THE INFLUENCE OF CONSUMER DEMOGRAPHICS ON PURCHASING BEHAVIOR FOR GREEN PRODUCTS

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Abstract
Public awareness of environmental responsibility and plastic waste reduction is growing, leading to a preference for green products over traditional options. As businesses adapt, the market is becoming increasingly competitive. Challenges in green marketing include fluctuating demand, low consumer awareness, negative perceptions, changing buying behaviors, dissatisfaction with product performance, high costs of innovation, and reluctance to pay premium prices.

Successful green marketing integrates sustainability across all functions, enhancing marketability and consumer acceptance while addressing perceived environmental risks. Organizations seeking a competitive edge must adopt such strategies.

Demographic factors significantly influence green purchasing behavior. Understanding these factors through research helps in designing effective marketing strategies to promote green products. This study explores the relationship between consumer demographics and their purchasing decisions regarding green products.

Keywords: Demographic, Buying Behaviour, Competitive advantage, Marketing strategies, Environmental consideration.

1. Introduction

A continued increase in demand for green products is apparent among a growing number of consumers today. This accentuate the need for an appropriate means of choosing to spend money on green products above others after reliable information that sustains such product consumption at an increasing rate. In the midst of the wide mode of selecting ways, consumers would stand to their expectations for such properties as value, quality, price, and performance. Companies are, therefore, progressively hunting for identifying the ingredients that act as stimuli in the behavior of a consumer toward green products so that they launch products tailored to the diverse specifics that distinguish one segment from another segment in different companies..

Environmentally conscious consumers are particularly attentive to the ecological impact of their purchases. They actively engage in practices to conserve energy and adopt green behaviors,

reflecting a strong alignment with environmental values. This heightened awareness shapes their decision-making process and preferences when selecting products.

The rising awareness of environmental responsibilities and the urgency of addressing environmental issues signify a shift in consumer preferences toward green alternatives over traditional products. By focusing on this evolving consumer mindset and incorporating environmental responsibility into their strategies, companies can gain a competitive edge in the marketplace.

As the preference for green products continues to grow, businesses that align their strategies with consumer expectations are better positioned to succeed in a market increasingly influenced by environmental consciousness. This shift represents a valuable opportunity for companies to not only fulfill consumer demands but also leverage sustainability as a key driver of competitive advantage.

The key contributions of the research

1. **Identification of Demographic Influences**: The study examines how consumer demographics—such as age, gender, income, education, and occupation—affect purchasing behavior for green products.

2. **Market Segmentation Insights**: The research provides valuable insights for businesses to design targeted marketing strategies that align with different demographic groups' preferences for green products.

3. **Environmental Awareness and Consumer Behavior**: The study explores the role of environmental consciousness in shaping consumer decisions, emphasizing the growing preference for eco-friendly alternatives.

4. **Challenges in Green Marketing**: It highlights key barriers such as price sensitivity, lack of awareness, and consumer scepticism toward green products, offering solutions for businesses to enhance adoption rates.

5. **Empirical Evidence and Statistical Analysis**: The study utilizes statistical tools like ANOVA and t-tests to validate its findings, offering a data-driven perspective on green consumer behavior.

6. **Policy and Business Strategy Implications**: The research provides recommendations for policymakers and businesses to promote sustainability and improve the marketability of green products.

Literature Review:

o **"Factors Influencing Consumer Behavior toward Green Products: A Systematic Literature Review" (2022)**

- *Authors*: [Authors not specified in the provided excerpt]
- *Summary*: This review analyzes 37 studies published between 2017 and 2022, focusing on determinants of consumer behavior towards green products. It identifies key factors such as environmental concern, eco-labels, past experiences, and perceived usefulness as major influencers. Barriers like lack of environmental knowledge, price sensitivity, and perceived risks are also discussed.

o **"Consumers' Purchase Behaviour and Green Marketing: A Synthesis, Review and Agenda" (2021)**

