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Customer Attitude towards Green Electronic Products

“A Study of State Haryana”

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Abstract - As we are suffering from Environmental, problem due to continuous degradation of the natural resources by human to fulfill its unending desires. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. And firm will be benefited once green marketing strategy is applied. This paper will be discussing to consumers attitude regarding green electronic product. This is the right time for adopting a technology and improving the features of green products. It also influence economy and human life in many ways therefore this research is attempt to know about the affective factor of people in state Haryana about the green electronic products. For this purpose a questionnaire was prepared and distributed among the user of green electronic products. This study contributes the body of knowledge regarding the consumer buying intention and motives behind the purchasing of green electronic products. A survey among 120 people using structured questionnaires was conducted among consumers from the Haryana where the population is comprises of low medium to high medium class consumers. From the results of the study, there is no difference among the respondents of rural and urban area of state Haryana. Male and females are equally aware about the purchasing of green electronic products. The findings also suggest main motive of consumer behind the buying intention is green products quality.

Keywords: *Customer Attitude, Green Electronic Products, Eco- Friendly, Haryana.*

I. Introduction

In the contemporary era of globalization, industrial growth has enlarged the demands and wants of the population and it has become a symbol of economic development. However, it has resulted in the misuse of the natural resources and the environment that in turn has distressed the ecological balance and global challenges such as global problems like global warming, melting of glacier ice and hole in ozone layers etc. The negative effects of electronic products are energy usage, toxic content, resources utilization and end of life disposal. After empathetic the problems of environment, need of green marketing is arises. Green marketing is a tool or strategy used in business where firms try to create an image of themselves as environmentally concerned firms and produce environment-friendly products.

II. Review Of Literature

G. Karpagavalli and a. Ravi (2017) tries to focus on investigating the manners of consumers in south Bangalore region with respect to depletion of green processed food products. It is conclude that the taste of consumers are changes according to preferences so, producers should improve their products according to consumers.

Chockalingam Nathan Senthil&IsrealJoshua Densingh(2016) tries to convert the purchaser of green marketing from non-purchasers. Modify the marketing mix for no purchasers of eco-friendly products by studying their perceptions on the introduction of eco-friendly options of the regular products that they are using Additionally, the study had tried to give a base for marketing strategy formulation to convert non-purchasers into purchasers by redesigned marketing mix.

NorazahMohdSuki (2016) tries to examine the moderating effect of green brand knowledge on the relationship between green brand positioning and green product purchase intention.In conclusion, it is find that brand knowledge is most significant determinant of green product purchase intention. Knowledge of green brands has caused consumers to develop positive green marketing awareness. There is no moderating impact between green brand positioning and green product purchase intention.

Banerjee Tanushri& Banerjee Arindam (2015) try to study the energy efficiency and saving consciousness and environmental friendly considerations during purchase decision of consumers in India. Results, it is concluded that consumers give priority to star rated appliances during purchase of Refrigerators and Air Conditioners in India.

Liang Qinqin and ChaipoopirutanaSirion (2014) examines the relationship between man-nature orientation, ecological effect, attitude toward green purchase, green perceived value, subjective norm and green trust of green electronic products purchase intention. Finally, there is a positive relation between the different variables and astrong positive relationship between green trust and green electronic products purchase intention.

Akbar Waseem& et al (2014) tries to investigate the factors affecting the green purchase behavior of Pakistanis' consumers. Results show the positive and significant relations among the different factors affecting the purchase intention of consumers.

Kaur Satvir (2017) tries to explain the concepts of green marketing, green products, green marketing mix, and green consumers and also categorizes the consequence of green marketing and green initiative that are taken by different companies for endorsing green marketing in India.

III. Objectives

- To study the consumers buying intentions to purchase green electronic products.
- To identify the motives behind the purchasing of green electronic products.

IV. Hypothesis

- **Ho1:** There is no significance association among respondent buying intention with reference to residential area, gender and income.
- **Ho2:** there is no significance difference between motives behind purchasing of green electronic products.

V. Research Methodology

- **Research Design:** This research is both explorative cum descriptive.
- **Sampling:** In this purposive random sampling method is used. Samples of 120 respondents of state Haryana, which are using green electronic products, are selected.
- **Source of data:** Primary source of data is composed through questionnaires which are distributed among green consumers Secondary data is collected through magazine, newspaper, research papers etc.
- **Research tools:** Descriptive (mean and standard deviation), chi-square and fisher exact test and five point likert type statements are used such as strongly agree to strongly disagree. In analysis, abbreviations are used and these are:

A1: I am trying to purchase those eco-friendly electronic products, which are low pollutants.

A2: Ordinary electronic products have harmful emission that affects the ozone layer.

A3: I will support government control to check harmful effluents from electronic products.

A4: I do not buy eco-friendly electronic products because they are expensive.

