

Increasing Environmental Awareness and Consumer's Green Purchasing Behaviour: A Review.

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Abstract

The consumers of the 21st century are experiencing an interest shift towards green products. Markets and businesses along with consumers are gaining interest and are becoming environmentally aware and are adopting greener life styles. Such a revolution of making purchase in line with the planets safety is now emerging as popular and a profitable segment. This emerging environmental awareness engage consumers into green purchase behaviour. This study makes an attempt to refine our understanding on consumer's environmental awareness and their green purchase behaviour with the help of extensive literature review.

Introduction:

Since, the last decade environmental awareness has played an influencing role not only for the markets but also for the government, consumers, and international institutions. The continuous news of environmental degradation through the decade has made the consumer both aware and concern for the ecology. Social Media has also played a positive role in this by spreading the information with the global citizens about the role of many institutions (corporate, government or any individual) that has led to worsen the condition of the world we are living in. Thus, many people or organisations have stood for the protection of the ecology, they continuously abscond the government for the ineffectiveness to tackle the present environment condition and blame the companies to exploit the natural resource as well as to manufacture and sell the non-environment friendly product to the populace.

One of the key persons who was in the helm for the current popular environmentalist moment is Greta Thunberg; the young environmental activist. Who has trigger one of the world's most trending save climate moment till now.

After receiving support from people around the world along with the public health problem due to consumption of unhealthy product or services. Companies have focused their vision on producing and promoting the green product to the market. This practice was indirectly boosted by the climate change movement. . The market for the green product or organic product is expected to grow in the future. A green product or an organic product can simply be understood as any product whose production, consumption, usage, procurement is neither bad for the environment nor the persons' health. It also does not harm any other aspect of society in both long and short duration.

Literature Review:

1. reveals that there is no significant difference between gender in their environmental concern and for green products. Also, environment protection did not significantly contribute to consumers' green product buying behaviour. Government role towards concern for the environment was also welcomed by the consumers irrespective of giving up economic growth for the cause.
2. opined that educated respondents are willing to pay a high price for purchasing the green product over the traditional product as far as quality is a concern. Manufacturers of the green product should consider price as well as the quality of product to attract the customers who have high intention to buy the green product but cannot due to high price or inferior quality.
3. reveals that customers those have concern for environment and brand image would have a stronger preference in buying green products, the price also plays a significant role. The author also emphasizes the role of a good marketing strategy for green product manufacturers so that customer can be familiarised with the features of the green product, which in turn will promote the sales of the company.
4. opined that people from all sphere in Kolkata are unaware of the green products. Demographic and psychographic variable plays a key role in influencing the customers green buying decision.
5. identify a positive link between the concern for the environment by students studied and its influence on green product purchase. Eco-literacy was found to be a key determinant for the same link. Religiosity was also found out to be a key factor determining the consumers green purchasing behaviour.

6. coined that green product buying behaviour is popular among young Indian consumers but is in a nascent state. Green purchase behaviour is implied by green purchase intention. Consumer limited knowledge of green products was also visible in the study.
7. tossed that studied population was aware of the green product through advertisement. The study also found that consumer uses the green product of the brand whose advertisement they watch on television. Reason for using the green product chiefly was for health reasons.
8. revealed that low-income households possess significant green consumption behaviour irrespective of popular beliefs. The author also urges the government to promote the green product for consumption to the population.
9. found that green product promotional activity is one of the key determinants of consumer green product awareness. Also, the environmental concern is least inducive to affect the consumer green product buying behaviour. Consumer's green product awareness also influence their purchase decision.
10. tossed that attitude towards the environment, health consciousness, societal influences and attitude towards green products, have a positive impact on consumer green product buying decision. Additionally, health consciousness and societal influence were also key factors that promote the green product buying decision.

Objectives:

The current study has following objectives:

1. To understand the consumer's increasing environmental awareness.
2. To understand the green purchase behaviours.

Research Methodology:

An extensive literature review was conducted in order to refine our understanding on consumer's environmental awareness and their green purchase behaviour.

