The Influence of Situational Factors on Consumer Perception towards Green Consumer Durable Products: An Analytical Study of Delhi/NCR

Dr. Shweta Kumar

Associate Professor, Department of Commerce, College of Vocational Studies (University of Delhi), Triveni Sheikh Sarai, New Delhi, India

Abstract
It has been observed that Situation may lead the change in consumer buying behavior. Various scholars of the same field observed that consumer behavior can be explained by knowing and predicting situational factors. However, consumer perception is the prior factor to the buying behavior or as an initiator it may reflect in the action of the consumer to buying products. Normally it is found as a crucial factor in buying a special product i.e. eco-friendly products. The situational factors of the consumer perception include perceived price, availability, perceived quality, eco- labeling and reference group. In the last year there is increasing demand of green products in India due to increase in environmental issues. Consumers have started "thinking green" and are try to move towards the green products. From the last decades it is noticed that major changes came into the world due to the unavoidable situations in resulted normal marketing converted into sustainable marketing. India is the fourth largest consumer durable product market in the world and usually supports the green marketing and green product but the demographic factors and situational factors would not support the sustainable business of green consumer durable product. This paper will try to examine situational factors which enable the consumer to sustain consumer perception towards GCDP. The samples of 215 respondents were collected with the help of structured questionnaire to attain the study objectives. T-test, chi-square test and correlation were used to test the hypotheses of the study.
Keywords: *Green Marketing, Green Products, Green Consumer Durable Products, Consumer Perception,*

I. Introduction

Presently businesses and organizations try to capture the consumer psychology in the best possible way with follow the market trend. Green marketing is the new trend and strategy of business to capture the consumer market. A green product means products with less detrimental impact on the environment and it becomes the utility of the present scenario and green marketing supports the green products. There has been increasing awareness of consumers all over the world about protection of environment. It also influences the consumption pattern of consumers towards goods and services. According to Kalafatis et al. (1999), consumers' concern about the environment has been steadily increasing due to awareness through mass media, impact of major industry disasters and the rise of environmental group activities (Belk, 1974, 1975). Belk (1975) and Mowen (1990) stated that consumer behavior can be explained by knowing and predicting situational factors. Situational factors like price, availability, quality etc., may affect the consumer perception. Perception refers to —the entire process by which an individual becomes aware of the environment and interprets it so that it will fit into his or her frame of reference. Many studies indicated that consumers have positive attitude towards the environmental protection and situation will also played a very important role (Arvola et al., 2008; Ellen, Webb & Mohr, 2006; Liu et al., 2012; Vermeir & Verbeke, 2006). In case of green products situation may affect the purchase decision of consumers however the perception may change towards the same.

It has been also observed that there has been increasing demand of green products because consumers' possesses the capability to protect environment by purchasing green consumer durable products. Consumer situation like price, quality and availability etc., may also reflect their perception towards green consumer durable products. Consumer perception can be defined as the way the consumer usually view or feel about a certain product or service. On the other side Green Consumer Durable Products are intended to endure regular usage for several years or longer before their replacement is required with the qualities of green products. The consumer durables industry consists of durable goods and appliances for domestic use, such as television, refrigerators, air-conditioners and washing machines. Some of the other instruments like cell-phones and kitchen appliances like microwave ovens are also included in this category. This paper will try to explore the situational factors on consumer perception towards GCDP that may change the purchase behavior of the consumers because situation

may vary time to time as per the requirement of the consumers.

Statement of Problem

Environmental issues are the major concern now a days' and to solve this problem green product considered as solution of this problem. Situation and perception of consumers change with the passage of time with regards to green goods & services and situation may vary time to time that reflect the purchase decision of consumers. There are many situational factors like price, quality, availability, eco-labeling and reference group etc., may reflect the perception of consumers in case of green products and with influence of perception the purchase decision of consumers towards green products may also vary. The researcher will be going to discuss the situational factors that reflect the perception of consumers towards green consumer durable products.

Factors of Consumer buying behavior and Perception

It is observed that the buying behavior of consumers is continuously changing and evolving because of greater market access and various substitutes available in the market (Azen 2005).Consumers mainly purchase those goods and services which fulfill higher utility for them. Consumers buy goods and services as per their needs and requirements or generally analysis the attributes of products before buying. The buying decision of consumers also affected by marketing forces, personal and social forces and due to increasing awareness of consumers towards the environmental issues, they think for green products. The Green is slowly and steadily becoming the recent trend of marketing and influence the buying behavior of consumers. This emerging behavior of consumers have resulted the trend of green consumerism. Green consumerism reflects the purchase behavior of consumer towards green goods and services.

