



“An Investigation of Green Retailing and its Indian Consumers' Perspectives and Purchase Expectations”

H K Prasad

Assistant Professor, Department of Commerce, Government First Grade College,
Chikkanayakanahalli-572214, Tumkur District, Karnataka.

Corresponding Author- H K Prasad

Email- prasad9945312501@gmail.com

Abstract:

The green movement is becoming mainstream in today's business world. All over the world, associations are developing green strategies and are striving to develop a CO₂-free scenario. Retail is as old as a business, trade, and crafts, now it has changed into new structures and fields of activity. With the commercial realm very urgent, retailers are still left with no choice but to consider and understand eco-friendly practices. Retailers are the main link between manufacturers and customers and are committed to environmentally friendly items and environmentally conscious use. Green Retailing (GR) offers an organizational approach aimed at natural protection to improve the supply chain by eliminating waste, increasing efficiency, and reducing costs. The next thing to note is that retailers understand the wisdom and sentiment of customers regarding the green image of retailers. The goal is to explore the elements that influence customers' green shopping behavior and how these green store status signals can influence shopping recommendations, just like their non-green accomplices in an Indian setting. The data was obtained through the dissemination of online surveys and the use of a secondary data collection source. Problems associated with green retail have been identified as the credibility of biological cases, customer understanding and perception of green things, things that appear in retail stores and money-related, and developing a common sense for pleasurable exercises required for the Retail characteristics are identified. Express issues and incentives for Indian resellers are covered. The rating is modeled on the Indian model and typically does not summarize information and does not describe the retail sector.

Keywords: Green Retail Intent, Individual Attitude, Green Products.

Introduction:

Green Movement is becoming a buzzword in today's business world. Around the world, the vast majorities of parties has been grappling with the consequences of the ecological explosion and have contributed a significant amount of open understanding of environmental change and governance of vitality. Organizations around the world are developing green practices, making strides in building a low-carbon stadium, and working to improve the carbon productivity of existing components and chassis. Retail is one of the most dynamic and fastest-growing sectors in the world. After the currency close, the global retail sector continues to grow, with the top 250 retailers increasing their retail sales. Nearly 60% of the top 250 retailers in the world operate in many countries, and of those

147 companies, 115 have their primary operations in multiple countries, according to Deloitte's Worldwide Powers of Retailing, 2014 report. Given their growing financial importance, retailers are moving towards a critical intensity position. The outcomes of externalities caused by their actions are impacts on society, the situation, and the lifestyles of buyers (McGoldrick, 2002). From time to time these merchants are reprimanded by various partners for their socially irresponsible strategic policies (Wagner, Bicen, et. Corridor, 2008). According to the Deloitte report titled "Feeling the Crush Global Powers of Retailing" (Deloitte, 2009), 66% of the world's 250 largest retailers have adopted specific CSR standards to create a positive impression among various partners. In today's retail industry,

companies strive to reduce expenses, streamline supply chains, enhance branding and marketing efforts, and promote eco-friendly practices.

Green Marketing in Retail:

In today's highly competitive world, it is very difficult for retailers to keep up with rapidly changing trends. With a large percentage of the total population being health conscious, green marketing is proving to be an important step retailers should take to increase sales and maintain brand reputation. Many retail giants like IKEA, Apple, Nike, and Walmart have introduced new green and eco-friendly practices to appeal to very conscious audiences. The eco-friendly practices adopted by retailers include: - Eliminate paper bills and replacing them with technology, building stores around eco-friendly practices, IKEA buying 100% paper, wood, and cardboard from sustainable sources, and H&M customers can get recycling discounts for their clothes. Jeans are also made from recycled clothing under this brand. However, in consumer-driven markets, retailers also need to know and understand the needs and wants of their customers. You also have to think very wisely about how, where, when, and at what price those products will be made available to customers in those markets. Also, customers are picky about their purchasing decision, which requires a strong follow-up advertising campaign. Retailers then began capitalizing on sales opportunities to attract new customers, win back loyal customers, and increase lead repurchase rates.

