An Empirical Study On Consumer Involvement Towards Green Products In Vadodara

INTRODUCTION

Everyone talks about global warming, pollution, conservation of environment, etc. But, the matter of fact is that how many people actually care about these issues. Further, how many people actually try to conserve environment through their actions is an issue which needs to be researched upon. Also, what are the actions taken by governments at various levels to curb the degradation of environment? India's population has grown multifold since independence. However, the geographical area has remained constant or declined. Hence, there is a tremendous pressure of population on land. As a result, there has been deforestation, use of chemicals, plastics, etc. has increased leading to deterioration of environment. Also, with the economic development happening in the country, the use of two and four wheelers has seen a sharp rise leading to higher use of petroleum and fossil fuels. This has further degraded the environment. It is hence, high time that people change their behavior and move towards actions leading to environment conservation in India and also other countries. One of the ways marketing managers can play their part in saving the environment is to provide goods and services which are environment friendly. Only provision of green products is not sufficient. Their adoption in the lifestyle is also important. For this, there has to be a change in the buying behavior of consumers towards green products. There are lot of eco-friendly products which are being offered in the market. However, consumers still are in the habit of buying the traditional products. So, the question is, what is preventing the consumers from purchasing products which are environment friendly? Is it the availability of products in the market? Is it the price of those products? Is it a mere habit? Are the consumers insensitive to environment conservation? These are some of the questions that need to be answered.

This research tries to answer the question whether consumers care about environment conservation or not and also why is it that a majority of their purchases are non-eco-friendly products. For this purpose, consumers from the city of Vadodara were asked questions about their involvement towards eco-friendly products or green products. An empirical study was

conducted to study consumer involvement for green products in Vadodara and also find out consumer attitude towards purchasing these products.

LITERATURE REVIEW

According to George M. Zinkhan, Aydin Muderrisoglu (1985)[1],Involvement, familiarity, and cognitive differentiation are three measures of individual difference which were assumed to be related to consumers' ability to recall advertising messages. In their research, the three relationships were examined, and an attempt was made to establish a purified measurement procedure for operationalizing each of these constructs.

Gilles Laurent and Jean-Noel Kapferer (1985)[2] found that there is more than one kind of consumer involvement. Depending on the antecedents of involvement (e.g., the product's pleasure value, the product's sign or symbolic value, risk importance, and probability of purchase error), consequences on consumer behavior differ. The authors therefore recommended measuring an involvement profile, rather than a single involvement level. These conclusions were based on an empirical analysis of 14 product categories.

Judith LynneZaichkowsky – Personal Involvement Inventory (PII) (1985)[3]presented a 20-item Personal-Involvement-Inventory (PII) to measure consumer involvement. Some particularly appealing aspects of her work are: (a) a dissertation-level effort to design a scale of involvement when none existed before; (b) the refreshing simplicity of the proposed scale and its applicability across products, brand-decisions, and advertisements as stimuli; and (c) attention to detail at the item screening stage and subsequent validation procedures. The objective of the present paper required, however, that our discussion be directed at a deficiency in PII. This deficiency concerns the dimensionality question.

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[1]George M. Zinkhan, Aydin Muderrisoglu (1985), "Involvement, Familiarity, Cognitive Differentiation, and Advertising Recall: A Test of Convergent and Discriminant Validity", *Advances In Consumer Research*, Vol.12, Eds. Elizabeth C. Hirschman And Moris B. Holbrook, Provo, UT : Association For Consumer Research, Pages: 356-361.
[2]Gilles Laurent and Jean-Noel Kapferer,(1985), Measuring Consumer Involvement Profiles, *Journal of Marketing Research*
[3]Zaichkowsky, J. L. (1985). Measuring the Involvement Construct, *Journal of Consumer Research*, **12** (December), 341-352.