Consumer perception means how consumer perceived the things by their own way. According to Kotler and Armstrong (2012), "Perception means the process of selecting, organizing and interpreting sensation into meaningful whole". In the purchase decision of goods and services consumer perception means expected satisfaction of consumers towards selective products and it is also associated with the experience of the consumers. Consumer perception may be influenced by the various factors like Demographic factors (Age, Gender, Occupation, Family Income, Education) Subjective Norms, Environmental Attitude (environmental knowledge, awareness and concern), Psychological factors and Situational factors. Demographic factors include Age, Gender, Education, Occupation and family income play a very prominent role in consumer perception towards green consumer durable products (Kumar, R., & Kumar, R. 2019).

Subjective norms refer to an individual perception of significant others (family, friends, colleagues and peers) attitude towards a specific behavior. Consumers consider what other think when making a decision to buy or not to buy a product (Fielding, K., McDonald, R. Louis, W. R. 2008). Environmental Concern is a strong attitude towards environment to preserve it. Environmental knowledge can be defined as general fact, information and concept about the natural environment. Environment awareness is to know the impact of human behavior on environment. All these factors together make environmental attitude and strongly influence the perception of consumers towards green products (Kaufmann, H. R., Panni, M. F. A. K., & Orphanidou, Y.2012). Psychological factors include attitude, belief, values, norms etc., strongly form the consumer perception towards the green products (Zhang & Dong, F. 2020).

Situational factors are the temporarily conditions that affects how buyers behave according to the particular condition. Consumer may be affected by these factors at one time or another. Situational factors include perceived price, availability of the product, perceived quality of the product, eco- labeling and reference group.

Perceived Price: Product price is the appropriate match of customer satisfaction and loyalty towards the product (Rahman,S. 2018).Many consumers have perception that high price means product carry high values. These values include design, performance, appearance, taste and quality of the green product (Sharma, Y. 2011). According to Abzari, Shad, Sharbiyani, and Morad (2013) most of the consumers willing to pay extra price for the green products as they find a better utility in green products as compared to their price.

Availability of the Product: Availability is played a prominent role in the purchase decision of the green product (Aertsens, J., Verbeke, W., Mondelaers, K. and Van Huylenbroeck, G. 2009). In caseof green product mostly people often unaware about the availability of the product due to lack of media coverage and advertisement (Gottschalk, I. and Leistner, T. 2013). According to Blackwell et al.2006, consumer would like to purchase product that could save their time, thus product availability leads to positive purchase decision (Blackwell, R. D.,

Miniard, P. W. and Engel, J. F. 2006)**.**

Perceived Quality: Perceived quality is product overall judgment about the superiority of the product (Zeithaml, V. A., 1988). Perceived quality is the overall perception about the quality of the product (Fraj, E., Martinez, E., 2006).Gill and Jacob (2018) proved that perceived quality significantly influence purchase intention of green products. It is also clarified that perceived quality and purchase intention were directly positive correlated. (Fraj, E., Martinez, E., 2006).

Eco-Labeling: Eco-labels are marketing and advertising tools that provide information to the consumers about the green attributes of the products. The information contains creates positive attitude towards the green products (Riskos, K., Dekoulou, P. E., Mylonas, N., & Tsourvakas, G. (2021). Sigit and Faugia (2017) proved that there is positive correlation between knowledge of eco- labels and green products purchasing decisions. The eco-labels knowledge directly influence on green purchase intention.

Reference Group: An individual group may be influence by social and peer groups. It is also proved that individuals whose family and peer group recommended sustainable products are more likely to purchase green products (Salazar, H. A., Oerlemans, L., & van Stroe-Biezen, S. (2013).

Objectives of the Study
1.   To find out the various factors impacts the consumer perception towards GCDP (Green Consumer Durable Products).
2.   To find out the situational factors of consumer perception towards GCDP (Green Consumer Durable Products).
3.   To determine the impact of situational factors on consumer perception towards GCDP (Green Consumer Durable Products).

