

A Study on Impact of Environmental Factors on Purchasing of Tiles

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Abstract - Purchase behavior and perception are highly influenced by the various factors which exist in the external environment such as-Physical, Psychological, Economic, Political & Legal, and Environmental factors. In other words, we can say that the macro environment affects the perception of consumers towards these consumer durables.

If we talk about physical factor it means where an individual lives, learn, work and play. A clear physical environment is necessary for a healthy & conducive working environment. A clean physical place energizes an individual and has a positive effect on mood. Private organizations are good examples. We human beings want to work where we can find cleanliness & hygiene. In the present scenario, due to COVID-19 people are now much more focused on hygiene and cleanliness. A good quality tile makes it easier and provides comfort to work and live as they have numerous qualities like-non-porous, anti-skid, easy to clean, etc. Purchase behavior is highly influenced by the nature of products, they are using and consuming as now a days, consumers and customers are more inclined towards the purchase of those which are environment- friendly.

The concept of green behavior has arisen. Researchers have concentrated on all of the above aspects, but none have included the environmental factor. Environmental factor refers to the stimulus that a live entity receives from its surroundings. Environmental sustainability has become more important in the ceramic sector as a result of construction-related environmental challenges. The environmental impact of ceramic tiles made with current production technology was assessed and compared.

Index Terms - Purchase behavior - behavior gap, consumption, and usage of environment friendly products.

INTRODUCTION

Consumers are king as they create value for product. The manufacturers have taken an early step to provide environment friendly products (D'Souza et al., 2006). Environment friendly products more into focus due to negligible effect on environment (Cohen,

1973). Consumer usage of products and services has increased dramatically in the previous decade around the world, depleting natural resources and badly harming the environment (Chen & Chai, 2010). Changes in atmosphere, rising pollution, & rapid extinction of birds and animals have all heightened environmental concerns (Chen & Chai, 2010). As a result of this concern, the idea of "sustainable development" was developed in order to enhance sustainability and prevent harmful effects on society and the environment. Environmental development, such as eco-innovation and usage of environment-friendly goods and services, has increased as a result of sustainability. (Veleva & Ellenbecker, 2001). Consumers' concern towards the environment and environment friendly products has been proved in previous studies (Arvola et al., 2008, Ellen et al., 2006, Liu et al., 2012, Vermeir and Verbeke, 2006) (Bockman et al., 2009, Schmeltz, 2012). These studies show difference between favorable behavior and real purchase behavior (Tanner and Wölfling Kast, 2003, Vermeir and Verbeke, 2006, Vermeir and Verbeke, 2008). Only 4% made purchase, Hughner (2007).

In U.K just 30% of customers are aware of green purchases, according to Defra (2006). As a result, there is a difference in consumers belief and action (Chen and Chai, 2010, Wheale and Hinton, 2007). The purchase of environment-friendly inconsistency' gap' is a disparity or gap between consumers' favourable views toward green items and their actual purchase behaviour. It shows that consumers' good opinions regarding green items aren't always reflected in their actions. It's critical to figure out reason of that why environmental beliefs have a little influence on buying behaviour among consumers; this could be related to factors such as product pricing and availability, as well as social influences. Following the identification of these variables through thorough research, efforts may be done to resolve these concerns and motivate

consumers to purchase environment-friendly products. Despite substantial study on consumer understanding and awareness, our understanding of factors influencing green purchase behaviour remains restricted (Diamantopoulos et al., 2003, Schwepker and Cornwell, 1991) (Follows and Jobber, 2000, Lee, 2009). Despite, the fact that people are aware of the importance of environmental concerns, past research has demonstrated that it does not convert into buying behavior (Bamberg, 2003, Kilbourne and Beckmann, 1998, Nordlund and Garvill, 2002). Consumers frequently choose green items, according to Rokka and Uusitalo (2008)'s research, despite their concern for the environment, and their purchase is based on environmental and product attributes. Situational circumstances have an impact on product buying behaviour and influence.

RESEARCH OBJECTIVES

- 1- To identify the purchase behavior for environment friendly products.
- 2- To study the impact of attitude and satisfaction level of customers on environmental factor.