Zaichkowsky (1985a) adopted a unidimensional conception of involvement defining it as "a person's perceived relevance of the object based on inherent needs, values and interests." However, the 20 items in her scale did not constitute a unidimensional construct, her rigorous item inclusion and screening procedures notwithstanding. This alleged absence of unidimensionality is apparent both on conceptual and empirical grounds.

Banwari Mittal (1989)[4] proposed that two scales of involvement have appeared in major marketing/ consumer behavior journals. Of these, Laurent and Kapferer's (1985) scales assume multi-dimensionality in involvement; and Zaichkowsky's (1985) scale, while driven by a unidimensional view of involvement, is not unified. The sources of departure from unidimensionality are reviewed for each scale. Consistent with major, recent definitions, a unidimensional conception of involvement is utilized to develop a general model of involvement. The two scales are reconciled with this model, and subscales are identified in each which would measure involvement as a unified construct.

Judith Lynne Zaichkowsky – Revised Personal Involvement Inventory (RPII) (1994)[5] found that the conceptualization of the Personal Involvement Inventory was a context-free measure applicable to involvement with products, with advertisements, and with purchase situations. The empirical work to develop this measure was mainly validated with respect to product categories. This paper extended the construct validation of the PII to involvement with advertisements and also demonstrated that the PII may be reliably reduced from twenty items to ten items.

After reviewing the structure (dimensionality) of two scales that have been proffered as measures of the involvement construct, Zaichkowsky's Personal Involvement Inventory (PII), and Laurent and Kapferer's Consumer Involvement Profile (CIP), Kenneth C. Schneider and William C. Rodgers (1996)[6]proposed and provided initial support for a new subscale for the CIP; one designed to measure importance, a construct not now encompassed by that scale. The relationship between

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[4]Banwari Mittal (1989), "A Theoretical Analysis of Two Recent Measures of Involvement", *Advances in Consumer Research*

[5] Judith Lynne Zaichkowsky, (1994), The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising, *Journal of Advertising, Volume XXIII, Number 4, 59-70.*

[6]Kenneth C. Schneider, William C. Rodgers (1996), "An "Importance" Subscale For The Consumer Involvement Profile", In Advances in Consumer Research Volume 23, eds. Kim P. Corfman and John G. Lynch Jr., Provo, UT : Association for Consumer Research, Pages: 249-254.

importance and the remaining CIP subscales designed to measure various involvement antecedents (ie., Interest-Pleasure, Sign, Risk Probability and Risk Importance) was then discussed.

Carmen García, Julio Olea, Vicente Ponsoda y Derek Scott (1996) designed A 21-item Likert-type `Consequences of Involvement' questionnaire (CIQ) was developed to measure the level of involvement with products. Unlike other scales, the CIQ measured involvement from its consequences, rather than requesting the subject to directly rate his or her state of involvement. It was applied to Spanish and English samples and in each sample the involvement with two products was measured. In all four cases the questionnaire met psychometric standards and provided essentially the same two-factor structure. The first factor was labelled `Cognitive Dimension' and was inferred from consequences related to the increase of information on the product. The second factor was labelled `Affective Dimension' and was related to the emotional aspects of using or owning the product. The results obtained were in agreement with the two-factor theory of involvement proposed by Park and Mittal (1985). In addition, the Personal Involvement Inventory (Zaichkowsky, 1985) was adapted to the Spanish population and some problems relating to criterion validity and its dimensionality were noted. [7] In this research, this model was used to study the consumer involvement for green products in Vadodara, Gujarat.

Theconstructs of perceived risk and product involvement have been noted to share several similarities in the consumer behavior literature but diversity in the conceptualization and operationalization of these constructs has led to conflicting and confusing findings. Using consistent definitions of the two constructs, Utpal M. Dholakia (1997)[8]investigated the relationship between their components. Results supported the multi-dimensional and product-specific nature of the perceived risk construct. Additionally, the perceived risk dimensions were found to explain a significant portion of the enduring importance component of product involvement.

