

Consumer motivation to buy Green Products: A Demographic Study of Shaheed Benazirabad

Asadullah Mari*

Abstract

Most customers have changed their lifestyles by using eco-friendly products due to the growing awareness of environmental issues and their effects. Organizations are placing greater emphasis on green marketing campaigns due to changing consumer behaviour towards the environment. This study looked at the demographic background of Shaheed Benazirabad respondents to analyse consumer motivation to buy green products. The questionnaire study formed the basis of the study. Primary data was collected using a self-structured questionnaire. A total of 297 correctly completed questionnaires were received from the intended respondents. Eight reasons for buying green were considered and analysed according to the different demographic profiles of the participants. The mean, standard deviation, and independent t-tests were used to analyse the data. Concerning gender, maturity level, education, and income, it was found that there are significant differences in the multiple green buying motivations.

Keywords: *Green Product; Green purchase motives; Environment; Green purchase intention.*

INTRODUCTION

Environmental sustainability is a significant challenge for both developed and developing nations due to the global expansion of industrialization. Consumers must be made aware of the environment and informed about the impact of their consumption and purchases on it. Consumers are becoming more aware of their living environment. Customers are attracted to ecological or ecological products due to environmental protection. To maintain and increase their market share, companies have started making eco-friendly products to contribute to the cause.

Correspondence:

* Shaheed Benazir Bhutto University, Nawabshah, Sindh, Pakistan

Customers and businesses are now beginning to pay attention to their surroundings. The government has also established environmental protection guidelines for businesses. Due to growing environmental concerns, companies have started making eco-friendly products that customers can use (Maichum et al., 2016). "A product made with non-toxic ingredients and environmentally friendly processes, and certified by a recognized organization" is the definition of a "green product" (Arli, 2018). In the first quarter of 2015, the Nielsen CSR Initiatives Global Consumer Survey found that 66% of participants worldwide agreed they would be willing to spend more on products and services provided by companies that are committed to social impact and environmental benefits. This increased from 60% in 2014 to 50% in 2013. By 2050, when 9.6 billion people live on Earth, nearly three planets' natural resources may be needed to sustain living standards.

Green purchasing intent can be defined by Maichum (2017) as the willingness of customers to purchase environmentally friendly goods. Their intentions determine the motivational elements influencing consumers' decision-making on green purchases. Eco-friendly products are products that use techniques such as less packaging, reprocessing with recyclable materials, and using fewer toxins to reduce their negative impact on the environment (Wang, 2020). Eco-friendly products can be classified by Schlegelmilch et al. (1996) into broad eco-friendly products; recyclable stationery; non-animal tested products; eco-friendly cleaning products; ozone-friendly dust particles; and energy-efficient goods.

Companies could start practising their product manufacturing processes to reduce negative impacts on human health and the environment (Tang et al., 2014). According to Putri, (2018), Samsung implemented the "Planet First" environmental program to promote sustainability among the general public and reduce technological advances' environmental impact. By using its website and ESPN magazine to spread an eco-friendly message to potential customers, Samsung has also demonstrated its environmental stewardship in a direction that can be seen as commendable. According to Shukla (2019), purchases made by consumer households account for 40% of ecological damage.

According to Ariffin (2016), when choosing a product, customers consider the product's properties and environmental awareness. They added that not all environmentally conscious customers would necessarily buy environmentally friendly products.

LITERATURE REVIEW

Green consumers have spent money on green products and demonstrate a high environmental awareness and education (Chen et al., 2013). Environmental protection is the primary goal of consumer-friendly purchasing behaviour (Wijekoon, 2021). It has been observed that there is a growing market for eco-friendly products, which also explains

why consumers are becoming more environmentally conscious. This "green" movement has also gained international appeal due to an exaggerated awareness of healthier lifestyle benefits (Chen et al., 2013). According to Paul et al. (2016), the attitude of Pakistani consumers is a significant predictor of whether or not to buy an ecological product.

According to Joshi et al. (2021), if customers know the advantages of green goods that are consistent with the effectiveness of the items, they can implement a green and

sustainable lifestyle in their shopping behaviour with the levels of awareness, want to join and requirements. (Varah et al., 2021) examined the demographic factors influencing consumers' purchasing decisions for green or sustainable products, and their analysis found that there were strong similarities between age, gender, marital status, education level, and the purchase of sustainable products.