Review of Literature:

Akehurst et al. (2012) examined the determinants of environmentally conscious consumer behavior (ECCB) based on the structure of customer profiles (social and psychographic segments). The study further explored the determinants of strong green purchasing behavior (GPB) by decomposing ECCB and green purchasing intent (GPI) from previous research. Therefore, analysts conducted an internet study and concluded that psychographic factors are more important than segmental ones in depicting ECCB and that there is a positive association between ECCB and GPI. Likewise, the ECCB has a greater impact on the GPB than the GPI.

Philip Kotler (2011) stated that companies must intensively improve their innovation work, creation, financial testing,

and advertising in order to achieve maintainability. In any case, in addition to the accompanying measures, several challenges need to be addressed, such as changes in air organization, ozone depletion, land degradation, and widespread desertification, as well as widespread air pollution and some water pollution. Fortunately, green advertising has emerged as an innovative idea that is more desirable than others from an environmental point of view. The green action combines a wide range of exercises, including object retouching, manufacturing process changes, assisted stamping, and sound customization. However, characterizing green support is certainly not a fundamental endeavor in which several implications overlap and contradict each other; an example of this is the existence of changing social, natural, and commercial definitions associated with the term. Other comparable terms are nature promotion and environmental presentation.

According to Ottman (1992), customers buy organic products because they are in good condition, but these products must be readily available, of good quality, and at a reasonable price (Ottman, 1992). While Roberts (1996) states that environmentally conscious shoppers want to buy environmentally friendly products because they improve environmental impact and mitigate the terrible effects of various pollutants. (Roberts, 1996)

Polonsky (2011) states that exercises equated to the creation, use, and use of lower-impact resources contribute to the development of an ecological presentation and have positive externalities (Polonsky, 2011).

Soonthorsmai (2007) observed that people who are increasingly concerned about natural problems tend to buy organic products in general, and this trend is increasing over time. (early May 2007)

There are many different factors that actually motivate green consumers to buy green retail products. Extensive work over the years has documented a better understanding of ecological issues; availability of information on environmental sustainability; green corporate advertising; taking care of the environment; increasing acceptance of organic products by charities with social and environmental value as distinct factors. In the face of this huge increase in general environmental awareness

among different consumer profiles, companies have tried to 'go green' by presenting a business concept (Banerjee, 2003; Hay and Lichter, 2000). Green building is now seen as an incentive for companies to strengthen their market position and not as a behavior to follow.

Green purchase intent refers to the desire to buy and use goods with eco-friendly characteristics only when the purchase criteria depend on the characteristics of the product and the company's country of origin (Nik Abdul Rashid, 2009). However, the quality of eco-friendly products, such as detailed product ingredient information, eco-labels, brand presentation, and overall safety of usability, influenced consumers' eco-friendly purchasing decisions (Maniatis, 2015; Tseng and Hung, 2013). To sway consumers' purchase choices, manufacturers plant ideas about the possible effects of green products in their heads (Rex and Baumann, 2007, p. 567). (Matteo et al., 2013; Zao et al., 2014)

Research Gap:

The research gap was identified after a review of relevant literature on the green retail sector from a global and national perspective. Many studies have been conducted on consumer attitudes and reasons for buying organic products. However, the reasons that prevent customers from buying organic products have not yet been sufficiently researched. Therefore, based on the above definition, a research gap has been clearly identified and the research objectives are set based on the research gaps.

Research Methodology:

The analysis in the paper is based on data collected through an online questionnaire designed to understand Indian shoppers' attitudes toward organic products and the factors influencing their purchasing intentions. In addition to demographic and awareness data, each question was entered to gather data on customer attitudes and their relationship to economic characteristics, factors that determine purchase intent. Responses from 250 customers were collected.

