



# **1. A Conceptual Study in Understanding the Role of Industry 5.0 In Influencing Consumer Behavior with Special Focus On Purchasing Green Products**

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## **ABSTRACT**

*The present environmental deterioration across the world was due to the cause of Consumer's pattern of consumption and marketer's method of productions. The consumer needs to understand the sustainability of natural resources to pass over them to upcoming generation. The awareness and the necessity of using the Green products are increasing among consumers. The young generation has to implement the green products usage as routine consumption where a remarkable change can be witnessed both in environment and healthy society. The objective of the study is to observe the attitude and awareness among the consumer towards green product. The satisfaction among consumers of green product is measured and willingness of purchase, the cycle among the consumers are showcased.*

## **KEYWORDS**

*Consumer Behavior, Green Products, Conceptual Study, Influencing.*

## **Introduction:**

For the well – being of the Environment and their subjects Green – Products are implied to be Eco – Friendly and environmentally safe. This stands to make us understand that the negative effect for the users and the environment would be preferably less. Awareness to safeguard the environment is increasing among all the section of the consumers. They are able to understand their responsibility towards the maintaining of natural resources and reduce the environmental issues by using Eco –friendly Products.

The manufacturer of the particular Green product would concentrate in bringing all sorts of development strategies in order to retain the consumer in purchasing their Products. They would ensure that no harm is involved in production process and might have very less impact with regards to wastes, energy use and other chemical emissions.

Consumers have begun to understand and realize the importance of using Green Products which satisfies them with physical and moral strength. The availability of product with different ranges and factors has given the chance of opting the suitable according to their Preference, the price and the safety.

Green products marketing (GM) has rose attention due to the environmental deterioration and it becomes a global problem. Recently, the American Marketing Association (AMA) divides the definition of green marketing in three aspects: as “the marketing of products that are presumed to be environmentally safe” (retailing definition) as “the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality” (social marketing definition) and finally as “the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns” (environment definition).

Companies have using green marketing for many reasons such as green policies are profitmaking; the business world is more and more implicated in the social responsibilities. Furthermore consumers have been changing of attitudes and due to the government and the competitive pressures it is essential for firms to consider the “green” adjective to marketing strategies.

According to a press release made by Mintel (organization of food and drink market researches) in November 2010, the consumer packaged goods (CPG) or FMCG sector should follow twelve trends, among these trends some of them concern the environment such as “redefining natural” or “sustainability” such as respect the regulation to say that a product is natural or not and for example continue to reduce packaging. These trends show that the FMCG sector is going to change and become greener.

The vision of Industry 5.0 acknowledges the ability of associate degree industry to attain social group goals on the far side growth and jobs, by creating production esteem the limitations of the planet and putting the well-being of the industry and the employee at the middle of the manufacturing process. From this, it can be concluded that Industry 5.0 as well as GM are able to support Environmental Business (EB) processes.

### **Significance of The Study:**

The study is carried with regard to factors influence in purchase of Green products. The attitude towards the preference of purchasing the green product and the barriers that are related to purchase need to be analyzed. Now a day's people started giving importance to safeguard and protect the environment by using Green products. A green product gives more benefits, has very less side effect and minimal of medicine for health recovery.

- i. How to promote the use of green products among young generation by the marketers?

- ii. How to overcome the risk of high price tagged with green products?
- iii. Furthermore, the challenges related to demographic in making the product easily reachable.
- iv. Utmost consumer satisfaction to have cycle of purchase of green products.

### **Objective of The Study:**

- To bring out the factors influencing the purchase of Green products.
- To study the attitude of young generation of preference towards Green products.
- To measure the level of satisfaction of people towards green products.
- To analyze the purchase price preference among the user of green products.
- To study the benefits of using the green product on routine factor.

