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A REVIEW OF RESEARCH ARTICLES ON INFLUENCE OF DEMOGRAPHIC FACTORS ON GREEN BUYING BEHAVIOR

Dipti S. Barge¹, Dinkar K. More² and Sarang S. Bhola³

¹Research Scholar, Department of Commerce and Management, Shivaji University, Kolhapur.
Assistant Professor, Gourishankar Institute of Management Sciences, Limb, Satara.

²Research Guide, Associate Professor, Arts and Commerce College, Ashta.

³Research Guide, Associate Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

Abstract:-It is imperative to study demographic factors while studying buying behavior of customers as demographic factors are the major determinants of buying behavior. To verify the green buying behavior of customers and to evaluate the influence of demographic factors on green buying behavior, researchers have critically analyzed, research articles, research papers and research reports of this aspect. The review found thirty three articles that studied demographic factors from various perspectives of green buying behavior. Review has been presented in the synthesized format. Studying the relationship between impacts of demographic parameters on green buying behaviour has seen three major results. Few researchers conclude to have significant relationship between demographic parameters and green 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 green buying behavior.

Keywords:Demographic factors, green buying behaviour .

INTRODUCTION

Increasing awareness of environmental issues leads to display environment friendly buying behavior. To cater the needs of environment conscious consumers, marketers 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 to conceptualize and to analyze the buying behavior of people towards environment friendly products. An attempt has been made to present the review on demographic profile and green buying behaviour in synthesis form. The review has presented using five strata on the basis of demographic parameter.

IMPACT OF AGE ON ECO FRIENDLY BUYING BEHAVIOUR

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. (Armindia 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 to 40 yrs) respondents show more environment friendly buying behavior.

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 (Armindia 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. Charlas, 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.

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.

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 (Armind 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.

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 (Armind 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.

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Dipti S. Barge

Research Scholar , Department of Commerce and Management, Shivaji University, Kolhapur.
Assistant Professor, Gourishankar Institute of Management Sciences, Limb, Satara.



Dinkar K. More

Research Guide , Associate Professor, Arts and Commerce College, Ashta.



Sarang S. Bhola³

³Research Guide , Associate Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.

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