- *Author*: Ajai Pal Sharma
- *Summary*: This study presents an overview of green marketing and the gap between consumers' attitudes and actual purchase behaviors towards green products. It analyzes 232 studies to develop a green purchase decision-making model, identifying themes such as personal factors affecting green purchases and the green marketing mix. The study highlights influencers like eco-environment concern and eco-labeling, as well as barriers including lack of environmental knowledge and price sensitivity.

o **"Towards Green Product Consumption: Effect of Green Marketing Stimuli and Perceived Environmental Knowledge in Indian Consumer Market" (2021)**

- *Authors*: Deepak Jaiswal, Bhagwan Singh, Rishi Kant, Abhijeet Biswas
- *Summary*: This research examines the impact of green marketing stimuli—such as eco-labels, eco-brands, and environmental advertisements—along with perceived environmental knowledge on green purchasing behavior in India. The findings suggest that eco-labels and environmental advertisements positively influence green purchasing behavior, while the direct impact of eco-brands and environmental knowledge was not significant.

Statement of the Problem
Businesses need more than product categorization and brand preferences analysis in the backdrop of global consciousness about the awareness of the environment. Businesses need deep understanding of the underlining specifics of consumer behavior towards green items, by factors related to demographics, culture, social influences, and personal values that hinge consumer choices in favor of eco-friendly preferences. Complex understanding of these leads to appropriate market segmentation for purposes of aiding marketers' segmentation as well as the formation of strategies in production and marketing that suit consumer needs. More importantly, political means and strategies are required to promote ecological favor in marketing products and services..

Environmental concerns have emerged as critical issues for businesses, societies, and governments alike. Widespread environmental degradation—ranging from ozone layer depletion and solid waste accumulation to pollution, global warming, and climate change— underscores the need for urgent action. Corporate activities spanning sourcing, production, distribution, and marketing are significant contributors to these challenges.

As the urgency of addressing environmental issues grows, consumers are increasingly adopting green purchasing behaviors as a means of contributing to environmental preservation. In response, companies are recognizing their responsibility and are compelled to innovate strategies that provide environmentally sustainable alternatives.

With environmental consciousness on the rise, it is essential for businesses to understand not only the product categories and brands preferred by consumers but also the underlying factors influencing their purchasing behavior. Additionally, demographic, cultural, and social factors, as well as personal values, play a crucial role in shaping consumer preferences for green products. Gaining insights into these dynamics enables marketers to segment markets effectively and craft targeted strategies. It also equips policymakers to integrate sustainability into the marketing of products and services, ensuring a holistic approach to addressing environmental challenges.

Objectives and Hypotheses of the Study
The study aims to achieve the following objectives:
1. **To investigate how consumers' demographic profiles influence their purchasing behavior regarding green products.**
    - **Null Hypothesis   (H_{01}):** Demographic factors do not   exert any influence on consumers'   buying behavior towards green   products.
2. **To examine the relationship between consumers' environmental awareness and their preference for green products.**
    - **Null Hypothesis (H_{02}):** Environmental awareness does not have a significant impact on consumers' preference for green products.
3. **To analyze the impact of price sensitivity on consumers' willingness to purchase green products.**
    - **Null Hypothesis (H_{03}):** Price sensitivity does not significantly influence consumers' willingness to purchase green products.

Research Methodology

The present study adopts a **descriptive research design** to explore and analyze consumer behavior regarding green products. This approach is chosen to provide an in-depth understanding of the factors influencing green product consumption and to identify patterns and trends within the target population.

Research Scope

The research focuses on the state of **Uttar Pradesh, India**, with a specific emphasis on the city of **Ghaziabad** from period of March 2023 to July 2023. This geographical focus allows the study to examine consumer behavior in a region characterized by rapid urbanization and evolving environmental awareness.

