

## **A Study of Consumer Buying Behaviour and Consumers' Approach on Sustainable Production and Consumption in the Food and Beverage Segment in the State of Nagaland**

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### **Abstract**

International consumption patterns are unsustainable. It will become apparent that effectively positive factors and technological advances are no longer adequate ample to maintain world consumption. As a result, consumers must focus on sustainable consumption, while businesses must incorporate sustainable production processes. The goal of this study was to look into customers' purchasing habits and attitudes toward sustainable food and beverage production and consumption. The study's theoretical framework was built on the principles of consumer purchasing behavior, sustainability, and sustainable development. The theoretical heritage of the learn about was once primarily based on the ideas of purchaser shopping for behavior, sustainability, and sustainable development. The empirical phase of the find out about used to be performed by means of a quantitative lookup method. The records collection used to be applied through a structured online questionnaire that used to be designed in order to analyses an ordinary client shopping for behavior and respondents' motivation on moving its curl ease shopping for behavior toward sustainable meals choices. The lookup findings confirmed an effective motivation and mind-set of shoppers to modify to extra sustainable consumption patterns and their willingness to make contributions to the sustainability progress as an individual. It has been recognized that it is turning into essential for customers to make preferences in the direction of brands, which provides overall performance-based totally on sustainability. Due to obstacles in the researched populace amongst college students in Nagaland and geographical location, there are different probabilities to find out about the examined subject with future implementations of the research.

## **Keywords**

Consumer buying behavior, Sustainable production, Sustainable consumption, Sustainability, and Impact on purchase behavior.

## **1. Introduction**

The significance of doing enterprise in a sustainable way as nicely as consumers' mindset toward sustainable manufacturing and consumption is a sizable subject to learn about nowadays. The central notion of this lookup is to have a look at the usual customer shopping behavior and consumers' mindset on sustainable manufacturing and consumption in the meal and beverage sector, whilst promoting public recognition of sustainable meal choices.

The meals and beverage enterprise has a massive reach. It is regarded to be one of the most hastily developing industries in the world. This commercial enterprise region performs a key position in a human's day-to-day life, as humans buy meals and beverage merchandise on a day-by-day basis. There are countless elements that have an effect on shoppers whilst selecting a precise manufacturer of a product.

## **2. Objectives of the Study**

The objectives of this study is to examine the consumer buying behavior of undergraduate students from universities in Nagaland towards sustainable consumption of food and beverages from greenbrands. The objective of this paper is to evaluate consumers' opinions and attitudes towards sustainable consumption and consumers' awareness of green products through an online questionnaire.

## **3. Consumer Buying Behavior**

Consumer behavior is the learning about the method worried in selecting, purchasing, the use of or disposing of products, services, thoughts or experiences by means of individuals, agencies, and groups to meet their requirements.

## **4. Important Factors that have an Impact on Purchaser Behavior**

Kotler & Keller (2015) define that consumer's shopping for conduct is influenced via 4 pushed factors: cultural, social, private and

psychological factors but in this paper, only 2 factors has been defined i.e., cultural factor and social factor. The deepest impact on consumer's shopping conduct is precipitated by means of cultural elements among others.

#### **4.1 Cultural Factors**

Culture is the fundamental determinant of an individual's desires and behavior. Culture is a unique team of people's traits and knowledge, consisting of language, religion, cuisine, social habits and the arts. Culture, subculture, and social type have a unique effect on customer shopping for behavior. Each subculture consists of smaller subcultures and varies from one country to another.

#### **4.2 Social Factors**

Besides cultural factors, our shopping for conduct is affected via social elements such as reference groups, family, and social roles and status.

A person's reference crew is a team that is related with a person who wishes to be a phase and be referred to as a member of that group. For instance, family, friends, neighbors, as nicely as religious, expert and trade-union organizations can have an effect on customer desire in selecting a particular product or service. It is found that all individuals of the reference team share frequent shopping for conduct and have an impact on every different strongly on product and manufacturer choices.

