

Role of Collectivism and Consumer Trust in Making Consumer Attitude Towards Green Products.

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1. INTRODUCTION

Rapid economic development and technological innovations on one hand bring more convenience to people's lives but at the same time also pose many challenges to the Planet earth where we live. The problems like air pollution, water pollution are directly affecting the sustainability of economic development, the environment, and society. Now human beings are realising the significance of clean and green environment and are contributing significantly in environmental protection activities. Consumers began to change their lifestyles and business activities, and gradually tended to increase consumption of green products (Kong et al., 2014). Green products are designed to protect or improve the environment by saving energy or resources and reducing or eliminating toxic waste, pollution, and the use of toxic substances (Ottman et al., 2006). Compared with traditional products, they may be decomposable, renewable, reusable, and/or recyclable, and have little impact on the environment (Dangelico and Pontrandolfo, 2010). With an increase in the awareness of the consumers and various constructs influencing the green purchase behaviour, it is important to study its managerial and theoretical implications. Research cites that academicians as well as practitioners have delve deep to analyse the antecedents for attitude towards green products. Based on the consumer behaviour theories and models, research suggests that various environmental facets of green consumption

patterns explains the need for eco-friendly products and inspires firms to take up activities which are ecologically conscious(Lin and Niu 2018).

Green Product Decisions

Green consumers can be defined as the individuals who "take into consideration the environmental consequences of their consumption patterns and intend to modify their purchase and consumption behaviour for reducing the environmental impact"(Diamantopoulos, Schlegelmilch et al. 2003).

Green purchasing can be defined as the purchase of environmentally friendly products and minimise buying the products which hurt the environment (Chan, 2001). It is sometimes also termed as green purchase intention which highlights the consumers' willingness to purchase green products. Consumers' demand for green products is prompting the companies to pay more attention to the market for green products. For sustainable development companies are now aware of the fact that the development of green business helps reduce the cost of excessive useless waste, provide employees with a safe and healthy working environment, and ensure the sustainable and efficient operation of the enterprise. In order to gain a larger market for green products, companies have developed various green products to meet the needs of consumers (Dangelico and Pujari, 2010). The changes in consumers' preferences for green products and the urgent actions needed to solve

environmental problems are driving companies to seek solutions to such problems. Therefore, many companies have begun to implement green production and marketing strategies to meet customer preferences to achieve long-term business profits (Dangelico and Vocalelli, 2017; Sana, 2020).

Objective Of The Paper

The main objective of this paper is to understand the green purchase decisions of consumers and to see the role of collectivism and consumer trust on the attitude of the consumers towards green products. This exploratory research discussed the concept of collectivism and consumer trust and its connection with consumer attitude. The following hypothesis are framed and examined in the study:

H1: “Collectivism has a positive association with Consumers’ attitude towards green products”

H2: “Consumer trust has a positive association with Consumers’ attitude towards green products”

2. RESEARCH METHODOLOGY

Sampling and data collection: In this study random sampling method was adopted for gathering samples of 78 respondents from district Amritsar of Punjab State. The descriptive analysis is done which includes mean score, standard deviation, skewness and kurtosis of the responses. Primary data is collected through the structured questionnaire. All the statements used in the study are included after doing extensive literature review.

The Instrument And Measurement

The research instrument used for this study is the questionnaire. This questionnaire consisted of closed-ended questions and was divided into two sections. In the first section, the profile of the respondent was developed. The second section concerned