### **Review of Literature:**

- Aditya maheswari and Guan malthotre (2011) wrote an article entitled “Green marketing: A study on Indian youth”. This study focus on the awareness, perception and parameters considered by the consumers while purchase the green products. Statistical tools like percentages and one-way ANOVA were used, to analyze the purchase behaviour through parameters considered by the consumers while purchasing the products such as price, availability, convenience, brand name and variety of the products. They found that brand name is the significant factor considered by the respondents while purchasing the green products rather than all the product variables adopted in the study. Finally, they concluded that majority of the consumers are confused with the information provided in the products related with the green attributes, so consumers are needed to be educated with the green claims in the products.
- Ishawini and Sarojkumar Datta (2011) in their paper analyzed with the objective of pro environmental concern and its influence to green purchase behaviour of the consumers. In order to achieve the objectives consumers’ preference, pro environmental concern, and knowledge about the environmental issues are the variables used. Correlation analysis reveals that pro environmental concern and green buying behaviour are significantly related. This study concludes that educated consumers are high concern towards the environment, so companies may focus on the segment of educated consumers for green products.
- Ronald Drozdenko et al., (2011) in their study entitled with “pricing of green products, premium paid, consumer characteristics and incentives”. The study focus on customer’s perception towards the price premium of green products based on the demographic, situational, and product categories. From the study, they found that male customers are willing to pay extra for green products, and also there was no significant difference in purchase behaviour of the consumer’s while purchasing the green products based on their income and education. They suggested that tax incentives were highly influence the consumers for willing to pay the green products.
- Afzaal Ali and Israr Ahmad (2012) focused on the factors that influence the green purchase intension of the consumers. To fulfil the objectives of the study organization green image, environment knowledge, environment concern; perceived product price and quality are the variable used. They found that organization green image,

environmental knowledge, environmental concern, perceived product price and quality are the influential factors to the green purchase behaviour of the consumers. So green companies are offer price and quality of the product with the identical one to motivate the consumers towards the green products.

- AyselBoztepe (2012) in his research paper he found that environmental awareness, price, product features, promotion are the variables of green product influencing the purchase behavior of male consumers but promotion is the only variable influence the purchase behaviour of female consumers and also mentioned that environment awareness, green product features, price and promotion are significantly related with green purchase behavior. Finally, he suggested that there is a significant difference between the male and female consumers while purchase the green products, so companies are focus the different strategies on gender basis.
- Azhagaiah (2006) observed the impact of green marketing and environmental protection. In his study, found that the environmental issues have a significant impact on the modern society. The environmental problems are the result of mass consumption and production across the globe. Due to limited resources, an extra caution is needed from both the consumers and the producers. Therefore, awareness is needed for the protection of environment.
- (Akehurst et al., 2012) Although the concept of marketing of green products (popularly known as green marketing) began to be discussed in the 1960s, it was only in the late 1980s and early 1990s that the concept started to be formalized and generalized.
- (Akehurst et al., 2012) In the workshop held by American Marketing Association in 1974, green marketing was defined as the study of positive and negative aspects of pollution and depletion of energy sources.
- (Polonsky, 1994) As per another definition, green marketing consists of all planned activities to generate and facilitate exchanges in order to satisfy human needs and desires with the least possible impact on the environment.
- Peattie and Charter (2003) defined green marketing as the holistic management process responsible for identifying, anticipating and satisfying customer needs in a profitable and sustainable manner. This definition emphasizes the holistic approach towards green marketing. It means green marketing involves green strategies from new product development to modifications in the marketing mix and from packaging to advertising.
- The upcoming age, namely Industry 5.0 and the related Society 5.0 is embossed by technological growths and globalization processes on a human-centered perspective which is mainly expressed through innovation to keep competitive advantages and economic progression high (Aslam et al., 2020). While the importance of robots and artificial intelligence is constantly growing, likewise augmented reality, the Internet of Things (IoT), innovative ecosystems, and smart societies describe the idea toward human-machine-centered interactions (Aslam et al., 2020; Breque et al., 2021; Nahavandi, 2019). According to Aslam (2020) while Industry 4.0 is mainly fixated on productional improvements, “[...] Industry 5.0 is more focused on combining human brainpower and creativity, keeping sustainability and ambidexterity in mind” (Aslam et al., 2020). Furthermore, Industry 5.0 is not only aiming for increasing profits or maintaining cost efficiency within businesses by adopting innovative technologies, but it also includes the aspect of an increase of prosperity including the society, workers, investors, and most important for this research the environment. Therefore, within Industry 5.0 societal, social, and environmental parts are considered to ensure well-being (Breque et al., 2021)

### **Research Methodology:**

Secondary data is taken as study for this paper and to construct the hypothesis while journals through internet were collected to support the study.