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[7]Carmen García, Julio Olea, Vicente Ponsoda y Derek Scott (1996), Measuring Involvement FromIts Consequences, Psicothema, 1996. Vol. 8, No. 2, pp. 337-349
[8]Utpal M. Dholakia (1997), "An Investigation Of The Relationship Between Perceived Risk And Product Involvement", in Advances in Consumer Research

Natalie Lennox and Nicholas McClaren (2003)[9] empirically studied consumer involvement with a product class. Data was collected from 178 vehicle buyers. Reliability and factor analyses investigated the structure of the Bloch (1981) instrument and the dimensions underlying involvement. In terms of replication, the results suggest the reduced-item version of the instrument previously proposed by Shimp and Sharma (1983) is reliable and is a less excessive measurement instrument. Similar dimensions underlying involvement with the product class are reported here. The study extends previous work by obtaining similar results in a different cultural setting, producing findings from a more relevant sample, applying an additional method of data collection, and suggesting that the underlying dimensions may be temporally stable.

Ming-Chuan Pan (2007) found that the study of effect of payment mechanism and shopping situation on purchasing intention is moderated by the product involvement. In high product involvement, the purchasing intention of consumer' using credit card is higher than paying cash and in the low product involvement, the purchasing intention of consumers' paying cash is higher than using credit card. Further, in high product involvement, consumers' purchasing intention on TV shopping is higher than online shopping and the purchasing on online shopping is higher than physical store shopping. In the low product involvement, consumers' purchasing intention on physical store is higher than online shopping and the purchasing intention on online shopping is higher than TV shopping.[10]

FeiXue(2008)[11] investigated the moderating role of product involvement in predicting the effects of self-concept and consumption situation on consumers' situational decision making. It was found that, for consumers who were highly involved with the product, self-concept and consumption situation were both determinant factors in a situational brand choice. For consumers who were not highly involved with the product, however, their situational brand choice was based solely on the situational factor, not their self-concept. The research also examined the interaction effect between self-concept and consumption situation. It introduced a

[9] Natalie Lennox and Nicholas McClaren (2003), Measuring Consumer Involvement: A Test Of The Automobile Involvement Scale, *ANZMAC 2003 Conference Proceedings Adelaide*, 364-370
[10] Ming-Chuan Pan, The Effects of Payment Mechanism and Shopping Situation on Purchasing Intention - the Moderating Effect of Product Involvement, Proceedings of the 13th Asia Pacific Management Conference, Melbourne, Australia, 2007, 1-10
[11]FeiXue, (2008) "The moderating effects of product involvement on situational brand choice", Journal of Consumer Marketing, Vol. 25(2), pp.85 – 94.

new variable, product involvement, to self-concept research to extend our understanding of when self/situation congruity effects occur.

Jacob Hornik and TaliTe'eni-Harari (2010)[12] examined which variables influence product involvement among young people. This paper explored five variables: age, subjective product knowledge, influence of parents, influence of peers, and product category.

BoudhayanGanguly et al. (2010)[13]tested the mediating role of trust in online transactions to provide empirical evidence that trust in the online store represents the generic mechanism through which the focal independent variables of website design are able to positively influence purchase intention and reduce the perceived risk. The research further showed the effect of the individual's culture in e-commerce and thus offered important clues into the relative importance of website design factors contributing to trust for customers of different cultural values.

PlaviniPunyatoya (2011)[14]presented a brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention. The study also emphasized effect of brand personality on high and low involvement products preference and purchase. The paper also talked about how famous endorsers and strong brand argument can improve brand personality of low and high involvement products respectively.

Ashutosh Sandhe (2014)[15] studied the behavior of people for buying high involvement and low involvement products. The research found that the mental process of consumers for both involvement categories is different. It was also found that the shopping mode for both types of product was similar, even though the reasons for selecting the said shopping mode were totally different. In terms of payment mode, a significant difference was found for both the products.