Participant Selection

The green natured product users are the objects of the study. It is a convenient method of sampling wherein green-minded people who would want to buy an environmentally friendly product are the active subjects. It can be recognized from the convenience sampling method that this will be less burdensome while, at the same time, it can help collect a wide variety of individual consumer experiences. This method is highly recommended for any exploratory research on a rather narrow market segment..

Data Collection

Data is gathered from a total of **711 consumers** who purchase and use green products. To ensure systematic and reliable data acquisition, a **structured questionnaire** is employed as the primary data collection tool. The questionnaire is designed to cover various aspects of consumer behavior, including demographic characteristics, environmental awareness, purchasing preferences, and perceived barriers to adopting green products.

Research Objectives Alignment

The research design is structured to align with the study's objectives of understanding the influence of demographic, cultural, and economic factors on consumer behavior toward green products. It also aims to assess the role of environmental consciousness and price sensitivity in shaping purchasing decisions.

Expected Outcomes

By employing this detailed and methodical approach, the study aims to provide a comprehensive and objective analysis of the green consumer landscape in the selected region. The findings are anticipated to offer valuable insights for marketers, policymakers, and businesses looking to promote green products effectively in similar socio-economic contexts.

Data Analysis and Interpretation

Demographic Characteristics of Consumers

The study analyzes the demographic characteristics of the 711 respondents who actively purchase green products. Percentages are calculated to understand the representation of different groups within the sample.

Gender Distribution:
- Male respondents: **382** (53.7%)
- Female respondents: **329** (46.3%)

This gender distribution indicates a relatively balanced sample, with a slightly higher proportion of male consumers.

Statistical Analysis of Purchasing Behavior

1. **ANOVATest:**
   The great feature of conducting the ANOVA would lie with every necessity to find a unique difference between demographic categories (for example, age and income levels) purchasing behavior among different groups whereby green products are concerned.
2. **T-Test:**
   To find whether there any statistically significant differences, a t-test was used to compare the purchasing behavior between respondents who were male and others who were female..

Key Findings

1. **Demographic Profile and Purchasing Behavior:** The analysis revealed that **younger consumers (aged 18–35)** are more likely to purchase green products compared to older age groups. Income levels also play a role, with consumers earning higher incomes displaying a greater willingness to buy green products, possibly due to their ability to afford premium pricing.
2. **Gender-Based Differences:** The t-test actually tells that there is not much variance in the behavior of consumers either. This shows that men and women act differently when they purchase green products..

Gender Distribution of Respondents
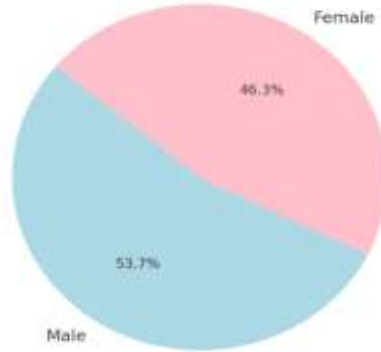
Gender Distribution of Respondents

The pie chart above illustrates the gender distribution among the 711 respondents. Males constitute 53.7% of the sample, while females represent 46.3%.

Age Group Distribution of Green Product Purchasers
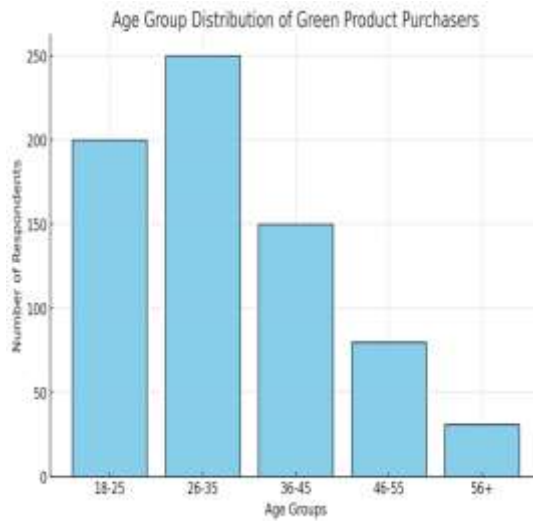
Age Group Distribution of Green Product Purchasers

The bar chart highlights the distribution of respondents across age groups. Consumers aged **18-35** form the majority, indicating that younger individuals are more inclined toward purchasing green products.