### **5. Review of the Literature**

While there is no doubt about the significance of sustainable consumption (Nash, 2009), the present day lookup on the difficulty is pretty fragmented. The current literature has a center of attention on natural consumption (e.g., Aertsens et al., 2009, Hughner et al., 2007, Janssen and Hamm, 2012, McEachern and Warnaby. 2008, Zakowska-Biemans., 2011), however, gives solely few research on different environmental and moral aspects. Similarly, when investigating client attitudes toward sustainability, most research centered of attention on chosen product classes and/or labels and consequences are challenging to generalise (e.g., BreCARD et al., 2009, Dutra de Barcellos et al., 2011, Kimura et al., 2012).

Most lookup can be observed on the greater famous labelling schemes such as Fair Trade and animal welfare logos. Many research focal points on willingness to pay and/or self-reported buy intentions (e.g., Grankvist and Biel, 2007, Johnston, 2008). This research endorses that shoppers are inclined to pay rate surcharges of 10 percent for Fair Trade labelled merchandise (De Pelsmacker et al., 2005, Kimura et al., 2010, Napolitano et al., 2008, Zander and Hamm, 2010). However, when requested about the primary limitations to buy and use of sustainable products, perceived excessive charge is amongst the pinnacle solutions (for carbon labelling, Rööös, and Tjärnemo, 2011; for eco-labels in general, Grunert, 2011). For animal welfare labelled products, it has been located that information about labels and the requirements they are primarily based on can play a vast function in influencing buy choices (McEachern and Warnaby, 2008). In line with this finding, Hoogland et al., (2007) have proven that the inclusion of important points about animal welfare requirements for meat and dairy merchandise can lead to nice customer reactions, albeit the internet has an impact on buy intentions stays small. Analysing factors at the back of truthful alternate purchases, Kimura et al., (2012) determined that honest exchange labelled purchases are no longer just pushed by way of intrinsic reasons for moral issues, however, can additionally be affected by way of extrinsic social elements such as the subject for one's personal popularity amongst friends (see additionally Brecard et al., 2009, Sirieix, 2008). This is in line with a lookup with the aid of Vermeir and Verbeke (2006), who cautioned that sustainable meal consumption can be inspired via growing customer involvement, perceived effectiveness (of sustainable products), and elevating social peer pressure.

## **6. Research Methodology**

In this paper, a quantitative lookup technique is used to quantify the everyday attitude, views, and thoughts of the respondents closer to the lookup problem. The predominant motive of the find out is to study purchaser shopping for conduct in the direction of sustainable consumption in the meals and beverage enterprise and to promote public cognizance about sustainability amongst undergraduate students.

### **6.1 Sample Size**

In this paper, the sample size of the respondent is 100.

### **6.2 Research Design**

The questionnaire used to be designed in a nameless way and all solutions are confidential, which helped respondents to keep their anonymity and forestall non-public identification. The questionnaire contained questions to perceive respondents' behavior, attitude, opinions, and motivation via dichotomies sorts of questions and Likert scales.

### **6.3 Data Collection**

The online questionnaire used to be disbursed primarily amongst college students from in the University of Nagaland.

An online questionnaire is viewed to be an in your price range and low-priced way of amassing quantitative data. Additionally, the appropriateness of an approach of a statistics series that is used in this find out is primarily based on received statistics great and adequacy, its accuracy, and objectivity toward the lookup problem.

Moreover, the questionnaire blanketed two important sorts of data, which enabled to collect statistics for the empirical section of the study. Therefore, non-public information such as demographic and socio-economic traits of a person and behavioral variables have been covered in the questionnaire.