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[12]Hornik. J, Tali. T, (2010), Factors Influencing Product Involvement Among Young Consumers, in *Journal of Consumer Marketing, Vol. 26(7), pp. 499-506*
[13]GangulyBoudhyan et al., (2010), The effects of website design on purchase intention in online shopping: the mediating role of trust and the moderating role of culture, *International Journal of Electronic Business*, Vol.8, pp.302-330.
[14]Punyatoya, P. (2011), How Brand Personality affects Products with different Involvement Levels?, European Journal of Business and Management, Volume 3(2), 104-107.
[15] Sandhe Ashutosh, (2014), Consumers' Approach Towards High Involvement Products and Low Involvement Products: A Study of Buying Behaviour in Vadodara, Pacific Business Review International, Vol.5, Issue 5, pp.75-85

OBJECTIVES

- To find out product involvement for eco-friendly or green products in Vadodara, Gujarat.
- To study relationship between factors affecting product involvement for green products in Vadodara, Gujarat.
- To study and analyse consumer attitude towards green products and environment conservation in Vadodara, Gujarat.

RESEARCH METHODOLOGY

This being a descriptive and exploratory research, data was collected from 200 respondents from across the city of Vadodara. Respondents were provided with structured questionnaire. The questionnaire was divided into three parts. The first part was about the demographic characteristics of the respondents. Second part of the questionnaire contained 30 questions regarding the factors affecting product involvement for green products in Vadodara. There were six questions on each factor on a seven point scale. The third and final part of the questionnaire was about consumer attitude towards environment conservation. For the purpose of selecting respondents, stratified random sampling was used and accordingly students, home makers, service, profession and business class were selected as respondents.

Table 1 shows the demographic characteristics of the respondents for this research.

TABLE 1: TABLE SHOWING DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS IN VADODARA

Factor		N	N%	Factor		N	N%
	10-20	29	14.50		Student	56	28.00
	21-30	53	26.50		Housewife	28	14.00
Age	31-40	61	30.50	Occupation	Business	37	18.50
	41-50	35	17.50		Service	43	21.50
	Above 50	22	11.00		Profession	36	18.00
Total		200	100.00	Total		200	100.00
	Undergraduate	45	22.50	Gender	Male	62	62.00
	Graduate	63	31.50		Female	38	38.00
Education	Post Graduate	47	23.50	Total		100	100.00
	Professional	45	22.50				
Total		200	100.00				

Product involvement of respondents towards green products was studied using the CIQ (Consequences of Involvement Questionnaire) as propounded by Carmen Garcia et al. According to the model, there are five factors which affect product involvement. Rather than directly asking a respondent his involvement, the questionnaire was designed in the form of a scale where questions pertaining to each factor was asked and based on the responses, product involvement was found out. Following are the factors affecting product involvement-

- **Affective link (AL)**. High involvement with a product implies some identification with it; some sort of affective link. The product is considered to be important in the subject's daily life and he/she shows a special interest in it (Krugman, 1965; Park and Mittal, 1985; Zaichkowsky, 1987).
- **Search and information processing (SIP)**. High involvement also implies an active search of additional information on the product and a deeper processing of this information. As a result, a change in the quantity and the quality of the knowledge on the product would be expected (Howard and Jagdish, 1969; Macquarrie and Munson, 1992).
- **Purchase purpose (PP).** High involvement is also related to purchase purpose, as people prefer to buy those products which they have high involvement with (Clarke and Belk, 1978; Zaichkowsky, 1985)
- **Social interaction (SI)**. A high involvement also implies greater related social interaction, with the person trying to meet other people to talk about the product (Macquarrie and Munson, 1992).
- **Social Relevance (SR)**. People having high involvement with a product try to extrapolate their own personal interest and view the product as also important for others.

To check the internal consistency of the data, Cronbach Alpha was found out. In this, research, we got Cronbach Alpha of 0.87 which suggests that the data collected was internally reliable and further analysis would yield results which would also be reliable.

