

Pimpri Chinchwad Education Trust's
S.B. Patil Institute of Management

Conference Proceedings on
**Innovation in Management
Practices for the Sustainable
Development Goals**



Editors

- Dr. Kirti Dharwadkar
- Dr. Padmalochana Bisoyi
- Dr. Bhushan Pardeshi

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Director's Message

The E-Conference focus on the Management Innovation which is the introduction of management practices new to the firm and intended to enhance firm performance through sustainability. Management innovation is a consequence of a firm's internal context and of the external search for new knowledge.

There is a need to discuss contribution to the ongoing conceptual development of Sustainability-oriented Innovation (SOI) in various management practices and provides initial guidance on how becoming and being sustainable. Sustainability-oriented innovation involves making intentional changes to an organization's philosophy and values more strong, as well as to its products, processes or practices to serve the specific purpose of creating and realizing social and environmental value in addition to economic returns. The increasing complication of products and services, quickly shifting market demands, or growing pressure from various societal groups are trends that necessitate companies to enact new practices to remain competitive.

This Conference tries to contribute in the understanding of how different practices of innovation management are associated to mid- and long-term growth. Nevertheless, find out what impact these practices have on a company's performance over a long period of time. Therefore, the use of a systematic approach for innovation leads to sustainable revenue growth in long term to remain in business.

Dr. Kirti Dharwadkar

Director,
S.B. Patil Institute of Management,
Pune.

Editors' Message

It gives us the immense pleasure to release the Conference proceeding on the title 'Innovation in Management Practices for the Sustainable Development Goals'. The objective of the Conference is to provide a knowledge sharing platform for dissemination of research and experiential findings through empirical study, qualitative modelling, case studies, new concepts and state-of-the-art studies. Innovation is critical for the sustained development and prosperity of the organizations. Organizations have been shifting their focus from internal innovation sources to external ones, such as consumers, corporate research, business partners and universities. The new economic policy of 1991 had both direct and indirect effects upon the country's industrial activity. With public policies and quality programmes as its starting point, industry sought to rationalize its production processes, putting Research and Development (R&D) activities on a backburner, even though these were fundamental for production innovation and differentiation.

The current COVID-19 pandemic has already devastated the economy and many small businesses have been undergoing; many big businesses default on debt; consumption demand could take months to recover, as will supply chains; global merchandise trade suffer; with no way of knowing when normality returns. Now, the entire country needs to act immediately to prepare, respond, and recover by unfolding their resources effectively, which implies in both the firms and their management having entrepreneurial characteristics, such as concern for the organization's quality, the capability to devise and implement complex strategies, learning about the environment on an ongoing basis, suitable development of the strategies, and the effective use of resources.

This E-conference aims to seek to provide a theoretical and practical framework for the development of a process of sustainable technological innovation and to understand how corporate management practices offer input for the development of policies designed to increase the competitiveness and the degree of Indian firms' participation in the international market. The book brings together leading academicians, industrialists, management professionals, researchers and entrepreneurs, in the domain of interest from around the world. We appreciate and thank all the contributors for their valuable contribution.

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GREEN MARKETING – A WAY TO SUSTAINABLE DEVELOPMENT: A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN PRODUCTS

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ABSTRACT

The objective of this paper is to find the gap in the past research. Using the analysis, the conceptual model is suggested after integrated factors product, prices, and brand image. The conceptual framework needs to test. This research paper attempts to examine the level of fondness towards Green Product and its conversion into buying decision. This study attempts to find the factors affecting buying decision for Green Products. This studies find that people are aware about ecological and environmental problems and most consumers perceive that green product will reduce the same. The result of the study reveals that consumer's fondness towards the green product may not convert it in to buying.

Keywords: *Consumer Awareness, Environmental Problems, Green Buying Behavior, Conceptual Model.*

INTRODUCTION

After the industrial revolution, humans are responsible irreparable damage to the planet. They have altered ecosystem and exploited natural resources beyond their regenerative capacity. According to some studies, thirty to forty per cent of current environmental degradation is due to the consumption activities of private households (Grunert, 1993). Reports speak that this trend is growing (Grant, 2000: 5).