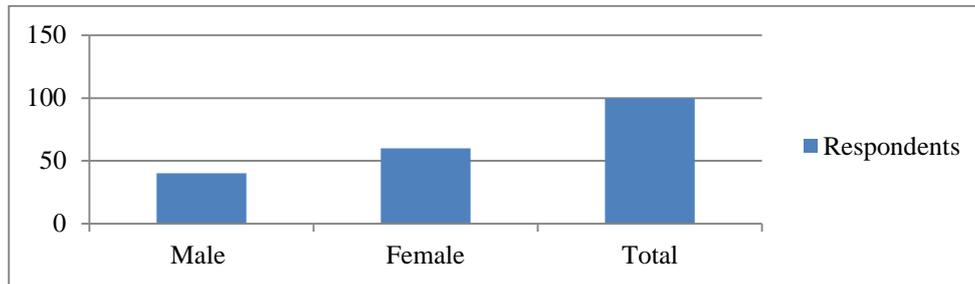
The secondary sources have been used from the various journal, websites, newspapers, and Books.

### **6.4 Data Analysis**

In the data analysis section, the findings and its interpretation are analyzed in the following sub-sections of the paper. The questionnaire contained questions, the answer to which was compulsory and applied to every respondent, so there would be no missing values.

**Table: 1 Response to the Statement "Gender"**

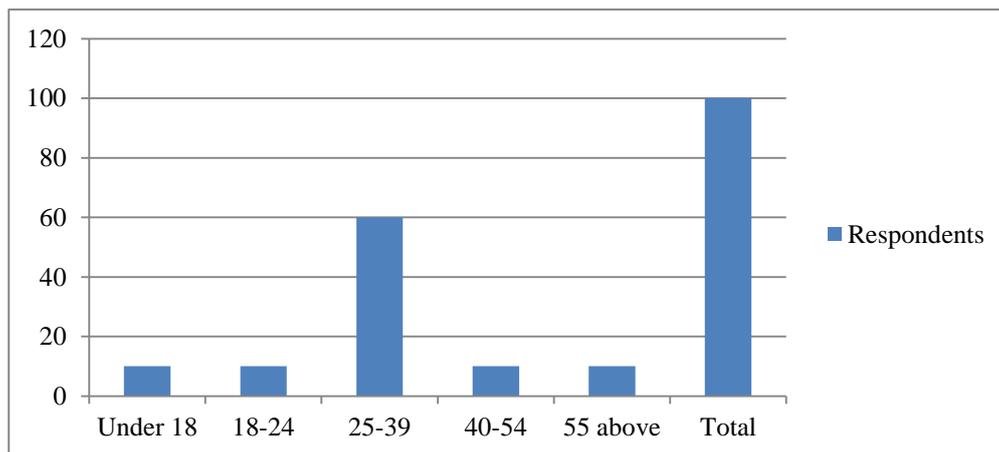
<b>Gender</b>	<b>Respondents</b>	<b>Percentage</b>
Male	40	40%
Female	60	60%
<b>Total</b>	<b>100</b>	<b>100.00</b>



**Figure 1: Response to the Statement “Gender”**

**Table 2: Response to the Statement “Age”**

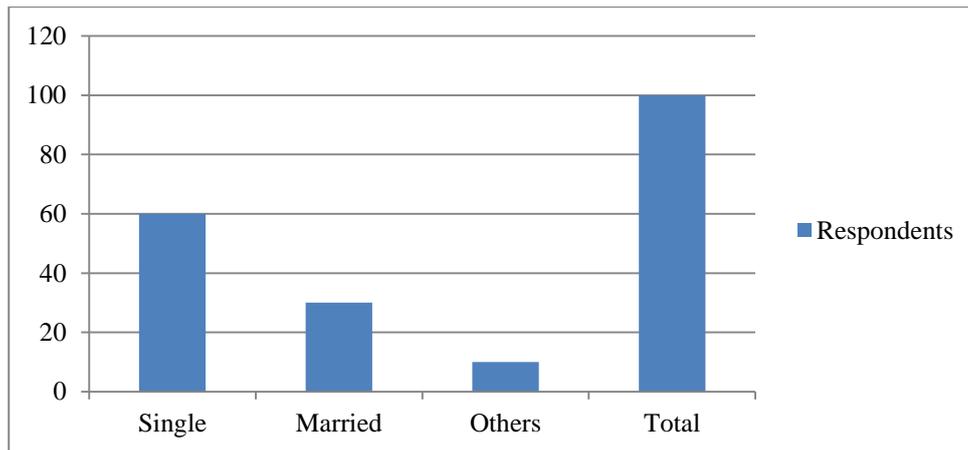
Age group	Respondents	Percentage
Under 18	10	10.0
18-24	10	10.0
25-39	60	60.0
40-54	10	10.0
55 above	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 2: Response to the Statement “Age”**