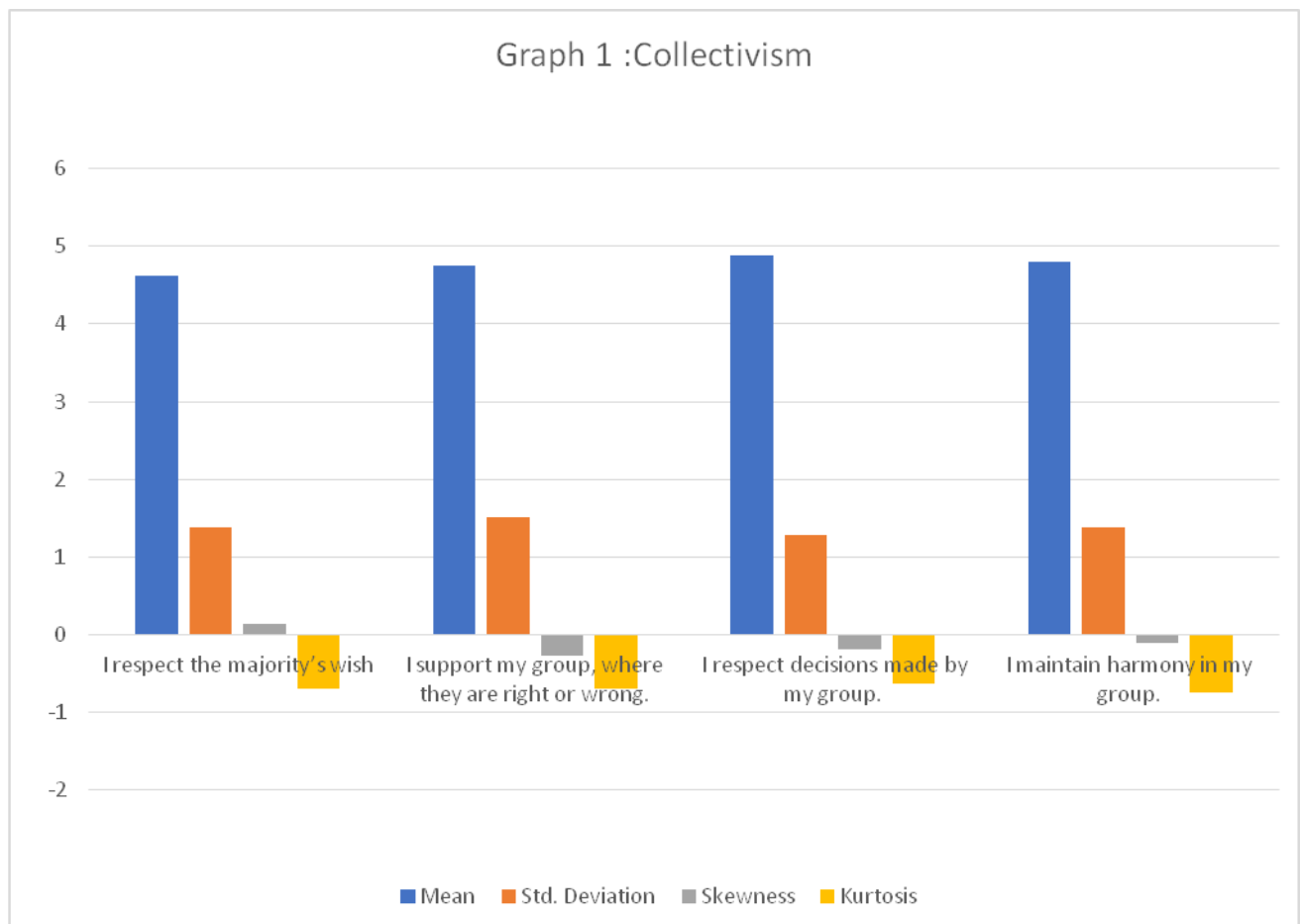
the determinants of green purchase intention. The determinants were consumer Trust towards green products and collectivism. Respondents were asked to indicate their level of agreement for each statement using a 7-point Likert scale anchored from “1-strongly disagree” to “7-strongly disagree”. Selecting the 7 points itemized scale was preferred since this 7-point scale enabled the respondents to show their stand comfortably and precisely.

Collectivism

Collectivism is the conviction that focuses on the group-oriented goals, social hierarchies and cooperation (Widjojo & Yudianto, 2016). Collectivist people understand their obligations towards society and tend to be positively inclined towards society and maybe more inclined towards buying environmentally friendly products. The cultural norms shapes the values and beliefs of the customers and also plays a significant role in formulating their purchase decisions (Bolton et al., 2010). Collectivism represents how much the people are associated with the society as a group (Hofstede, 1980). The people in the collectivist culture have the values and beliefs to share their limited resources with members of their in-group or extended families and usually are inclined to undertake activities which help the society at large to grow and prosper. Social conformance leads to higher self-esteem and reduces the dissonance in an individual’s mind and subsequently reinforces that society approves his decision. People who have been raised in collectivist societies usually tend to make decisions which are beneficial for society at large. In the study the collectivism is measured with the help of four statements. The descriptive analysis of responses collected from the consumers against the statements of collectivism is shown below:

Table 1: Descriptive analysis- Collectivism

	Mean	Std. Deviation	Skewness	Kurtosis
I respect the majority's wish	4.63	1.374	0.129	-0.699
I support my group, where they are right or wrong.	4.76	1.513	-0.273	-0.698
I respect decisions made by my group.	4.89	1.281	-0.189	-0.641
I maintain harmony in my group.	4.80	1.376	-0.107	-0.757



The results indicates that the customers are agree to a large extent that they respect decisions made by their group (mean score = 4.89). The customers are social people and makes the efforts to maintain the frequency similar to the social groups. The customers also found to maintain harmony among the group with which they are associated with (mean score = 4.80). The customers pay respects to their groups and their decisions. The customers selected in the study also observed to support their groups in their actions and believes whether right or wrong (mean score =

4.76). The customers are also found to respect the wish of the majority (mean score = 4.63). The standard deviation of the responses indicates that the consumers are having different believes on the different statements of collectivism. The skewness and the kurtosis of the responses are less than one indicating that the distribution of the responses is normal.

Customer Trust

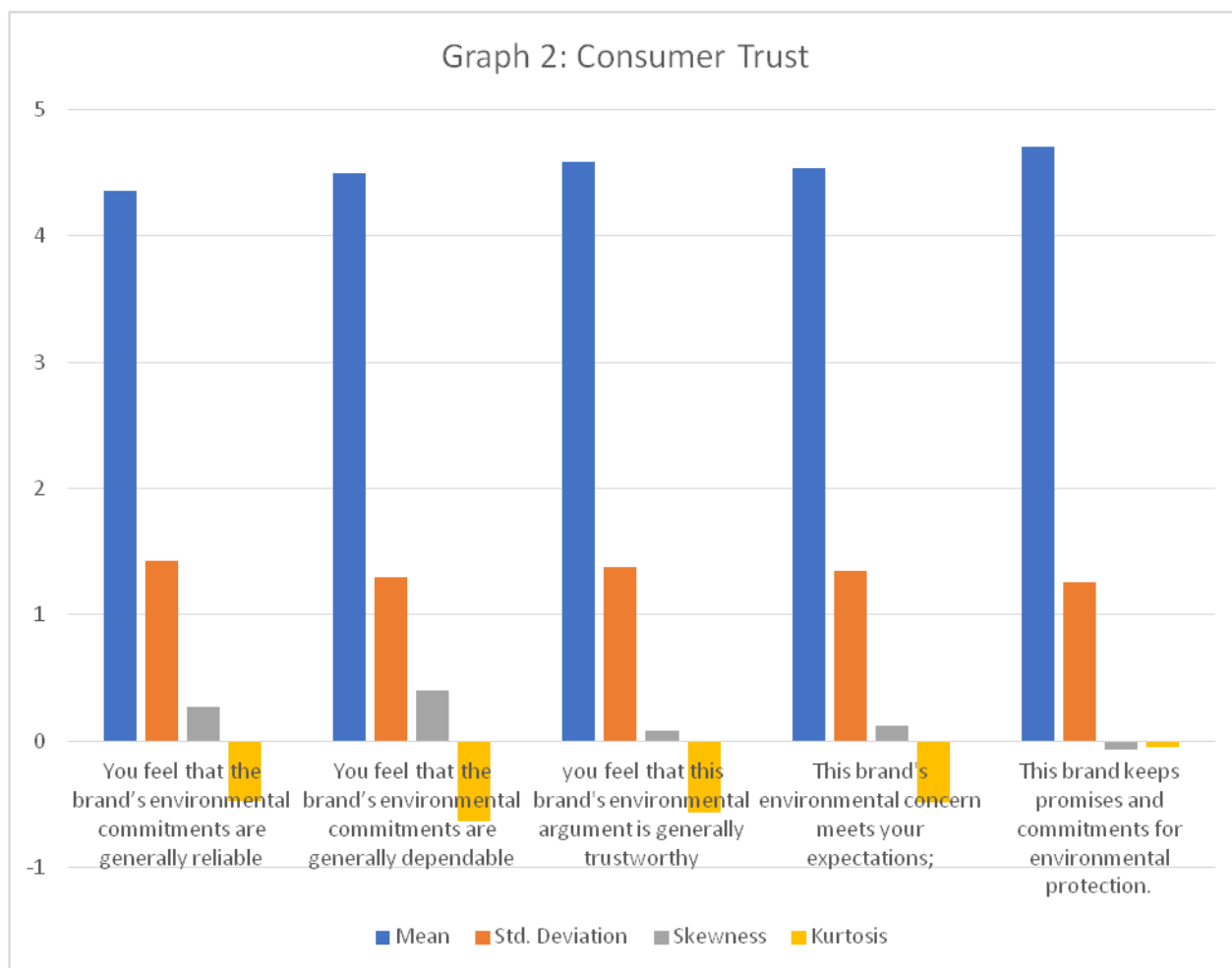
The customer trust is playing an important role in buying the durable goods. It represents the confidence of the customers