HYPOTHESIS

H1: There is no significant product involvement towards green products in Vadodara.

H2: There is no significant relationship between factors affecting product involvement for green products in Vadodara.

H3: There is a lack of positive attitude towards environment conservation in Vadodara.

ANALYSIS OF DATA AND HYPOTHESIS TESTING

H1: There is no significant product involvement towards green products in Vadodara

It would be logical to establish a relationship between product involvement and attitude towards environment conservation and adoption of green products. Hence, from the data collected, product involvement for green products in Vadodara was found out which is given in Table No.2 below-

TABLE 2: TABLE SHOWING PRODUCT INVOLVEMENT FOR GREEN PRODUCTS IN VADODARA

Factor	Mean	S.D.	Chi Square	Sig.	F-value	Sig.
AL	5.25	0.71	45.44	0.000	80.74	0.013
SIP	5.03	0.76	43.56	0.000	128.00	0.006
SI	5.02	0.92	28.68	0.000	83.93	0.000
SR	5.43	0.81	35.83	0.000	31.12	0.030
PP	5.96	0.91	43.23	0.000	43.32	0.040
Overall	5.34	0.82	56.78	0.000	73.42	0.004

On a seven point scale with seven being high and one being low, any value towards seven would mean high product involvement and vice versa. In the above Table No.2, it is clearly visible that all the factors affecting product involvement for green products are showcasing values above five. The highest mean value is for the factor "purchase purpose" (PP) which is 5.96, while the lowest value of mean is for the factor "social interaction" (SI) which is 5.03. However, it is very clear that the range of mean for all the factors is above 5 suggesting high product involvement. The overall product involvement for green product was found to be 5.34. Further, the Chi Square and F-Values are both highly significant for all the factors. Hence, from the data collected and statistical tests, it was clearly established that product involvement for green product was found to be high. Thus, the hypothesis is rejected and alternate hypothesis is accepted.

H2: There is no significant relationship between factors affecting product involvement for green products in Vadodara.

Through H1 it was established that there is high product involvement for green products in Vadodara. Having established this, H2 tries to establish a relationship between factors that determine the product involvement for green products in Vadodara. For this, correlation analysis was carried out and the results obtained are given below in Table No.3

TABLE 3: TABLE SHOWING CORRELATION BETWEEN FACTORS AFFECTING PRODUCT INVOLVEMENT FOR GREEN PRODUCTS IN VADODARA.

		AL	SIP	SI	SR	PP
AL	Pearson Correlation	1	.846**	.791**	.699**	.331**
	Sig. (2-tailed)		0	0	0	0
	N	200	200	200	200	200
SIP	Pearson Correlation	.846**	1	.791**	.633**	.245**
	Sig. (2-tailed)	0		0	0	0
	N	200	200	200	200	200
SI	Pearson Correlation	.791**	.791**	1	.588**	.244**
	Sig. (2-tailed)	0	0		0	0
	N	200	200	200	200	200
SR	Pearson Correlation	.699**	.633**	.588**	1	.302**
	Sig. (2-tailed)	0	0	0		0
	N	200	200	200	200	200
PP	Pearson Correlation	.331**	.245**	.244**	.302**	1
	Sig. (2-tailed)	0	0	0	0	
	N	200	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).

Table No.3 clearly shows that there is a high level of positive correlation between all the factors affecting product involvement for green products in Vadodara. The highest level of correlation was found between the factors Affective Link and Search and Information Processing (r=0.846, p=0.000), while the lowest level of correlation was found between the factors Purchase Purpose

and Social Interaction (r=0.244, p=0.000). It can also be seen from the above table that all the values of correlation are highly significant. Thus, it can be said that a moderate to high level of positive correlation between factors affecting product involvement for green products in Vadodara leads to high product involvement. Hence, based on the results obtained from correlation analysis H2 also was rejected and alternate hypothesis was accepted.

H3: There is a lack of positive attitude towards environment conservation in Vadodara.

