

Study on consumer essay



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Key. Fords: green marketing, environment-friendly products, CEO-friendly products, CEO-paper, sustainability, consumer behavior, purchase intention.

GUMBO-E Classification : JELL code: ALL, MOM

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Kosher Kumar & Dry. Abram And.

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A Study on Consumer Behavior towards CEO Friendly Paper variables affecting the consumer behavior while purchasing green products. CEO-friendly paper I. E. Paper which is manufactured from used paper and reduces the harm to environment compared to manufacturing of traditional paper (virgin paper).

The dependent factor is purchase intention and the independent factors are environmental behavior, attitude, knowledge and arms. The structured questionnaire was used collect primary data and analyzed using software

package. From this research it is found that attitude and personal norms are positively influencing consumer purchase intention towards CEO-friendly paper. This study helps the marketers to design strategies for sustaining in the competitive paper industry. The paper industry will have its demand in spite of latest technologies.

The paper is used for different purposes like printing, writing, documentation and packaging etc.

Hence the understanding consumer behavior is very important for marketers in the paper industry. Key. Rods: green marketing, environment-friendly products, CEO-friendly CEO-paper, sustainability, consumer behavior, purchase intention. Introduction environment concern had become the most important issue for mankind in the present world.

The businesses are no exception for this issue and they are responding through environment-friendly products.

Throughout this paper the terms CEO-friendly products, environment-friendly products, green products mean the same and are used interchangeably. The depletion of oil resources, raw materials and pollution are making organizations to rethink about their products and services. The CEO-friendly products are being introduced by modern organizations to protect the environment. CEO-friendly paper is one of the solutions to save the environment and reduce the pollution in the present world.

The present study is to understand the consumer behavior and adoption intention of consumers towards the CEO-friendly paper.

Many products like jute bags, CFL bulbs, hybrid cars, natural soaps, CEO-friendly paper, paper cups, energy saving electronic products, organic food etc are available in the market which are environment-friendly products and

Author a: Part-Time research scholar in Department of Management, Benedictine University, Karakul Campus. E-mail: Co.

Marketing of such products is known as “ Green Marketing’. The products which do not cause any kind of harm to the environment are called as green products. CEO-friendly paper is one of the green products which reduce pollution caused by consumption of paper. Paper is used for different purposes like writing, printing, packaging and newsprint etc (MAMA).

Hence it is essential to think of CEO-friendly Paper which causes less harm to the environment. This study is aimed to understand consumer behavior with regard to CEO-friendly paper.

CEO-friendly products are not new to manufacturers and organizations like TIC, J Paper Limited, Hash Papers Ltd have already started marketing CEO-friendly paper. About CEO-Friendly Paper The paper industry is one of the oldest industries in the world and paper is an essential product for mankind.

The paper is manufactured from wood pulp from pulpwood trees. The paper manufactured from wood pulp for the first time is known as “ virgin paper” or “ payoff (Paper). If Paper is manufactured by recycling the used paper which is collected through reverse logistics and consumes less resources while production is known as CEO-friendly paper.

The consumption of CEO-friendly paper also eliminates deforestation because pulpwood trees are not used in the production process. Less quantity of chemicals are used in production of CEO-paper compared to virgin paper which is made from pulp of trees. Some decades back when the organizations have started manufacturing CEO-friendly paper the quality is low and the color of paper used to turn yellow as the paper grows old but with the latest technologies in Paper industry it is hard to find any difference between virgin paper and CEO-friendly paper.

The organization marketing CEO-friendly paper gets it certified by Forest Stewardship council (BBS). The BBS is international non-governmental organization which certifies experienced paper products and also the organizations which manufacture CEO-friendly paper (FCC). Every ton Of recyclable paper saves 17 trees, 225 kilowatts Of power, 275 pounds of sulfur and 60,000 gallons of water (Khan). The manufacturing of CEO-friendly paper had become competitive advantage for organizations.