II.   Review Of Literature

It has been observed that there is a needful change has also been done in the consumer market time to time. The present study will be discussed the changing pattern and buying behavior of consumer towards green products. In one of the literature it is found that consumers assert to be aware of green products but awareness is exterior only, they actually did not know the contribution of green products to the society and to the environment. People have high concerned towards the environment but did not know the way for the contribution to the environment in form of green products (Kumar and et al 2012). Another study would also support that consumers have very high awareness level towards green products and high green values and most of the consumers willing to buy the green products if they are easily available in the market (Bhatia & Jain 2013). The role of knowledge is also tremendous in the purchase behavior of consumers towards green products. The level of awareness and income enhance the consumers' concern about the environmental protection to purchase green products. The demographic variables like age, gender, income, education, occupation is differing as per the perception of the consumers (Dharmalingam.R, &Palanisamy,V2019). As per one of the study it is found that consumers overall attitude towards the environmental issues is quite positive but the price of green products may influence the purchase decision of consumers (Lavanya.K, and Kumar.P,2019). In one of the study it is revealed that green product quality, product features, green product values positively influence consumer perception and green purchase intention (Soon, T., & Kong, W. 2012). The consumer purchase behavior towards the green products depends upon the level of satisfaction and the consumer satisfaction largely depends upon attributes of the green products (Makhdoomi, U., & Nazir, U. 2016). It is also found in one of the study that consumers are willing to purchase green products when it is available on the affordable price. Consumers are unwilling to pay extra price for the same. Ultimately consumers are aware about the environmental issues and green products (Agyeman, C. M. 2014).

Another study also asserts that price is one of the major elements to reflect the purchase behavior of consumers and their perception towards the green products. It is generally assumed by the consumers that the prices of green products are generally high as compared to conventional products (Biswas, A., & Roy, M. 2015). In one of the study it is revealed that there is a gap exit between actual purchase behavior and attitude of consumers, factors like price, availability and social influence may create the difference between actual purchase behavior and perception of consumers towards green products. (Joshi, Y., & Rahman, Z. 2015). Situational factors of products like product attributes including price, brand, eco-labeling, availability, socio-cultural factors, and cost etc., may affect the purchase behavior of consumers towards green products.(Wijekoon, R., & Sabri, M. F. 2021).
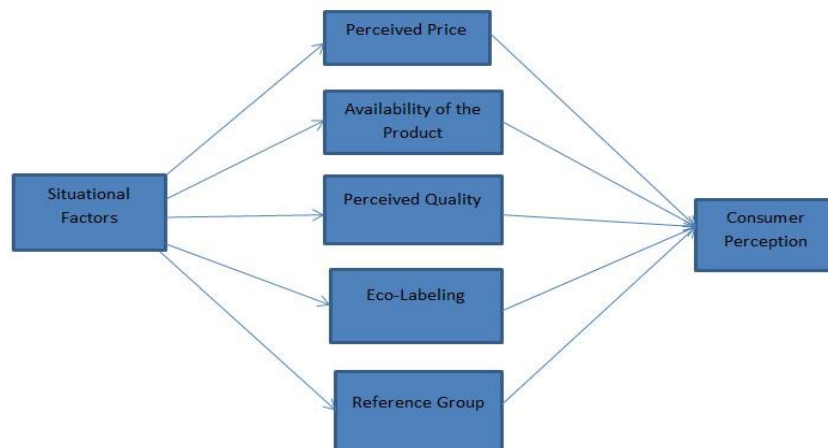
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Hypotheses of the Study

On the basis of research problem and review of literature the following hypotheses of the study were formed:

H01: There is relationship of situational factors on consumer perception towards Green Consumer Durable Products.

Ha1: There is no relationship of situational factors on consumer perception towards Green Consumer Durable Products.

H02: There is impact of situational factors on consumer perception towards Green Consumer Durable Products.

Ha2: There is no impact of situational factors on consumer perception towards Green Consumer Durable Products.

III.   Research Methodology

The study is descriptive cum exploratory in nature. Descriptive study used to describe the characteristics of the population or phenomenon studied, and both primary and secondary data will be included in this study. The secondary data collected through research papers of reputed journals (Peer reviewed, and Scopus) research articles, websites, blogs and e-library. The present study also uses both primary and secondary data to get the outcome of the study. The primary data will be collected through structured closed ended questionnaire. A five - point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) was used for obtaining the responses. A simple random sampling method of probability sampling was used to select the data that means each and every individual of the target population has an equal probability of being selected in a sample. A research sample is limited to Delhi/NCR respondents and NCR includes the area of Ghaziabad, Gurgaon, Faridabad and Noida. In Descriptive Statistics chi-square test, t-test, regression and correlation will be applied to get the outcome of the hypotheses with the help of SPSS Software version 26.