**Table 3: Response to the Statement “Marital Status”**

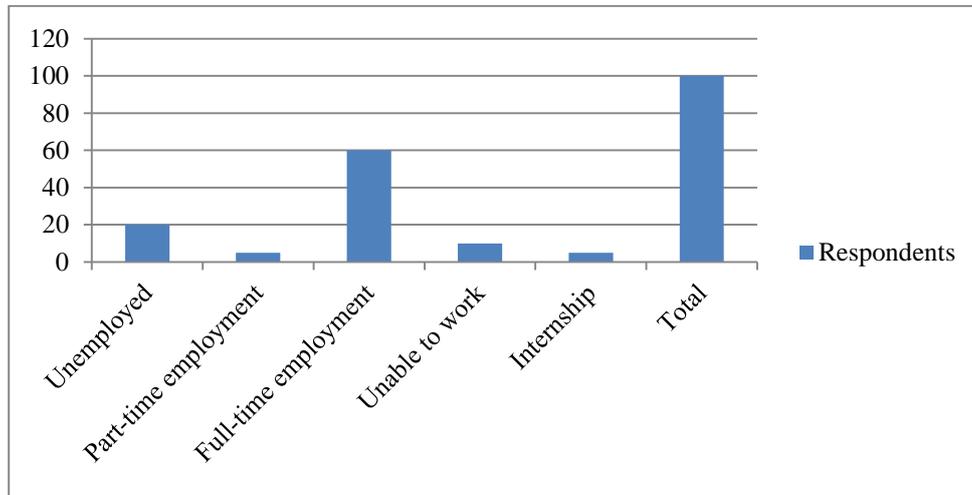
<b>Marital Status</b>	<b>Respondents</b>	<b>Percentage</b>
Single	60	60.0
Married	30	30.0
Others	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 3: Response to the Statement “Marital Status”**

**Table 4: Response to the Statement “Current Employment Status”**

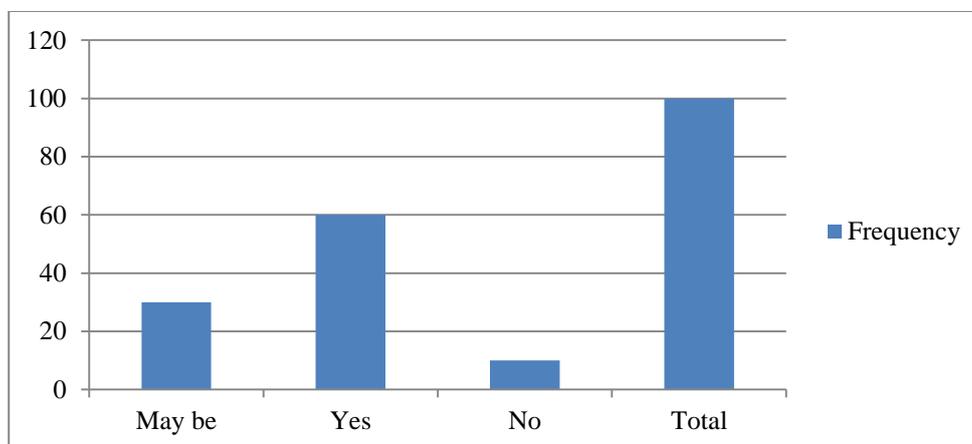
<b>E. Status</b>	<b>Respondents</b>	<b>Percentage</b>
Unemployed	20	20
Part-time employment	5	5
Full-time employment	60	60
Unable to work	10	10
Internship	5	5
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 4: Response to the Statement "Current Employment Status"**