Although the level of concern and consciousness about environment is proven to be high in many countries, this does not translate automatically into pro-environmental behavior. A report shows that there is inconsistency between consumer environmental concern and purchase behavior. The impact of environmental consciousness on consumer purchasing behavior therefore remains unclear.

OBJECTIVES

1. The central objective of this research is to examine the models of Green Consumer Behavior define by early researchers.
2. The objective of the current study is to examine the common determinants of consumers' pro-environmental behavior through studying the models proposed in the past research.
3. The proposed conceptual model illustrates the determinants and the consequences of environmental consciousness. Through this model, the link between environmental consciousness, ecological buying behavior, and willingness to pay a higher price for a green product will be clarified. These key concepts will also be defined accordingly.

METHODOLOGY

The objective of this paper to find the research gap, Library method is used.

Literature Review

The earliest attempts to characterize the green consumer can be traced to the 1970s, when Webster (1975) published his work 'Determining the Characteristics of the Socially Conscious Consumer'. Following Kilbourne and Beckman (1998), the conventional approach refers to the body of research within green marketing that is mainly concerned with the task of profiling the green consumer by the use of methods and models originated from conventional marketing theory. For several decades, social scientists have investigated the motivations of individuals who engage in pro environmental behavior (PEB). Economists, for example, tend to examine the influence of external conditions, such as income, price, and socio-economic characteristics, upon behavior. Their approach is grounded in neoclassical economic theory, which presupposes that individual decisions are based on a specific definition of rational self-interest. Other researchers have tried to find the efficiency of demographic, socio-demographic and psychographic data as a means to define green market-segments (Straughan and Roberts, 1999; Laroche *et al.*, 2001). Dimantopoulus *et al.* (2003) presented a thorough review on the use of socio-demographics as a means to define the green consumer. Besides these studies on green market segmentation, another significant number of research papers within this mainstream marketing approach seek to apply cognitive models of decision-making in order to predict green consumer behavior by studying the relationships between knowledge, specific beliefs, attitudes and behavior in relation to the environment. In 1989, 67 per cent of Americans stated that they were willing to pay 5-10 per cent more for ecologically compatible products (Coddington, 1990). By 1991, environmentally conscious individuals were willing to pay between 15-20 per cent more for green products (Suchard and Polonsky, 1991). An important challenge facing marketers is to identify which consumers are willing to pay more for environmentally friendly products. It is apparent that an enhanced knowledge of the profile of this segment of consumers would be extremely useful. The closer we move to an understanding of what causes individuals to pay more for green products, the better marketers will be able to develop strategies specifically targeted at these consumers. Following Berkowitz and Luttermann's (1968) study, Henion (1972) also thought that consumers with medium or high incomes would be more likely to act in an ecologically compatible manner due to their higher levels of education and therefore to their increased sensitivity to social problems. However, the results did not support his hypothesis: environmentally friendly behavior was consistent across income groups. Moreover, Sandahl and Robertson (1989) found that the

environmentally conscious consumer is less educated and has a lower income than the average American. This brought them to conclude that income and education are not good predictors of environmental concern or purchase behavior.

Early research identified the green consumer as being younger than average (Berkowitz and Lutterman, 1968; Anderson and Cunningham, 1972; Van Liere and Dunlap, 1981). Surprisingly, this trend has been reversed in the last decade and several recent studies identified the green consumer as being older than average (Sandahl and Robertson, 1989; Vining and Ebreo, 1990; Roberts, 1996). Although most findings about the impact of consumers' demographic characteristics on their environmentally conscious behavior are contradictory (Roberts, 1996), it is clear that they exert a significant influence. However, most authors agree that demographics are less important than knowledge, values and/or attitude in explaining ecologically friendly behavior (Webster, 1975; Brooker, 1976; Banerjee and McKeage, 1994; Chan, 1999).