IV.   Data Analysis and Result

The statistical Package for the Social Science (SPSS) VERSION 26 was used to analyze the data. The Age, Gender, Marital Status, Educational Qualification, Occupation, Family Income and Place of residence giving an overview of the research sample are presented as follows:

Demographic Profile of the Respondents

Table 1			
		Frequency	**Percent**
Gender	Female	129	60

	Male	86	40
	Total	215	100
Age	14-25Years	60	27.91
	26-35Years	50	23.26
	36-45Years	40	18.60
	46-55Years	35	16.27
	55Years and Above	30	13.96
	Total	215	100
Marital Status	Single	140	65.11
	Married	84	39.06
	Others	1	0.04
	Total	215	100
Educational Qualification	No formal Qualification	7	3.25
	Secondary	20	9.31
	Higher Secondary	28	13.02
	Undergraduate	59	27.44
	Graduate	55	25.58
	Post Graduate	32	14.88
	Doctorate	14	6.52
	Total	215	100
Occupation	Student	85	39.54
	Unemployed	12	5.59
	Govt. Employed	35	16.28
	Self Employed/ Business person	60	27.9
	Home Makers	23	10.69
	Total	215	100
Monthly Income	Up to Rs.10,000	20	9.30
	Rs.11,000-Rs.50,000	75	34.88
	Rs. 51,000-Rs.1,00,000	90	41.86
	More than 1,00,000	30	13.9
	Total	215	100
Residence	Delhi	75	34.89
	Noida	40	18.60
	Ghaziabad	35	16.28
	Faridabad	40	18.60
	Gurgaon (Gurugram)	25	11.63

	Total	215	100

The table 4 shows the demographic profile of the respondents which consists of Gender, Age, Marital Status, Educational Qualifications, Occupation, Monthly Income and Residence. The percentage of female respondents (60%) is more as compared to male respondents (40%). The highest number of age group of the respondents between 14-25 years (27.91%) then age group between 26-35 years (23.26%), age group between 36-45 years (18.60%), age group between 46-55 years (16.27%), 55 years and above age group is 13.96%. In survey the highest number of respondents from undergraduate course i.e., 27.44% and least number of respondents from no formal education. Most of the respondents are students i.e., 39.54% and then GovernmentEmployed16.28%, rest of the respondents are self -employed/business person, home makers and unemployed respectively. The monthly income of the respondents between Rs.50,000- Rs.1,00,000 is highest i.e., 41.86% and the respondents are belonging to Delhi, Noida, Ghaziabad, Faridabad and Gurgaon are 34.89%, 18.60%, 16.28%, 18.60% and 11.63% respectively.

Reliability test (Table2)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.966	.970	12

In order to access the reliability Cronbach's alpha has been presented in table 2. Result shows that value of Cronbach's Alpha is .966 that means data is highly reliable and the alpha coefficients for all items used in the scale were above the threshold value of 0.70.

Chi-Square Test (Table3)

	Pearson Chi- Square Value	df	Asymptotic Significance(2- sided)
PV_*CP	363.771[a]	143	.000
GPQ_*CP	278.899[a]	143	.000
GPA_*CP	271.525[a]	154	.000
ELC_*CP	327.904[a]	154	.000
RG_*CP	220.932[a]	132	.000
(CP = Consumer Perception)			

Table 3 shows the chi-square test that indicates relationship between consumer perception and the situational factors like perceive value, green product quality, green product availability, social norms and eco-labeling & certification. As per the chi-square result p value is less than 0.05% which shows high and positive relationship among the situational factors and consumer perception towards green consumer durable products. It proves the alternative hypotheses that there is relationship of situational factors on consumer perception towards Green Consumer Durable Products.