**Table 5: Response to the Statement "Have you heard the term Sustainable product or Green Product before"**

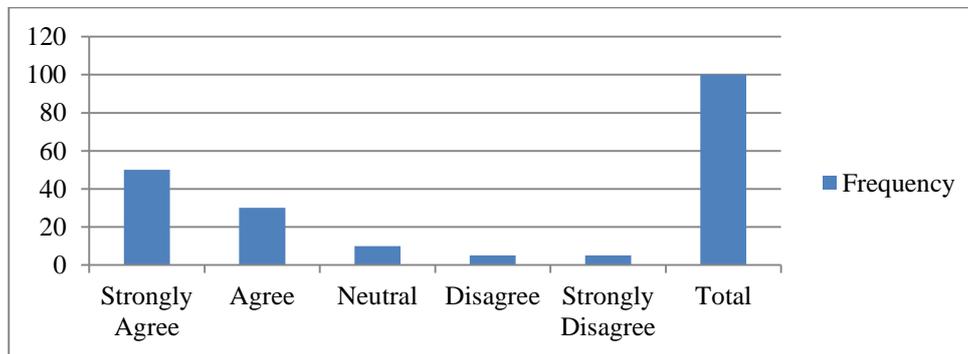
	Frequency	Percentage
May be	30	30.0
Yes	60	60.0
No	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 5: Response to the Statement "Have you heard the term Sustainable product or Green Product before"**

**Table 6: Response to the Statement “I am interested in sustainable product and I am willing to buy them”**

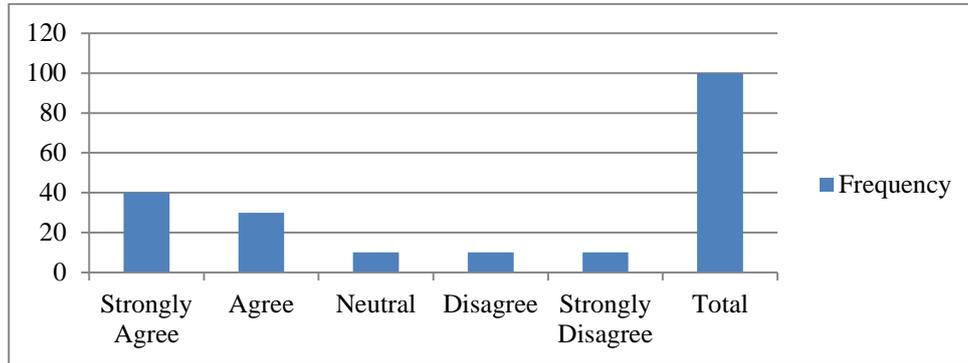
5 Likert points	Frequency	Percentage
Strongly Agree	50	50.0
Agree	30	30.0
Neutral	10	10.0
Disagree	5	5.0
Strongly Disagree	5	5.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 6: Response to the Statement “I am interested in sustainable products and I am willing to buy them”**

**Table 7: Response to the Statement “When I go grocery shopping, I usually compare products and buy the one with positive impacts on the world”**

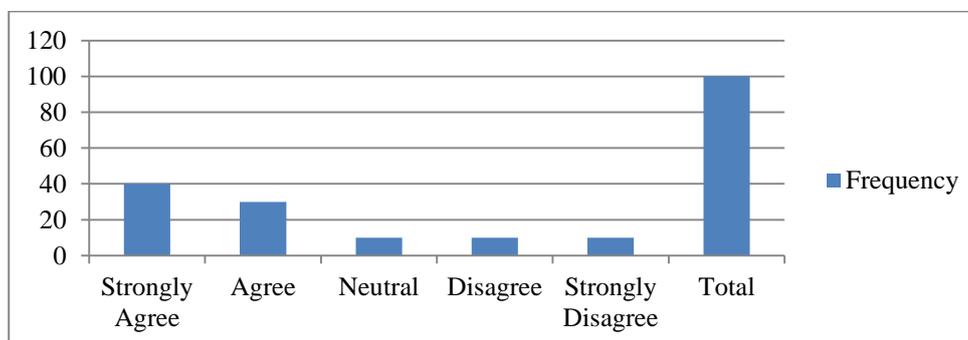
5 Likert points	Frequency	Percentage
Strongly Agree	40	40.0
Agree	30	30.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 7: Response to the Statement “When I go grocery hopping, I usually compare products and buy the one with positive impacts on the world”**