Model 1

This model is tested in china consumer express ecological affect and green purchase intention. There is impact of cultural values on beliefs impacting on the behavior. The cultural value largely formed and nurtured by interpersonal relationship and social orientation.

The framework asserts that cultural values can be classified into five dimensions:

1. Man-Nature Orientation
2. Man Himself Orientation
3. Past-time Orientation
4. Relational orientation
5. Activity Orientation

In the present study researcher try to find the relationship between cultural influences really exist for buying the green product.

A Conceptual Model

A model is tested to depict the possible interrelationship between person's Affect (Af), Knowledge (Kn) relating to ecological issues significantly influence his intention to engage in green purchase (IntP) to capture the possible impact of the "Man-Nature" orientation on green purchase. In other words, though the direct impact on Af and Kn, MNO is believed to exert a positive influence on green purchase intentions. The model is formulated:

The data proved the performance of the relevant (ActP). Both Af and Kn found to similar degree of highly positive influence on Int. MNO only exhibited a significant influence on the affective component (Af) but not on the knowledge component (Kn). So, there is favorable ecological affect and green purchase intentions but their level of ecological knowledge and commitment to green purchase are still low.

The finding says both ecological affect and ecological knowledge are important determinants of consumers green purchase intentions which in turn provides important impetus for actual green purchase.

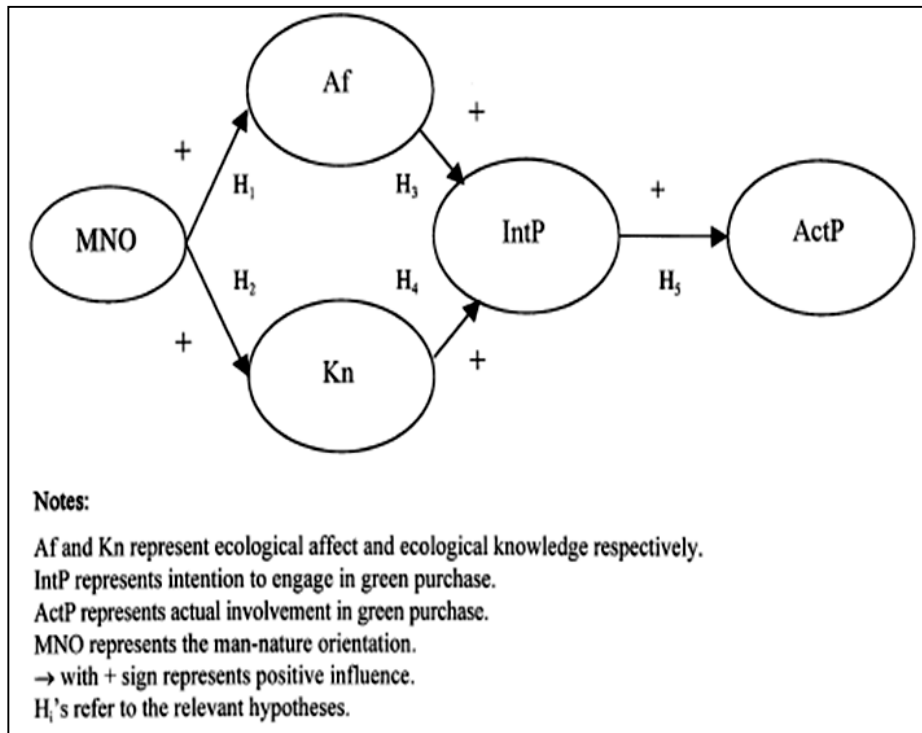


Fig. 1: Conceptual Model

Model 2

This model was developed by Yeonshin Kim, Daegu University Sejung Marina Choi, and University of Texas at Austin in 2000.

Applying the conceptual framework of value-attitude-behavior relationship this study key antecedents of green purchase behavior and develops a model for explaining their influence on ecological consumption. This model investigated the relationship between, the effects of collectivism, environmental concern and Perceived Consumer Effectiveness (PCE) on ecological purchase through structural equation modeling.