Correlation Test (Table 4)

Correlations						
		PV_avg	GPQ_avg	GPA_avg	SN_avg	ELC_avg
PV_avg	Pearson Correlation	1				
	Sig.(2-tailed)					
GPQ_avg	Pearson Correlation	.469**	1			
	Sig.(2-tailed)	.000				
GPA_avg	Pearson Correlation	.422**	.588**	1		
	Sig.(2-tailed)	.000	.000			
SN_avg	Pearson Correlation	.359**	.665**	.465**	1	

	Sig.(2-tailed)	.002	.000	.000		
ELC_avg	Pearson Correlation	.407**	.616**	.469**	.542**	1
	Sig.(2-tailed)	.000	.000	.000	.000	
**.Correlation is significant at the 0.01 level (2-tailed).						

Correlation Analysis indicates the relationship among variables and table 5 of correlation analysis shows that there is a highly strong correlation among the situational factors and consumer perception towards the green consumer durable products as the value of correlation 1. If the value of Pearson Correlation lies between +- 0.50 and +- 1 then its shows a linear association between two matric variables and correlation coefficient is statistically significant. Hence it is rejected the null hypotheses that there is no relationship of situational factors on consumer perception towards Green Consumer Durable Products and it proved the positive hypotheses that there is relationship of situational factors on consumer perception towards Green Consumer Durable Products.

Multiple Regression Analysis (N=215)

Table 5: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802ᵃ	.642	.617	.45162
a. Predictors:(Constant), ELC_avg, PV_avg, GPA_avg, SN_avg, GPQ_avg				

Table 6: ANOVAᵃ						
Model	Sum of Squares	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.287	5	5.057	24.796	.000ᵇ
	Residual	14.073	69	.204		
	Total	39.360	74			
a. DependentVariable:ATT_avg						
b. Predictors:(Constant),ELC_avg,PV_avg,GPA_avg,SN_avg, GPQ_avg						

Table 7: Standardized Coefficientsᵃ						
		Unstandardized Coefficients				
Model		B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.150	.391			
	PV_avg	.306	.096	.270	3.205	.002
	GPQ_avg	-.066	.116	-.064	-.563	.575
	GPA_avg	-.018	.089	-.019	-.202	.841
	SN_avg	.186	.081	.229	2.307	.024
	ELC_avg	.597	.103	.553	5.782	.000
Dependent Variable: ATT_avg						

As shows in the regression model summary table, it is clear that perceived value and eco-labeling & certification affecting overall perception of consumers towards green consumer durable products. Hence researcher can reject the null hypotheses.

As per the table 5 the outcome of regression test contains ANOVA table shows the p value is .000 which is highly significant and the outcome of coefficient table shows perceived value and eco-labeling & certification shows high impact of situational factors on consumer perception of green consumer durable products. Other situational factors e.g., green perceived quality, green perceived availability and social norms do not show high impact on consumer perception.

V. Data Analysis and Discussion

Environmental issues are not new and consumers also concern towards these major issues. They have done major changes in their consumption behavior and prefer to buy environmental friendly goods and services. However, consumer perception may change time to time towards buying and purchasing of green goods and services and several studies indicated that Indian consumers are aware of advantages of green goods and services. In the recent years green marketing concerned with environmental friendly goods and services in the way production, consumption and disposal of goods and services in the safest way to the environment.

Chi-square test reveals that there is relationship between situational factors and consumer perception towards green consumer durable products. This suggests that every situational factor has equal relation with consumer perception. Correlation test reveals that situational factors have an equal relationship with consumer perception towards green consumer durable products. Each and every situational factor have positive relationship with consumer perception that means perceived value, green perceived availability, social norms, green perceived quality and eco-labeling & certification relate with the purchase decision of the consumers towards green consumer durable products.

Regression table indicates that not all situational factors impact purchase decision and perception of consumers but the factors like perceived value and eco-labeling & certification impact more on perception of consumers towards green consumer durable products.

VI. Conclusion

It is concluded that there are many situational factors that impact and relate with the perception of consumers. But not all the factors impact in the same way as the other factors impact and relate with the consumer perception. Some situational factors impact directly on consumer perception that reflects consumer purchase decision towards green consumer durable products. Product perceived value generally relate with the customers' evaluation of the merit of the products that impact more on customer perception which directly impact customer purchase decision for goods and services. Eco- labeling and certification generally indicate authentication related with the environmental friendly goods and services so in case of green products it played a major role in changing perception and purchase decision of consumers towards green consumers' durable products. The sample of the study is limited only to the Delhi/NCR respondents and numbers is restricted only to 215 respondents.

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