Finding Chart:

Year Published	Title	Authors	Results and Findings
2020	The Impact of Personal and Cultural Factors on Green Buying Intentions with Mediating Roles of Environmental Attitude and Eco-Labels as Well as Gender as a Moderator	AmnaHasnain; Syed Hassan Raza; UsamaShahzad Qureshi	The study revealed that the demand for green market is evolving in the developing countries. The study found that there is a positive trait between consumer green buying behaviour and eco-labels of product and environmental attitude. The study also found that both the gender portraits the same level of awareness.
2019	Transition towards Sustainability: Adoption of Eco-Products among Consumers	Jana Hojnik; MitjaRuzzier; MajaKonec̃nikRuzzier	The aim of the study was to assert that the consumer familiarity with environmental consciousness will lead to effect in their green product purchase intention. The study establishes a favourable link between the factors and also pointed out that the female possesses greater inclination towards buying green products than men.
2018	To study the Factors effecting Purchase of Green products and their relation to the Purchase decision of Green products for Generation Z in India	Jaspreet Kaur, VarunDuggal, SarbaniSuri	Generation Z of India possess a greater environmental concern then previous generation. This generation opt for buying for green goods irrespective of its price. Brand loyalty, advertisement presence and peer pressure are some of the factors that influence their demand for green product.
2018	Motivations for Green Consumption in an	Hafiz Ali Hassan; SayyedKhawar Abbas;	Study found that there is very positive impact of the given

	Emerging Market	FaiqaZainab; NoumanWaqar; ZairMahmood Hashmi	factors that stands as a motivator for the consumer to buy green goods. Quality of life, environmental consciousness, quality and price, information and knowledge are the motivators with decreasing order of importance.
2018	A Fresh Look at Understanding Green Consumer Behavior among Young Urban Indian Consumers through the Lens of Theory of Planned Behavior	Khan Md. RaziuddinTaufiquea; Sridhar Vaithianathan	Attitude and concern towards environment have a direct impact on environmental conscious consumers.
2018	Determinants of Green Product Purchase Intention	Thoo Ai Chin; Nor HaslindabintiMohdLawi; Farrah MerlindaMuharam; Umar Haiyat Abdul Kohar; Tan LiatChoon; NorhayatiZakuan	The study revealed that green brand knowledge and green brand positioning have a significant as well as positive relationship with green product buying behaviour when surveyed among students of universities. Brand knowledge is considered to be the dominant factor inciting green purchase intention.
2017	Factors influencing buying behaviour of green energy consumer	Deepak Sangroya; Jogendra Kumar Nayak	The high price of green energy along with maintenance cost is the reason why environmentally aware consumers are not using it in the developed countries even though subsidies are levied.
2016	Identifying Factors that	Christo Bisschoff; Philip	Environmental concern,

	Influence Green Purchasing Behavior in South Africa	Liebenberg	environmental beliefs, environmental awareness, and environmental attitude are major determinants which are to be infused in the customer so that he purchases green products. While environmental social consciousness, purchase intention and environmental knowledge were also the factors but considered less significant in the study.
2016	Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers	Andrea K. Moser	Study found that the consumer care for environment can be seen from their purchasing behaviour. Marketing of goods is found to be effective way of encouraging the customer to purchase environment friendly goods that will also benefit the business.
2014	Factors affecting consumers' green product purchase decisions	Prashant Kumar Bhimrao M. Ghodeswar	The study revealed that the Indian consumers are aware and concern for the environmental condition so they had started purchasing the green product which is not only contributing to the environment but also to their health.

Conclusion:

The literature survey clearly depicts that in the last decade there is an increase in the number of consumers who purchase green products and this is due to the fact that people are now more aware and conscious towards the environment. Further, it is also observed that people have a favourable attitude for green products and thus, they are ready to pay an extra penny to make a green purchase. Also, it is clearly seen that the pace with which the consumers awareness is raising, has made them more environmentally conscious leading them to engage in green purchasing behaviour.

Research Limitation and Future Recommendations:

The current study made use of only qualitative methods to understand the concept in future quantitative methods with more variables can be included in order to establish relationship amongst them.

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