This model explains the potential influences of consumer value orientation and general pro-environmental concerns and beliefs on green buying behaviors.

Individualism is characterized by independence, self-reliance, freedom of choice, and a high level of competition (Triandis, 1989), while collectivism emphasizes interdependence, in-group harmony, family security, group-oriented goals, social hierarchies, cooperation, and a low level of competition (Triandis, 1995). Perceived Consumer Effectiveness (PCE) refers to the extent to which individuals believe that their actions make a difference in solving a problem (Ellen, Weiner, and Cobb-Walgren, 1991). PCE, defined as “the evaluation of the self in the context of the issue”. People who have a more collectivistic orientation also rate themselves higher on collectivist traits including respectfulness, obedience, dutifulness, reciprocity, self-sacrifice, conformity, and cooperativeness than those from individualistic cultures (Grimm *et al.*, 1999). Thus, these collectivistic individuals might expect other members to perform the same behavior and thus have greater beliefs in making differences by engaging in the behavior at the aggregate level although the behavior is performed individually.

Proposed Model

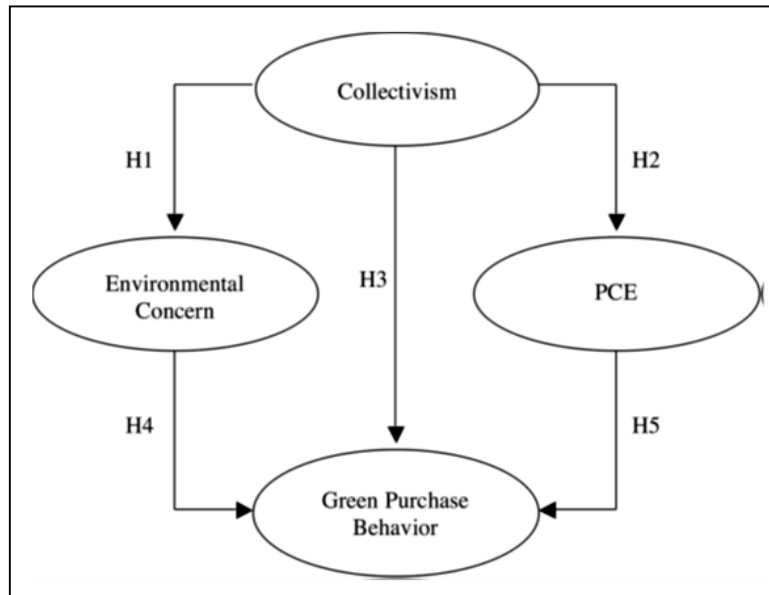


Fig. 2: Proposed Model

Findings

Collectivism, defined as an individual-level value orientation, appeared to positively influence individuals' tendency to buy green products, but only through their positive beliefs about self-efficacy. Collectivistic individuals who value group goals and cooperation might be highly motivated to make pro-environmental choices by having stronger beliefs that their behavior would make a difference in mitigating environmental problems. Greater perceived self efficacy directly influences the likelihood that consumers actually engage in green purchase behavior. These findings seem to reflect the unique nature of pro-environmental behavior.

Environmental concerns also had a direct, positive influence on green purchase, suggesting that consumers who possess strong environmental concern may be interested in consumption of products that reflect that concern. However, environmental attitudes or concerns that reflect an individuals' orientation or belief toward the environment specifically appear to be not related to their collectivistic tendencies at a more general level.

Fundamental values that individuals hold at an abstract level can motivate and drive behavior.

Model 3

This study was done in Canada by Michel Laroche Royal Bank Distinguished Professor of Marketing, John Molson School of Business, Concordia University, Montreal, Quebec, Canada, Jasmin Bergeron Concordia University, Montreal, Quebec, Canada Guido Barbaro-Forleo Concordia University, Montreal, Quebec, Canada. This model investigates the demographic, psychological and behavioral profiles of consumers who are willing to pay more for environmentally friendly products. These factors can be classified into five categories: demographics, knowledge, values, attitudes and behavior responsible to pay more.