VI. Analysis

Table 1
Buying intention among the Respondents according to Residential Status

State ment s	Reside ntial Status	Stron gly Agree	Agree	Neutr al	Disag ree	Stron gly Disag ree	Total	Chi Square value	Signifi cant Value	Results
A ₁	Urban	9	35	10	5	1	60	4.763	0.293	Not Significant
	Rural	11	28	18	3	0	60			
	Total	20	63	28	8	1	120			
A ₂	Urban	21	25	7	7	0	60	6.316	0.165	Not Significant
	Rural	11	28	16	5	0	60			
	Total	32	53	23	12	0	120			
A ₃	Urban	14	35	8	2	1	60	1.016	0.884	Not Significant
	Rural	12	40	6	1	1	60			
	Total	26	75	14	3	2	120			
A ₄	Urban	3	5	23	12	17	60	2.009	0.742	Not Significant
	Rural	1	5	22	17	15	60			
	Total	4	10	45	29	32	120			

(* indicates the value is significant at the 5% level of significance)

Table 1, in this we compare the sig. value with the 5% of significance level. Based on that A₁, A₂, A₃ and A₄ statements the chi square value is not significant at 5% level of significance hence there is no significant difference between the opinions of urban and rural area's respondent. Buying intention are same of both rural and urban area.

Table 2
Buying intention among the Respondents According to Gender

State ment s	Gende r	Stron gly Agree	Agree	Neutr al	Disag ree	Stron gly Disag ree	Total	Chi Square value	Signifi cant Value	Results
A ₁	Male	11	34	10	5	0	60	4.383	0.340	Not Significant
	Female	9	29	18	3	1	60			
	Total	46	63	28	8	1	120			
A ₂	Male	10	32	11	5	2	60	3.154	0.746	Not Significant
	Female	9	30	17	4	0	60			
	Total	19	62	28	9	2	120			
A ₃	Male	15	34	9	1	1	60	2.745	0.685	Not Significant
	Female	11	41	5	2	1	60			

	Total	26	75	14	3	2	120			
A₄	Male	2	7	26	11	14	60	4.879	0.319	Not Significant
	Female	2	3	19	18	18	60			
	Total	4	10	45	29	32	120			

(* indicates the value is significant at the 5% level of significance)

Table 2, this table compare the sig. value with the 5% of significance level. Based on that A1, A2, A3, and A4 statements the chi square value is not significant at 5% level of significance hence there is no significant difference between the male and female. Both male and female think same regarding the buying intention about the green electronic products.

Table 3
Buying intention among the Respondents according to Income

State ment s	Age	Stron gly Agree	Agree	Neutr al	Disag ree	Stron gly Disag ree	Total	Chi Square value	Signifi cant Value	Results
A₁	Below 20000	6	27	17	1	1	52	11.899	0.110	Not Significant
	20000- 30000	5	17	6	5	0	33			
	Above 40000	9	19	5	2	0	35			
	Total	20	63	28	8	1	120			
A₂	Below 20000	6	26	16	2	2	52	14.913	0.034	Significant
	20000- 40000	4	15	10	4	0	33			
	Above 40000	9	21	2	3	0	35			
	Total	19	62	28	9	2	120			
A₃	Below 20000	7	34	10	0	1	52	18.319	0.005	Significant
	20000- 40000	5	21	3	3	1	33			
	Above 40000	14	20	1	0	0	35			
	Total	26	75	14	3	2	120			
A₄	Below 20000	4	2	16	12	18	52	9.836	0.246	Not Significant
	20000- 40000	0	3	14	9	7	33			
	Above 40000	0	5	15	8	7	35			
	Total	4	10	45	29	32	120			

(* indicates the value is significant at the 5% level of significance)

Table 3, in this we compare the sig. value with the 5% of significance level. Based on that A1 and A4 statements the chi square value is not significant between the different income groups. Statement A2 and A3 is significant at the 5% level of significance which means there is a difference between the opinions of different income groups. Below 20000 income respondents are more aware than the other income group respondents

Table 4
Motive behinds the purchasing the green electronic products

	Rank	Mean	Std. Deviation
Quality	1	1.95	.849
Cost	2	2.41	1.119
Durability	3	3.70	.856
Design	4	4.42	.941
Health Effect	5	2.52	1.501

(Source: Primary Data)

Table 4 shows that quality, cost and durability have less mean and std. deviation value. The main motive behind purchasing the green electronic products is Quality, cost and durability. Design and health effects are not effect on the motives of purchasing behavior.

VII. Findings

According to findings, most of the respondents are willing to purchase green electronic products. Main motive behind the buying intention to purchase green electronic is it's quality and other motive is of cost, means that respondents want the quality in products.

Both urban and rural area respondents are aware about the buying intention statements. In addition, in case of gender both male and females have willing to buy green electronic products. However, in case of income, respondents have clear intention to purchase but in case of ordinary electronic products and support of government, respondents of different income level have different opinion. Below 20000 income respondents are more willing to pay for green electronic products than other groups.

VIII. Suggestions

Bestowing to this research of Haryana is not so developed. People in this area are not aware about green electronic products and affect environment due to non-eco-friendly products. This study will be advantageous to the companies who are fascinated in making world a better place by saving possessions. Therefore, marketers should focus on awareness of consumers. According to findings, respondents are not well known of eco-friendly products because they thought that cost of these products is very high. Consequently, marketers should adopt such pricing strategies that give maximum benefit in liable cost of green electronic products. There's need to focus on green electronic products and its marketing strategies.

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