TABLE 4: TABLE SHOWING RESPONDENTS' ATTITUDE TOWARDS ENVIRONMENT CONSERVATION AND PURCHASING INTENTION FOR GREEN PRODUCTS IN VADODARA.

Factor	Mean	S.D.	T Value	Sig.	Chi Square	Sig.
Environment Knowledge	4.074	1.11	20.382	0.000	33.375	0.015
Attitude towards Environment	4.312	0.94	25.779	0.000	30.219	0.007
Conservation Behaviour (Awareness)	3.85	0.94	22.833	0.000	31.594	0.025
Barriers to Green Lifestyle	3.752	1.02	20.948	0.000	27.875	0.003
Purchase Intention	3.01	0.93	18.395	0.000	29.938	0.027

Respondents were asked to give their opinion on a 7 point scale on six questions based on attitude measurement. It was observed that the mean values for all the factors was just above the central value of 3.5 out of 7. This suggested that even though there is a positive attitude amongst respondents, it is not extremely positive. Knowledge about environment is moderate (Mean=4.074). Same is the case with other factors also. It was observed that respondents felt that there were various barriers to green lifestyle in Vadodara (Mean=3.752). Also, purchase intention for green products was found to be below the central value (Mean=3.01). This meant that though there is high involvement and there is a positive correlation between the factors affecting product involvement for green products in Vadodara, the attitude needs to be more positive that what was observed in the research. Also, though there is a favourable attitude towards environment conservation and green products, it is not getting translated into purchasing intention.

All the values obtained from the analysis were highly significant which can be observed in the Table No. 4. Thus, from the data obtained and resultant analysis, H3 is also rejected and alternate hypothesis is accepted.

FINDINGS

The major findings of this research have been enlisted below-

- All the factors affecting product involvement for green products are showcasing values above five on a seven point scale with seven as high and one as low. This implies that respondents are have interest in green products in Vadodara.
- To further strengthen the argument that product involvement is high for green products in Vadodara, correlation analysis was carried out to study the relationship between factors that determine involvement. It was found that there is a high level of positive correlation between all the factors affecting product involvement for green products in Vadodara.
- The highest level of correlation was found between the factors Affective Link and Search and Information Processing (r=0.846, p=0.000), while the lowest level of correlation was found between the factors Purchase Purpose and Social Interaction (r=0.244, p=0.000).
- After studying the relationship between factors affecting product involvement, purchasing intention was found out for green products in Vadodara. It was found that the mean values for all the factors was just above the central value of 3.5 out of 7.This suggested that even though there is a positive attitude amongst respondents, it is not extremely positive.
- Knowledge about environment is moderate (Mean=4.074).
- Rrespondents felt that there were various barriers to green lifestyle in Vadodara (Mean=3.752). This is one of the reasons for the low purchasing intention was not found to be high even though product involvement was high. Respondents felt that the price of these products was higher compared to traditional products. Also, the availability of these products was a major drawback. Finally, many felt that these products were difficult to repair and maintain as compared to the traditional products.

- This meant that though there is high involvement and there is a positive correlation between the factors affecting product involvement for green products in Vadodara, the attitude needs to be more positive that what was observed in the research.
- Also, though there is a favourable attitude towards environment conservation and green products, it is not getting translated into purchasing intention.

CONCLUSION

To conclude, there is a bright future for green products in Vadodara. However, a joint effort is needed from all which includes the Government, Industries and Consumers. If the drawbacks or hurdles in acquiring green products are eased, it would result in acceptance of these products. Once, there is competition between marketers for green products, cost and price of these products is likely to come down. At the end of the tunnel, there is light for environment conservation in Vadodara.

LIMITATIONS OF THE RESEARCH

This research was carried out only in the urban areas of Vadodara. Rural areas were not covered. The sample size was limited due to time and monetary constraints. Specific green products were not covered. Instead, respondents were surveyed in general about environment friendly products.

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