Research Objectives:

1. To identify the factors underlying Indian customers' purchase intent towards products sold in the organic market.
2. To find the hurdle for organic products and what stops customers from buying organic products.
3. To determine the attitude of Indian customers towards organic products.

Hypothesis:

1. **H1:** There is a close relationship between customer attitudes and their socio-economic character.
2. **H2:** Concern about the environment is the most important factor that determines the customer's purchase intention in the future
3. **H3:** A high price discourages the intention to buy organic products
4. **H4:** Lack of awareness is a barrier to purchasing an organic product

Examining and Interpreting:

Table 1: demonstrating Indian consumers' perceptions of green marketing products

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Strongly agree	89	35.4
2	Agree	132	52.9
3	Undecided	25	10.1
4	Disagree	4	1.6
5	Strongly disagree	0	0
	Total	250	100

From the table above we can see that 52.9% of respondents agree that organic products have a positive impact on the environment, which means that most respondents have a positive attitude towards organic products. 35.4% of respondents totally agree that

organic products have a positive impact. However, none of the 250 respondents believed that organic products could have negative effects, so the general attitude was very positive.

Chart 1: demonstrating Indian consumers' perceptions of products using a green marketing strategy

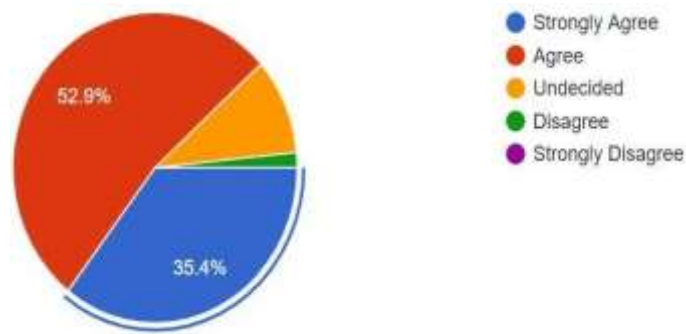


Table 2: displaying socioeconomic characteristics and attitudes regarding items advertised as being green.

Socio economic characters	Chi-square value	P-value	Result
Gender	0.746	.000	Significant
Age	3.121	.001	Significant
Education	2.573	.000	Significant
Occupation	2.532	.000	Significant
Monthly income	3.586	.001	Significant

The chi-square test was previously used to investigate the relationship between financial status and consumer attitudes toward environmentally friendly products. The inquiry may conclude with a p-value of 0.01 that the false theories are rejected at a

1% level of seriousness. As a result, the unfounded theory is quite strong. This demonstrates the tight connection between a person's financial status (monthly income) and their attitudes towards environmentally friendly products. H1 is therefore approved.

Table 3: displaying the variables influencing Indian buyers' buying intentions

Statement/factor	S.A	A	N	DA	SDA	Total
Future concern regarding climatechange	9 (34.6%)	7 (26.9%)	5 (19.2%)	3 (11.5%)	2 (7.6%)	26 (100%)
Belief that green products enhancequality of life	11(34.3)	9 (28.1%)	7 (21.8%)	2 (6.2%)	3 (9.3%)	32 (100%)
Environmental protection responsibility	10(33.3%)	8 (26.6%)	5 (16.6%)	4 (13.3%)	3(10%)	30 (100%)
Gives high level ofsatisfaction	13(37.1%)	9 (25.7%)	4 (11.4%)	7 (20%)	2 (5.7%)	35 (100%)
Use/liked by peer or family	10(31.25%)	8 (25%)	5 (15.6%)	6(18.75%)	3 (9.3%)	32 (100%)
To express publicpreference	8 (22.2%)	11(30.5%)	7 (19.4%)	6 (16.6%)	4 (11.1)	36 (100%)
Because it'll bringpositive impact onthe environment	1(35.7%)	7 (25%)	5 (17.8%)	4 (14.2%)	2 (7.1%)	28 (100%)
Feel they are goodfor health	9 (29.0%)	7 (22.5%)	6 (19.3%)	5 (16.1%)	4(12.9%)	31 (100%)
Total	80 (32%)	66(26.4%)	44(17.6%)	37(14.8%)	23(9.2%)	250(100%)