Income Levels vs. Likelihood of Purchasing Green Products
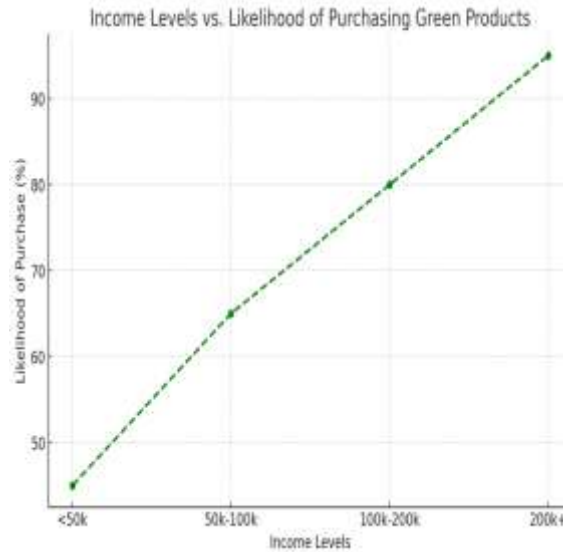
Income Levels vs. Likelihood of Purchasing Green Products
According to the line graph printed, there is a positive amount of correlational data with this that was income for green purchasing. Higher income earners are usually more willing than lower income earners to buy green products potentially because their buying power enables them to bear the additional cost of green products.

5.1 GENDER AND FACTORS AFFECTING PURCHASING BEHAVIOUR FOR GREEN PRODUCTS

The relation between gender of consumers and factors affecting buying Behaviour for green products is given in Table 5.1

Table 5.1 GENDER AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Gender	N	Mean	Standard Deviation	t-value	Sig.
1.	Male	382	49.88	6.71	.182^{NS}	.855
2.	Female	329	49.79	6.77		

^{NS} Non-

Significant Source – SPSS Output

Null Hypothesis (Ho): The influence of gender on the buying behavior of respondents regarding green products is not significant.

Interpretation: An independent samples t-test was conducted to evaluate whether significant differences exist in the buying behavior of respondents toward green products based on gender. The results, as summarized in the table, yielded a **t-value of 0.182** and a **p-value of 0.855**, indicating that the difference is statistically non-significant at the 5% level of significance.

As a result, the null hypothesis is accepted, suggesting that there is no significant variation in the buying behavior of male and female respondents when it comes to decisions about purchasing green products.

5.2 AGE AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

The relation between age of customer and factors affecting buying behavior for green products is given in Table 5.2

TABLE 5.2

AGE AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Age	N	Mean	Standard Deviation	F-value	Sig.
1.	Below 25 years	106	49.93	6.57		
2.	26 – 35 years	273	50.08	6.63		
3.	36 – 45 years	188	49.92	7.12		
4.	46 – 55 years	87	49.52	6.66		
5.	Above 55 years	57	48.74	6.43	.528[NS]	.715

[NS] Non-Significant Source – SPSS Output

Null Hypothesis (Ho): The influence of age on the buying behavior of respondents regarding green products is not significant.

An F-test was performed to determine whether significant differences exist in buying behavior toward green products based on the respondents' age. The results, as shown in the table, revealed a **non-significant F-value of 0.528** with a **p-value of 0.715**, indicating no statistical significance at the 5% level of significance.

Therefore, the null hypothesis is accepted, suggesting that respondents' age does not influence their buying behavior when making decisions about purchasing green products.