However, another earlier study (Chen et al., 2014) had to find that men have gained such an understanding of ecological issues and women are much more environmentally conscious. Much research has been conducted on the impact of sexual identity on the environment. It turned out that women are much more concerned about these environmental problems than men and have shown their willingness to solve them. Salam (2021) also looked at people's behaviour when buying green products and found significant differences between individuals' behaviours based on age, gender, and education level. He observed that consumer buying behaviour varied significantly by customer income and age, depending on the customer's subjective buying norm for green products. Previous research has shown that product attributes have a positive impact on consumer purchasing decisions for green products (e.g., Chen et al., 2014). Furthermore, customers prefer the product's functional properties (which meet personal needs and desires) over their own critical criteria (Saut et al., 2021).

Research Objectives

- To investigate consumer purchasing intentions for green products in relation to demographic factors in Shaheed Benazirabad
- To investigate the impact of demographic factors on the intention to buy green products.

METHODOLOGY

The study aimed to assess how different factors of green products influenced the purchasing intentions of customers in Shaheed Benazirabad. A structured questionnaire was used to collect primary data. Responses from 291 customers were collected using the convenience sample. Respondents were rated using a five-point scale in relation to each of the study variables. Participants were asked to use a five-point Likert scaling method to indicate their selections for all variables included in the survey (strongly agree, agree, neutral, disagree, strongly disagree). A mean, variance, and independent t-test were used in the evaluation. The following hypotheses were posed.

H01: There is no significant gender difference among the reasons people buy green products.

H02: There is no significant difference in the age groups among the various reasons people buy green products.

H03: There is no significant difference in educational levels among various reasons people buy green products.

H04: There is no significant difference in income levels among various reasons people buy green products.

Data Analysis and Findings

Table 1: Profile of Respondents by Demographic Characteristics

S. No	Demographic Factor	Categories	N = 299	Percentage
1	Gender	Male	144	48.83
		Female	153	51.17
2	Age	18 – 25	138	46.82
		25 – 40	96	32.11
		40 Above	63	21.07
3	Education	School	46	15.72
		Graduation	97	32.78
		Post-Graduation	120	40.13
		Other	34	11.37
4	Income	Below 15,000	51	17.39
		15,000 – 30,000	76	25.75
		30,000 – 50,000	61	20.41
		Above 50,000	109	36.45

Source: Survey data

Table 2: Significant Difference in Demographic Factors for Different Green Product Buying Motives

Prefer to Buy GREEN PRODUCTS? Because:	Gender	Age	Education	Income
1. I would like to protect the environment.	Yes (p=0.015)	Yes (P=0.010)	Yes (p=0.001)	Yes (p=0.006)
2. I simply prefer eco-friendly goods.	No (p=0.077)	No (P=0.580)	Yes (p=0.039)	No (p=0.871)
3. I feel modern or stylish.	No (p=0.720)	Yes (P=0.000)	Yes (p=0.000)	Yes (p=0.048)
4. People might judge me unless I don't make a purchase.	Yes (P=0.023)	Yes (p=0.000)	Yes (p=0.000)	No (p=0.603)
5. It is healthy and nutritious.	No (p=0.090)	No (p=0.460)	Yes (p=0.006)	Yes (p=0.000)
6. Superior quality to traditional products.	No (p=0.251)	Yes (p=0.000)	No (p=0.388)	No (p=0.062)
7. Favourable to the environment	Yes (p=0.007)	Yes (p=0.003)	No (p=0.053)	Yes (p=0.001)
8. Good taste	No (p=0.095)	No (p=0.143)	No (p=0.054)	Yes (p=0.000)

Source: Survey data

H01: Gender identity has been found to have a significant impact on people's willingness to purchase green products with the specific intent of protecting the environment, the planet and their reputation in society (p.05). However, there are no statistically significant differences between men and women in buying a sustainable product because it is healthier, tastier and of higher quality than traditional products (p> 0.05).

Men and women are aware and agree that green products are healthier, higher quality and tastier than traditional products, as are those who prefer them. However, no group agrees that using eco-friendly products helps to be fashionable or stylish. Men are said to be more influenced by the concept of protecting the environment through sustainable products than women, although women seem more willing to be environmentally friendly and believe that buying environmentally friendly products in the environment conveys their social and cultural

image.