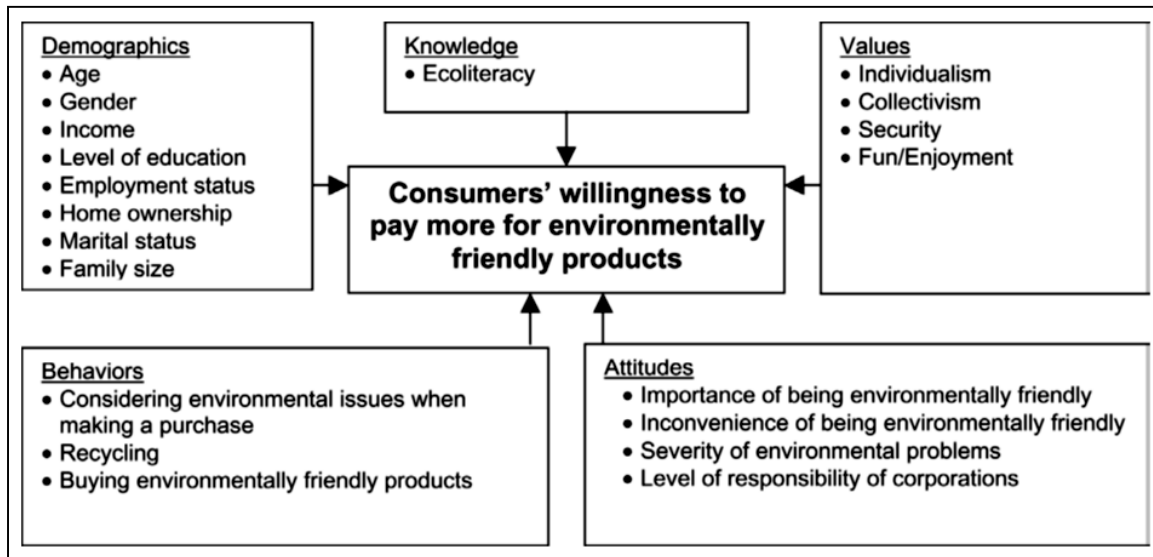


Fig. 3: Conceptual Framework

Findings

Among the eight demographic variables studied, only “gender,” “marital status” and “number of children living at home” differentiated the two segments. Consumers willing to pay more for green products reported that today’s ecological problems are severe, that corporations do not act responsibly toward the environment and that behaving in an ecologically favorable manner is important and not inconvenient. They place a high importance on security and warm relationships with others, and they often consider ecological issues when making a purchase. Conversely, consumers unwilling to pay more for green products reported that companies are acting responsibly toward the environment and they admit (in average) that they do not consider ecological issues when making a purchase. These consumers attributed a lower score to the severity of ecological problems and to the importance of being ecologically friendly. These findings imply many managerial implications for green marketers, which are discussed in the next section.

Common Characteristics

After studying the above models the positive attributes that support the model of Green Consumer Behavior.

- Knowledge is recognized in consumer research as a characteristic that influences all phases in the decision process. Specifically, knowledge is a relevant and significant construct that affects how consumers gather and organize information. Knowledge about ecological issues is a significant predictor of environmentally friendly behavior even found that individuals highly knowledgeable about environmental issues were more willing to pay a premium price for green products
- Two major values, Individualism and Collectivism, implies cooperation, helpfulness, and consideration of the goals of the group relative to the individual. Behavior of collectivist people tend to be friendlier to the environment, while individualistic people tend to be more unfriendly.