LITERATURE REVIEW

Consumers' purchase decisions are influenced by their own behavior and behavioural intentions (Foxall and Pallister, 2002; Vermeir and Verbeke, 2006; Wheale and Hinton, 2007). The theories by Ajzen and Fishbein (1980) & Ajzen (1985) have been applied in many investigations. Hierarchical values-beliefs-attitudes-behavior models were employed in other investigations. The behavior of an individual is determined by two fundamental variables (Fishbein and Ajzen, 1980). Another factor, perceived behavioural control, was added by TPB (Ajzen, 1988). The perceived power one feels over one's purchase decisions is referred to as perceived behavioural control. TPB has been used in studies to find customer attitudes, intentions, and actual purchasing behavior. Consumer's awareness helps in understanding the purchase behavior. Attitude and awareness of consumer directly and positively affect the purchase behavior (Roberts, 1996). Consumers knowledge and awareness has created positive attitude (Arcury, 1990). Therefore, it can easily be judged that there is correlation between attitude and purchase (Laroche et

al., 2001). Knowledge of environmental issues can help people become more environmentally conscious (Schahn & Holzer, 1990). More environmentally conscious consumers make more green purchasing decisions (Birgelen et al.2009) Positive environmental behaviour may not always imply an individual's interaction with or participation in the environment. Individual participation is crucial, and the level of involvement determines how strongly one is motivated to process information (Petty & Cacioppo 1990).

Consumers have a variety of concerns, including cost, cost of goods, health, and environmental safety. Given the lower brand recognition of environment-friendly products and the willingness to pay a higher price, cost is an important consideration (Shukla et al,1998). As a result, a consumer's decision to buy green items may depend on specific elements, such as the product's price and accessibility. The main factors influencing a customer's satisfaction with a product are its performance and quality. In addition to forming customer loyalty and influencing future purchase decisions, client pleasure with a product also helps the brand gain favourable word-of-mouth publicity. Typically, consumer satisfaction is seen as a way to foretell future purchases (Oliver, 1999). A happy customer will likely make the same transaction again in the future (Zeithaml et al., 1996). A happy customer is more likely to tell others about the favoured product (Reynolds and Arnold, 2000).

Nowadays, corporations are much more involved in AI as a tool for analyzing consumer behavior as consumer behavior varies brands struggle & customer satisfaction, time and money to understand the market share and consumers need. This has led companies to have competitive edge over its competitors'. Purchase behavior and perception are profoundly impacted by the different variables such as physical, Mental, Financial, Political, Lawful and Ecological elements. The environmental factor plays an important role in assessing purchase behavior towards the consumer durables. A clean and clear environment revitalizes individuals and increase productivity and efficiency or we can say that has positive effect on temperament; examples are the private organizations. During current situation, pandemic individuals are more concerned towards the cleanliness and hygiene maintenance. A good quality tile makes the life easier and happy as

branded tiles are having features like-non-permeable, anti-skid, easy to clean, non-porous and so on.

Today consumers are moving towards green purchase due to change in purchase behavior(Arvola et al., 2008, Ellen et al., 2006, Liu et al., 2012, Vermeir and Verbeke, 2006) (Bockman et al., 2009, Schmeltz, 2012). Though economic development has led to the growth of eco-friendly products and green purchase(Veleva and Ellenbecker, 2001) but there is a gap between actual and intention(Leather expert and Wölfing Kast, 2003, Vermeir and Verbeke, 2006, Vermeir and Verbeke, 2008). Study of Hughner (2007) and Defra (2006) visualizes 67% & 30% have shown interest in purchase of natural food products but only (4%) have actually purchased. This shows the gap(Chen and Chai, 2010, Wheale and Hinton, 2007). After the literature review has been done, it was found that beside the physical, mental, legal, financial factors and P's of marketing and environment has affected more the purchase behavior because of social expectation to have greener and cleaner environment (Foxall and Pallister, 2002; Vermeir and Verbeke, 2006, Wheale and Hinton, 2007). In the highly competitive business environment, AI has been a boon in investigating and handling of information regarding purchase behavior. It has been evident from the literature, that the researcher has focused towards the quality of environment friendly products as customers were ready to pay higher price for the good quality environment friendly products.

In tile industry, environmental sustainability has been raised due to environmental issues. Latest technology has been used in manufacturing tiles, were evaluated and compared for their environmental impact. Using cradle-to-gate life cycle analysis, four different cleaner scenarios are developed. The life cycle A means use of energy for drying. The life cycle B means effective ignition. The goal of life cycle C means minimizing energy consumption and raw material consumption to reduce the breadth of tiles. In life cycle D, the other stages of life cycle are combined.

Therefore, we can say that production of tiles causes serious impact. According to life cycle D, ozone layer depletion is reduced by 22%. This scenario has a 21% lower global warming potential and good option for manufacturing of tiles.

SCOPE OF STUDY

The study is being done for evaluating the response of customers towards the purchase of environment friendly products because now day's consumers are more aware about environment. Findings from this paper could help the government and ceramic manufacturers develop concrete strategies to improve the construction sector's sustainability and contribute in reducing greenhouse gas. Focus should be made towards the environment concern with different population among different countries.

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