on the products. The customer trust is a belief or perception towards the products where he has purchase intentions. In the study the customer trust is included in order to examine its impact on the customers attitude towards green products. The high customer trust lay lead to positive attitude towards the green

products. In the study the customer trust is measured with the help of five statements. The descriptive analysis is applied in the study which includes the estimation of mean score, standard deviation, skewness and kurtosis. The results of descriptive analysis are shown below in table

Table 2 : Descriptive analysis- Customer trust

	Mean	Std. Deviation	Skewness	Kurtosis
You feel that the brand's environmental commitments are generally reliable	4.36	1.430	0.272	-0.476
You feel that the brand's environmental commitments are generally dependable	4.49	1.301	0.403	-0.635
you feel that this brand's environmental argument is generally trustworthy	4.58	1.379	0.082	-0.562
This brand's environmental concern meets your expectations;	4.53	1.351	0.126	-0.486
This brand keeps promises and commitments for environmental protection.	4.70	1.255	-0.067	-0.047



The results reported that the customers have more trust towards green products. The customers believe that the brands which are offering green products will also keep their promises and commitments for the environment protection (mean score = 4.70). This indicates that the customers have faith on the promises made by the good branded companies about the green products that they offered. The customers found to have faith on the brand's environmental argument that it is generally trustworthy (mean score = 4.58). The customers agree that the brand's environmental concern meets their expectations (mean score = 4.53). The customers agree that the brand's environmental commitments are generally dependable (mean score = 4.49) and the brand's environmental commitments are generally reliable (mean score = 4.36). The standard deviation of the responses

indicates that the consumers are having different beliefs on the different statements of trust. The skewness and the kurtosis of the responses are less than one indicating that the distribution of the responses is normal.

As a socially responsible consumer, the green consumer "takes into account the public consequences of his or her private consumption and attempts to use his or her purchasing power to bring about social change" (Moisander, 2007). Trust can be defined "when one party has confidence in another party's reliability and integrity" (Morgan & Hunt, 1994). Collectivism can be defined as "the degree to which people in a society are integrated into groups" (Hofstede, 1980). Lobo & Greenland (2017) states that collectivist societies have a stronger desire to buy environmentally friendly products. The people in the collectivist

culture have the values and beliefs to share their limited resources with members of their in-group or extended families and usually are inclined to undertake activities which help the society at large to grow and prosper.

3. Analysis and Conclusions

The purpose of this study is to explore small sample data on the determinants of green purchase attitude. The data were collected during the pilot test. The validity and reliability of the instrument were assessed in preparation for the large scale study. The managerial implication of the variables will be mentioned in the actual study.

The results of the study provide interesting insights about the role of consumer Trust and Collectivism on the attitude of consumers towards green products. Earlier research suggests that social influence affects green attitudes and consumption (Chan, 2000; Haanpaa, 2007; Kalafatis et al., 1999; Kim and Chung, 2011; Lee, 2008; Phau and Ong, 2007). An interesting insight from the research is the impact of collectivism on general environmentally responsible behavior. The human beings are very much interested in protecting the environment for the present and future generations and that's why they have inclination towards green products.. The study also throws light on the fact that people are very much influenced by their friends and co-workers and buy the green products only if those brands and products are being used by them. The customers believe that the brands which are offering green products will also keep their promises and commitments for the environment protection.

Limitations

There is limited research on environmental friendly attitudes and behaviour related to green products. This is upcoming area as companies are taking steps to reduce carbon emission and investing in green technologies. They are trying to spread awareness about green practices.

Understanding attitude of consumers towards green products can help them in positioning green product lines. However, there are few limitations related to the present study. The research focuses only on two factors i.e. Collectivism and consumer Trust in making attitude towards green products. However there are many more factors that influence the attitude of consumers toward green products and those factors could not be taken up in this study due to paucity of time and resources.

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