**Table 8: Response to the Statement “When I buy products, I usually consider the country of its origin”**

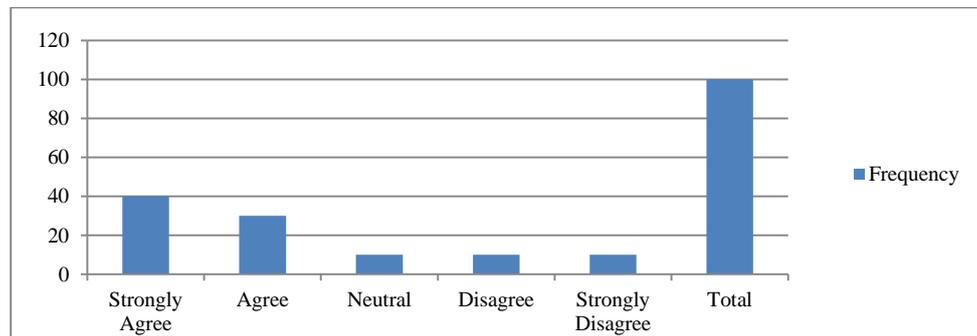
5 Likert points	Frequency	Percentage
Strongly Agree	40	40.0
Agree	30	30.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 8: Response to the Statement “When I buy products, I usually consider the country of its origin”**

**Table 9: Response to the Statement “I pay attention whether a product is organic and eco-friendly”**

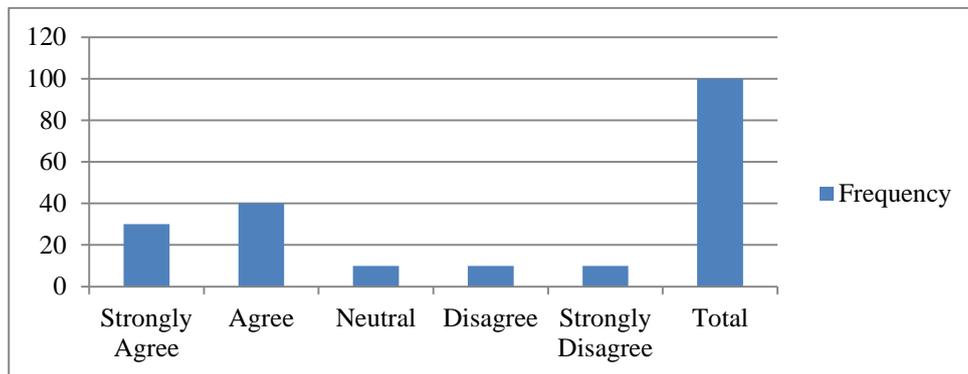
5 Likert points	Frequency	Percentage
Strongly Agree	40	40.0
Agree	30	30.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 9: Response to the Statement “I pay attention whether a product is organic**