5.3. EDUCATION AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

The relation between the education of consumers and the factors affecting buying behaviour for green products is given in Table 6.3

TABLE 5.3 EDUCATION AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Education	N	Mean	Standard Deviation	F-value	Sig.
1.	Secondary	35	48.63	7.36	0	
2.	Higher Secondary	66	49.79	6.44	1.047^{NS}	.382
3.	Diploma	71	49.32	6.62		
4.	Graduation	297	49.59	6.63		
5.	Post Graduation	242	50.48	6.87		

^{NS} Non-Significant

Source – SPSS Output

Ho: Education does not have any influence on buying behaviour of respondent of green products.

Interpretation: *An F-test was employed to assess if a significant difference exists in the buying behavior toward green products based on the education level of the respondents. The table indicates a non-significant F-value of 1.047 at the 5% level of significance (p=0.382). As a result, the null hypothesis is accepted, indicating that "The buying behavior of respondents does not vary based on their education when deciding on the purchase of green products."*

5.4 OCCUPATION AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

The relation between the occupation of consumers and the factors affecting buying behaviour for green products is given in Table 5.4

TABLE 5.4 OCCUPATION AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Occupation	N	Mean	Standard Deviation	F-value	Sig.
1.	Business	61	49.13	7.42		
2.	Government Sector	199	49.51	6.28		
3.	Private Sector	289	49.80	6.99	1.878^{NS}	.112
4.	Professional	91	51.55	6.50		
5.	Retired	71	49.31	6.38		

NS Non-Significant
Source – SPSS Output
H0: The occupation of respondents does not significantly affect their buying behavior towards green products.
Interpretation: An F-test was conducted to assess if there is a significant impact of respondents' occupation on their buying behavior regarding green products. The results show a non-significant F-value of 1.878 at a 5% level of significance (p=0.112). Therefore, we accept the null hypothesis, suggesting that "The buying behavior of respondents remains consistent across different occupations when making decisions about purchasing green products."

5.5 WORKING EXPERIENCE AND FACTORS AFFECTING PURCHASING BEHAVIOUR FOR GREEN PRODUCTS

The relation between the working experience of consumers and the factors affecting buying behaviour for green products is given in Table 5.5

TABLE 5.5 WORKING EXPERIENCE AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Working Experience	N	Mean	Standard Deviation	F-value	Sig.
1.	Below5 years	63	50.37	6.95		
2.	6 – 10 years	145	49.90	6.97	1.218^{NS}	.302
3.	11 – 15 years	276	49.86	6.32		
4.	16 – 20 years	141	50.33	7.13		
5.	Above 20 years	86	48.44	6.77		

^{NS} Non-Significant

Source – SPSS Output

H0: The working experience of respondents does not significantly impact their buying behavior towards green products.

Interpretation: An F-test was conducted to explore whether there is a significant difference in buying behavior towards green products based on the working experience of respondents. The analysis yielded a non-significant F-value of 1.218 at the 5% level of significance (p=0.302). As a result, we accept the null hypothesis, suggesting that "The buying behavior of respondents remains consistent regardless of their working experience when making decisions about purchasing green products."

5.6 MONTHLY INCOME AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

The relation between the monthly income of consumers and the factors affecting buying behaviour for green products is given in Table 5.6

TABLE 5.6

MONTHLY INCOME AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Monthly Income	N	Mean	Standard Deviation	F-value	Sig.
1.	Less than Rs.20,000	130	49.60	6.47		
2.	Rs.20,001 – Rs.30,000	177	50.42	7.20		
3.	Rs.30,001 – Rs.40,000	265	49.75	6.72		
4.	Rs.40,001 – Rs.50,000	91	49.42	5.99	.489[NS]	.744
5.	More than Rs.50,000	48	49.61	7.20		

[NS] Non-Significant

Source – SPSS Output

H0: The monthly income of respondents does not significantly affect their buying behavior towards green products.