Additionally, (Salam et al., 2021) found that women were significantly more environmentally conscious and had relatively positive feelings towards green marketing and environmental friendliness than men. Waris (2021) examined the influence of sexual identity and income on people's sustainable life, attitudes and behavioural intentions. Despite not leading a green and sustainable lifestyle, it has been found that women place more emphasis on the characteristics of environmentally friendly products than men. According to (Qi et al., 2021), women are more optimistic about green marketing, which also shows that they are more concerned about the environment. Furthermore, (Waris et al., 2021) noted that women exhibited more favourable shopping behaviour than men. Furthermore, (Wang et al., 2021) found that women are much more environmentally conscious than men (Li et al. 2021).

H02: Age is considered a strong influence on the positive purchase intentions of consumers for sustainable products with objectives to protect the environment, feel fashionable, improve the image of society and better quality ($p < .05$). However, age does not seem to have any influence on the positive purchase intentions of consumers for sustainable products with the objectives of being healthy, enjoying sustainable goods or having a good taste ($p > 0.05$).

The previous researcher's findings on the influence of different age groups on green product buying behaviour were mixed. According to the results of this study, consumers between the ages of 25 and 40 are more motivated to buy and then use durable goods because they are of higher quality than conventional products, protect the environment and help protect the planet.

However, participants aged 18 to 25 assumed that using environmentally friendly products had a negative impact on their position in society and made them look fashionable. Young people, especially students, are much more aware of societal expectations and fashion trends. According to a 2021 study by Zhao, younger consumers were much more willing to commit to green products. In a study of university students, Chen (2014) found a strong correlation between age and environmentally conscious consumer behaviour.

H03: As shown in the table above, education has a significant impact on the favourable intention to buy green products to protect the environment, feel fashionable, maintain a positive social image and value goods green ($p < .05$). Education, however, does not have a significant impact on

A positive intention to purchase environmentally friendly products with goals of good taste, good performance and environmental protection ($p > 0.05$).

(Lee et al., 2021) examined the purchasing patterns of Canadian and Hong Kong customers and found that higher-educated customers were more attracted to green products. Education affects how consumers behave towards efficient and environmentally friendly products, according to Krishna et al. (2022), who also stated that the level of education is significantly correlated to the environmental problem. Education can make people aware of environmental problems and the benefits of using green products.

H04: Income must have a significant impact on the positive intention of consumers to buy green products to protect the environment, the planet and their well-being. However, it does not significantly influence consumers' purchasing decisions for sustainable products due to

their positive social perception, preferences and higher quality compared to traditional products ($p > 0.05$).

Furthermore, Arora (2021) revealed a correlation between income levels and environmental awareness. They claimed that even higher-income middle-class people had shown some interest in how purchasing durable goods would affect the environment (Junarsin et al., 2022). Numerous researchers, including Maichum (2017), Arli (2018), and Wang et al. (2020), have agreed that income influences consumers' decisions to purchase green products.

According to Chen (2014), customers with higher income levels are more than likely to be interested in purchasing organic food because they are willing to pay a higher price for goods that are 100% organic. They also discussed how increased income encourages people to choose environmentally friendly foods.

CONCLUSION

The study concluded that demographic variables play a critical role in inspiring customers to purchase green products after conducting a comprehensive analysis of the topic. Previous studies have suggested that several other factors influencing customers' green purchasing intent are a product's usability and ecological attributes (Shukla et al., 2019). Unique product characteristics, such as higher quality, health benefits and taste, strongly impact the demand for and use of green products (Putri et al., 2018). The purchase of durable goods can be motivated by several factors, each affecting the customer profile differently. It was observed that women, young consumers (18-25 years old), less informed customers and middle-aged customers (25-40 years old) more educated and with higher income were most influenced by the functional characteristics of green goods. They were even more interested in the subjective standards of green goods, which acted as a motivating force by enabling them to purchase green products. To save the environment, advertising agencies should focus their efforts on encouraging all types of consumers to buy green products. They may be able to campaign to increase public understanding of sustainable products and their benefits. They could also attract customers by offering a wide range of green products across all market segments at competitive prices.

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