The brands of CEO-friendly paper from top organizations in the paper industry are J Copier, Image Copier, © 2013 Global Journals Inc. (US) 9 Global Journal of Management and Business Research (E) Volume XIII Issue XSL Version I Abstract; The purpose of this study is to understand the Year 2013 P. Koshur Kumar a & Dry. Abram And o A Study on Consumer Behavior towards CEO - Friendly paper Double A, Bill Copy Power, Bill Royal Executive Paper, Andorra Millennium Copier, J Copier Plus etc.

Year 2013 10 Objective of the Research The current study is designed to understand the factors influencing purchase intention behavior of consumers

while purchasing green products with facial reference to CEO-friendly paper. This study investigates whether consumers with environmental knowledge are having awareness on CEO-friendly paper.

The study also finds the influence of demographic and cryptographic variables on green purchase intention of consumers. The study will also provide insights for organizations in the paper industry so that they can formulate marketing strategies to enhance the sales of CEO-friendly paper.

Literature Review The lack of awareness about green products, negative perceptions of green products, can be resolved by educating customers and building better reduces respectively (Boning & Oppenheim, 2008). The responsibility of educating consumers is not sole responsibility of businesses but the government should play a prominent role in encouraging the consumers to adopt for CEO-friendly products. Wang & Tune (2012) had conducted a study to know how life style of consumers influence their behavior towards environment-friendly products and confirmed that plan oriented consumers are having positive attitude towards green products.

Chin (2012) have developed a model for understanding green purchase intentions among consumers by using four factors - green received value, green perceived risk, green trust and green purchase intention and stated that consumers who perceive green products are better for environment will have positive purchase intention towards green products.

Murphy et. Al (2010) found that consumers positive attitude towards green products is not influenced by recession. The factors for understanding

consumer behavior in this research study are demographic, responsibility, information and purchasing.

Pace & Raptors (2009) had conducted a survey to identify the characteristics of green consumers.

The factors considered are environmentally friendly products, environmental activism, environmental knowledge, environmental concern, recycling, perception, resource saving, economic factor and skepticism towards environmental standards. Each & Papua (2011) had investigated the about the influence of collateral, interpersonal influence and value orientation on consumers attitude towards environmentally friendly products and stated that these factors have strong correlation with attitudes of consumers.

Motional & Jaguars (2007) had conducted a survey to know about the consumers' attitude towards green practices of hotels and found that consumers are impressed with Rene practices of hotels but they are not willing to pay more for the same. The green marketing tools like scalable, CEO-brand and environmental advertisements also influence the purchase behavior of consumers and stated that trust in CEO-brand and CEO-label positively influence the behavior of consumers towards experienced products (Rabat & Hid, 201 1).

According to Chin (2010) green brand image, green satisfaction, and green trust are important factors for building green brand equity. The ecologically conscious consumer behavior can be briefly explained by cryptographic variables like received consumer effectiveness rather than demographic variables.

The green purchase intention may not lead to green purchase behavior (Sauerkraut, Fanons, & Conclaves, 2012).

Rakish & Shaw (2012) had examined whether brand commitment of consumers influences the attitude of consumers towards environmental-friendly initiatives of organizations and stated that companies should do more activities to catch the attention of consumers. The consumers are more willing to pay more for green products after perceiving functional risk as important determinant (Souses & Linton, 2010). The advantages for adopting Rene products are energy reduction, material reduction, less packaging material, low emissions, and recyclable (Stevens, 2001).

Dugout's et. Al. (2006) had made an empirical investigation to under the green purchase intention of consumers and found that marketing mix elements like green products, product labels, packaging and product ingredients does not influence the consumer behavior but past experience with green products positively influences the green purchase intention. Janssen et.

Al. (2010) had conducted research on green consumer behavior and found that willingness to curtail and CEO-innovation adoption are determined y values, norms, and beliefs of consumers.