**Factors Influencing Green Product:** With the sample collected for the study it is noted from the outcome that significant mean difference with regard to the internal factor such as Personal value and Motivation. On the other hand, significant mean differences were able to identify with regard to external factor such as Reference, Packaging, Labeling and Information.

The results showcased that Personal value was rated high among the respondents than motivation in internal factors also Information was given high rating then comes Labeling.

**Dimension of Attitude Towards Green Product:** Samplings given for study is Independent respondent were the factors include Consumer effectiveness, Health Consciousness, Social influence, Availability and Price. Respondent has rated high for Social influence followed by Price.

### **Level of Awareness Towards Green Product:**

Test result revealed significant mean difference among Education, Marital status and Occupation with regard to level of awareness. Among the educational category of respondents post graduates have a higher level of awareness followed by graduates. Between the marital statuses, married respondents have a higher mean score on level of awareness. Among the occupational category, respondents doing business have a higher level of awareness followed by respondents in public sector and others.

### **Suggestions:**

The study brings a view about the Intention of purchasing the Green Products were it seems to be interesting that Attitude towards the Environment Social Influence, Health Consciousness and perceived consumer effectiveness had more influence and purchase intention towards green product.

Attitude toward the environment is the strongest factor that has positively influenced their purchase intention. This study confirmed that a person who has some concern for the environment would have a stronger preference in purchasing a green product.

Indian manufacturers for green products must focus on these factors and bring about such strategies in their marketing plan that correspond to customers' preference and also possess appropriate coordination with environment.

The higher predictive impact of social influence may also indicate "group effect" on a consumer's green purchase behavior. Almost all individuals belong to one social group or another and some of these social groups might have established "norms" on green purchase behavior. The movement towards the new age of Industry 5.0 requires and enables also new

business models. Those business models are mainly involving sustainability processes by shaping for example production or delivery processes. Concerning the few companies already starting to develop new ideas on how to set a new status in doing future business. Reduce, reuse, and recycle are cogitated as some of the most important values for the future on which new business models should be built. Particularly in order to further promote the sustainability aspect, is of great importance not only within the behavioral patterns of society, but also in the way in which processes must be designed in the future. Start-ups are still considered as the main driver in innovative approaches which are thus attributed with a great deal of power. Consequently, larger companies are pressured to adapt to those innovations to maintain their current powerful role on the market.

New business models are also characterized by embracing new technologies. There is already work in progress to adapt new technologies on e.g., production chains or even meat production. However, companies often do not develop their production chain processes, which is why laws and higher transparency should oblige companies to prove their participation in modernized processes. For that, the government implemented the concept and idea of the Green Deal. Smaller laws and future aims should motivate companies to make their processes greener.

One of the major problems that still hinder businesses to develop is the lack of knowledge and performance measurements. Some of the experts mentioned that environmental friendly business is for most people not yet tangible and hard to understand if and what actions are successful. Therefore, numbers and perceptible aims are required to make this new movement more understandable and reachable for companies.

### **Conclusion:**

The present era has faced many environmental problems, health setbacks and other challenges which has made to switch toward more use of Green Product which act as key for overcoming the challenges. Green purchasing intention among the general public lies on four factors, which are Attitudes toward the Environment, Social Influence, Health Consciousness and Perceived Consumer Effectiveness. It cannot be denied that the participant's intentions to purchase green products play an important role especially in environmentally friendly industries in order to improve their existing business that will also benefit the customers. Rather than that, the green products can also reduce the harm, to the environment, human, and animals.