- The attitudes with respect to environmentally friendly behavior are importance and inconvenience.
- Perceived level of self-involvement toward the protection of the environment. Many individuals may have high ecological concern, but feel that the preservation of the environment is the responsibility of the government and/or big corporations. We might expect this attitude to impact the willingness of consumers to spend more for environmentally friendly products.
- Among the demographic variables studied, only “gender”, “marital status” and “number of children living at home” differentiated the two segments. It may be suggested that these individuals are more inclined to think of how a ruined environment may negatively impact not only on their partner, but on their children’s future.

Managerial Implications

- It is of primary importance for marketers to advertise why it is convenient to purchase green products and to change consumer perceptions in a positive way.
- More and more companies educate consumers about the convenience of buying ecologically safe products.
- Information cards, window displays, and videos are used throughout the store to inform the public on the environmental and social impacts of their purchasing decisions.
- Marketers should communicate to the target audience that buying green products can have a significant impact on the welfare of the environment. Through a properly targeted advertising campaign, marketers can encourage positive attitudes and behaviors held by ecologically friendly people.

Proposed Model

Overall, the combined results from the past research (model) portray some common variables towards green behavior. Using the analysis, the conceptual model is suggested pertinent to address integrated factors product, prices and brand image. This model is need to be tested.

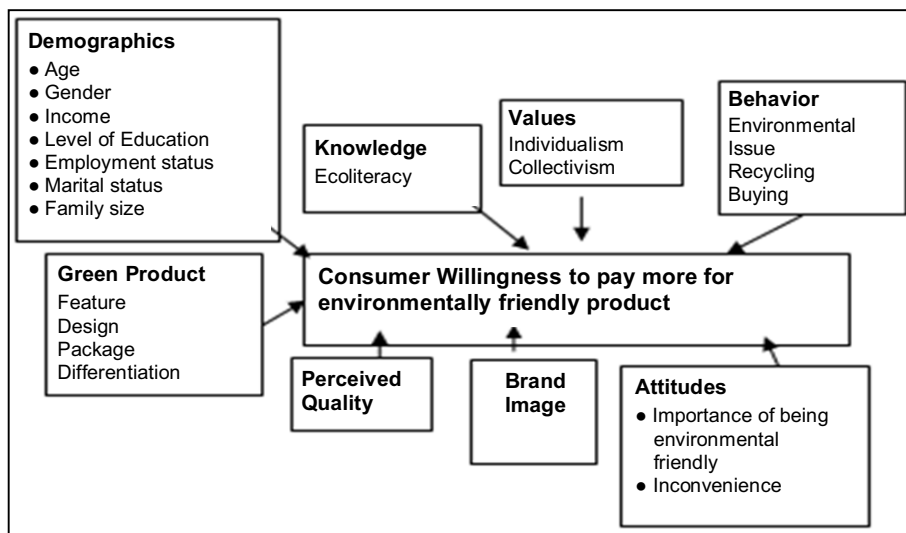


Fig. 4: Proposed Model

LIMITATIONS AND FUTURE RESEARCH

This study is based on qualitative analysis which limits the knowledge of the long-term impact of the factors in above stated model. Some of the characteristics contradict many previous studies.

The proposed model needs to be tested. Proposed Model is designed only on the secondary information. Therefore, results must be used with caution. No quantitative data is collected. Secondly, the research did not identify the green products; as a result the respondents' response might vary for different categories of green products. Future research should address this issue by considering focused green products.

Do the results generated in this study apply to all types of ecological products? Would we obtain the same results in India also? To answer these questions, researchers could eventually study the factors that influence consumers' willingness to spend more for ecologically compatible products, but from a completely different angle. Customers claimed they wanted to buy ecologically compatible products, but British supermarkets were overstocked with products that the same consumers later explained were too expensive.

CONCLUSION

In conclusion, the major contributions of this study were the investigation of the major common characteristics consumers want to buy environmentally friendly products and the subsequent discussion of the implications for marketers.

This research being qualitative, the results are only taken for past research. The increase in media coverage of ecological deterioration, the recent influx of environmentally compatible products in the marketplace and the integration of ecological issues in both our educational and political systems point to the need for more research on the environmentally conscious consumer.

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