based on the review of literature studies and on the lines of TPB model, the following research model can be proposed for this study

Research Model (Proposed) for this study

Objectives of the study

The main aim of this study will be to provide a comprehensive insight into understanding how consumer's demographics and psychographic impacts the purchase intention for green food products on lines of the extended TPB model. Thus, the applicability and appropriateness of TPB within the green marketing domain will be tested in order to establish the nature (positive or negative) and the statistical significance of the parameters (as shown in the proposed research model, Fig. 3)

The objectives of study have been enumerated as follows: -

1. To understand the demographic profile of the consumers.
2. To assess the level of awareness and purchase patterns of consumers towards purchase of green food products.

3. To examine the reasons behind consumers' purchase of green food products.
4. To identify and validate the antecedent factors affecting the purchase intention for green food products
5. To ascertain the relationship between the antecedents factors impacting their Purchase Intention and thereby leading to their Purchase Behaviour for green food products.
6. To examine the association between demographics and antecedents factors influencing the purchase intention for green food products.

Thus, this study will, theoretically speaking, comprehensively ascertain the applicability of the extended TPB model (as proposed in this study) in order to ascertain the determinant factors affecting the Green Food Purchase Intention, and thereby behavior among consumers in Delhi/NCR. It will determine the relative contributions of Attitude, Subjective norms, Perceived Behavioral Control, Perceived Value, Environmental Attitude and Long term health orientation leading to purchase intentions of green food products. It will also decipher the attitude-intention gap that deters the consumers in the purchase of green food products despite the growing popularity and environmental/health consciousness which consumers have in the metropolitan cities, like Delhi. Practical mainstay of this study will provide rich implications to the stakeholders/marketers mainly on how to create a unique value proposition to develop a favourable attitude and build purchase intention for green food products in the developing Indian market.

Contribution of the study

This study will be significant in terms of explaining the major factors shaping the purchase behavioral intention of consumers for green food products on the lines of the widely acclaimed TPB model with additional construct items, environmental attitude, perceived value and health orientation. This study will significantly contribute via putting forth important implications to various stakeholders, mainly marketers to understand consumers green food purchase behavior. In addition, the study will attempt to develop a comprehensive 'model for consumers green purchase behaviour' specifically for food products.

CONCLUSION

More and more companies are rebuilding themselves to meet the demands of environmentally – conscious consumers who want ethically sourced products. Based on the sustainable retail report, authored by CII- AT, Indian shoppers are becoming more aware and conscious of what they are buying as a consequence prefer to buy brands that follow ethical and sustainable practices. Known for India's growing GDP growth rate (Maheshwari, 2014), the onset of globalization, liberalization, and privatization, rapid technological advancements, and changes in human demands have multiplied (Boztepe, 2012). This increase in human demand has resulted in greater pollution and the loss of our natural resources. However, if green marketing elements are used effectively to impact consumers' minds, the impact can be minimized. Because there is substantial evidence that all green marketing variables influence customers' purchases of green products in a favorable way, marketers should

pay close attention to them in order to get the best results brands. Given the current low levels of consumer awareness about global warming, India's brands must work to raise consumer awareness. Indian producers have struggled to find a market for green products, despite the fact that customers are unaware of them due to weak marketing efforts. Indian firms, on the other hand, may break this vicious cycle by embracing the green imperative and investing in ecological projects and consumer education.

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