Interpretation: An F-test was conducted to determine if there is a significant difference in buying behavior towards green products based on the monthly income of respondents. The obtained F-value of 0.489 is not statistically significant at the 5% level (p=0.774). Therefore, we accept the null hypothesis, suggesting that "The buying behavior of respondents remains consistent irrespective of their monthly income when making decisions about purchasing green products."

5.7 MARITAL STATUS AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

The relation between marital status of consumers and factors affecting buying behaviour for green products is given in Table 5.7

TABLE 5.7

MARITAL STATUSAND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Marital Status	N	Mean	Standard Deviation	t-value	Sig.
1.	Married	552	49.86	6.84	.134[NS]	.258
2.	Unmarried	159	49.77	6.38		

[NS] Non-Significant

Source – SPSS Output

H0: Marital status does not significantly impact the buying behavior of respondents towards green products.

Interpretation: An independent t-test was utilized to investigate whether there is a significant difference in buying behavior towards green products based on the marital status of respondents. The obtained non-significant t-value of 0.134 at the 5% significance level (p=0.258) leads to the acceptance of the null hypothesis. Thus, we conclude that "The buying behavior of respondents remains consistent regardless of their marital status when making decisions about purchasing green products."

5.8. TYPE OF FAMILY AND FACTORS AFFECTING PURCHASING BEHAVIOUR FOR GREEN PRODUCTS

The relation between the type of family of consumers and the factors affecting purchasing Behaviour for green products is given in Table 5.8

TABLE 5.8 TYPE OF FAMILYAND FACTORS AFFECTING BUYING BEHAVIOURTOWARDS GREEN PRODUCTS

Sl. No.	Type of Family	N	Mean	Standard Deviation	t-value	Sig.
1.	Nuclear Family	440	50.03	6.77	.961^{NS}	.337
2.	Joint Family	271	49.53	6.68		

^{NS} Non-Significant

Source – SPSS Output

H0: The type of family does not significantly influence the buying behavior of respondents towards green products.

Interpretation: An independent t-test was carried out to explore whether a significant difference exists in the buying behavior towards green products based on the type of family of the respondents. The non-significant t-value of 0.961 at the 5% significance level (p=0.337), as observed in the table, leads to the acceptance of the null hypothesis. Therefore, we conclude that "The buying behavior of respondents does not vary based on their type of family when deciding on the purchase of green products."

5.9 SIZE OF FAMILY AND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

The relation between the size of the family of consumers and the factors affecting buying behaviour for green products is given in Table 5.9

TABLE 5.9
SIZE OF FAMILYAND FACTORS AFFECTING BUYING BEHAVIOUR FOR GREEN PRODUCTS

Sl. No.	Size of Family	N	Mean	Standard Deviation	F-value	Sig.
1.	2 – 3 members	289	50.19	6.87		
2.	4 – 6 members	305	49.63	6.44	.923[NS]	.337
3.	Above 6 members	117	49.51	7.14		

[NS] Non-Significant

Source – SPSS Output

H0: The size of the family does not significantly influence the buying behavior of respondents towards green products.

Interpretation: An F-test was conducted to ascertain whether a significant difference exists in the buying behavior towards green products based on the size of the family of the respondents. The table indicates a non-significant F-value of 0.923 at the 5% level of significance (p=0.337). Therefore, we accept the null hypothesis, suggesting that "The buying behavior of respondents does not vary based on the size of their family when deciding on the purchase of green products."

6. CONCLUSION

The validation of the null hypothesis confirms that demographic factors have no significant influence on consumers' buying behavior toward green products.

The comprehensive analysis demonstrates a lack of notable differences across demographic variables—such as gender, age, occupation, income, education, family size, and family type—in relation to the factors shaping consumers' purchasing decisions for green products.

In the context of market segmentation based on demographics to examine buying behavior related to green products, manufacturers should look beyond this analysis. A more effective approach involves prioritizing the evaluation of consumers' perceptions and attitudes toward green products. This deeper understanding enables the formulation of strategic initiatives that align with consumer expectations, fostering improved market engagement and adoption of green products.

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