From the table above you can see that the majority of respondents (37.1% of respondents) firmly believe that they are likely to buy an organic product because it gives them some level of satisfaction. 35.7% of respondents totally agree as organic products will have a positive impact on the environment and 34.6% would likely buy

organic products due to future concerns about climate change. These three factors were the main factors influencing customers' purchase intentions. Since concern for the future environment is not the main reason behind the customer's purchase intention, H2 is rejected.

Table 4: Outlining the main obstacles to acquiring green retail items

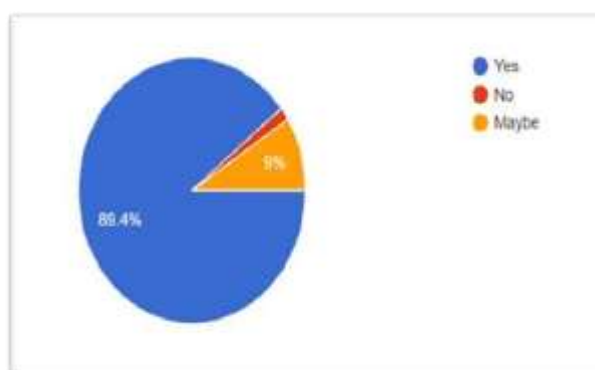
SL.NO	Barrier	Mean score	Rank
1	High price	62.58	1
2	Happy with the non-green products	56.5	7
3	Doubts about performance ability	58.82	5
4	Uncomfortable to use	57.47	6
5	No proper Awareness	60.46	3
6	Limited availability	61.29	2
7	Don't make genuine difference to the environment	51.48	8
8	Not marketed well	59.36	4
9	I'm not environmentally friendly	50.52	9

After applying the Loft classification to the data, it was found that the main barrier to purchasing organic products was the high price. Therefore H3 is accepted. Second, the only price was limited availability. The third reason that discourages people from buying organic products is a lack of awareness, which means that lack of awareness is a

barrier to the intention to buy organic products. Therefore H4 is accepted.

Respondents were also asked whether they would be willing to buy organic products if they were priced below normal. 89.4% of the respondents answered "Yes", 9% "Maybe" and only 1.6% answered "No".

Chart 2: displaying readiness to purchase eco-friendly goods



Conclusion:

The work in this article was conducted to analyze consumer attitudes and purchase intentions in India toward organic products marketed and sold by retailers. In order to access the necessary data, a questionnaire was developed that provided information on how Indian shoppers generally react and behave towards eco-friendly retail products. Looking first at the findings on the relationship between

customer attitudes, environmental awareness, appearance awareness, and health awareness, it was found that these are important for predicting customer and consumer attitudes and purchase intentions towards organic products. Although various factors have discouraged people from buying organic products, the high price and limited availability of organic products have been identified as the main factors. The concept of green marketing is still a modern

phenomenon and according to First and Khetriwal (2008), there is too much to contemplate. However, some of the above studies clearly show that consumer awareness of eco-friendly brands and products is growing. Brands are able to change customer perceptions. Likewise, successful advertising campaigns have the potential to trigger a shift in customers willing to pay more for sustainable shopping habits and pay a higher price for durable goods. With more and more customers adopting an eco-friendly lifestyle lately, organic retailers need to find ways to eliminate the factors that are keeping the rest of the population from buying their products.

The responses received and the data collected represent only a very small proportion of the total population and can therefore only be used to understand the attitudes and purchase intentions of a limited sample. The results and analysis of this study can help other retailers to understand what Indian customers expect from them, which can then be used to improve retailers' marketing techniques. In addition, since the high price is considered the main reason why people do not want to buy organic products, it can be advantageous to reduce marketing and advertising costs for products in order to make them more widely available at a lower price.

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