**Table 10: Response to the Statement “I prefer to buy local, seasonally available products as standard”**

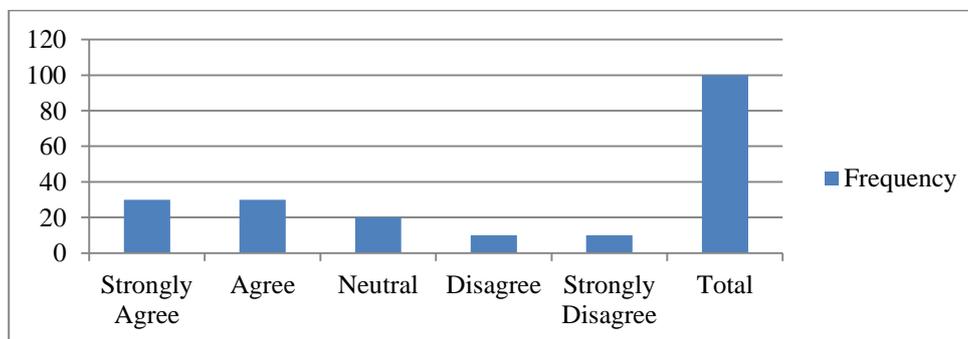
5 Likert points	Frequency	Percentage
Strongly Agree	30	30.0
Agree	40	40.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 10: Response to the Statement “I prefer to buy local, seasonally available products as standard”**

**Table 11: Response to the Statement “I am aware of the environment impact and problems in relation to the productions use and disposal of household product after the purchase”**

5 Likert points	Frequency	Percentage
Strongly Agree	30	30.0
Agree	30	30.0
Neutral	20	20.0
Disagree	10	10.0
Strongly Disagree	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 11: Response to the Statement “I am aware of the environment impact and problems in relation to the productions use and disposal of household products after the purchase”**

## **7. Findings of the Study**

1. The starting point of the questionnaire was to outline the demographic picture of the research population. The questionnaire started with background information based on the respondent's gender. The total number of respondents that participated in the online questionnaire was 100 people. There is a clear difference in gender distribution where female respondents are 60 percent and males are 40 percent.
2. The majority of the respondents were of 25-39 years 60 percent followed by the rest of the respondents i.e., 18-24 years 10 percent, 40-54 years 10 percent and 55 years above 10 percent.
3. This study shows that a majority of the respondents are single 60 percent followed by married 30 percent and 10 percent are others.
4. In a view of the fact that the questionnaire was gathered around students approximately, 60 percent of the respondents have full-time employment, 20 percent are unemployed, respondents representing employment status distribution among students.
5. The data obtained showed that a significant of the respondents 60 percent are aware of the term sustainable production and 30 percent are slightly aware and 10 percent are unaware.
6. Data collected from the statement that 50 percent of the respondents are strongly agreed they are interested in sustainable products and willing to buy.
7. According to the data obtained from the statement that 40 percent of the respondents strongly agreed, they buy the product and usually consider the country of their origin.
8. By analyzing answers on the statement that there is a clear evidence that respondents i.e., 40 percent have a strong opinion.
9. Respondents answered concerning the statement whether they pay attention if a product is organic or eco-friendly shows a clear difference in the answer. More than 30 percent pay attention to the product and notice if it is eco-friendly or carries an organic label.
10. According to the answer from the statement that 40 percent prefer to buy local, seasonally available products.
11. It seems that the majority of the respondents are aware of the environmental impact caused by the production use and disposal of household products after the purchase i.e., 30 percent.

## **8. Conclusion (Discussion) of the Study**

The central thought of this lookup was once to observe the ordinary customer shopping for conduct and to promote public consciousness about greater sustainable selections in the meals manufacturing region from a scholar perspective. From the lookup, goal has been met and the find out about was once efficaciously conducted. However, this lookup used to be performed from the customer viewpoint amongst undergraduate college students in Nagaland. Therefore, the findings of the learn about can't be entirely generalized and characterize the complete populace in Nagaland. An extra unique learn is wanted to completely apprehend this lookup region of sustainable manufacturing and consumption.

Likewise, the identical notion of the lookup can be studied from the company's perspective. For instance, the research should be applied primarily based on the notion of whether or not a corporation ought to comprise sustainability practices in its enterprise method and whether or not it would be really useful for an organization in phrases of earnings maximization. The counselled lookup notion may want to be efficiently carried out through conducting a qualitative survey with a consultant of a company.

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