

Transformation of Traditional Consumer Prototype to Sustainable Consumerism: Marketing Innovation towards New Normal

Sunil Kumar

Department of Economics, Alliance University Bengaluru, Karnataka, India

ARTICLE INFO

*Correspondence:

sunil.kumar@alliance.edu.in
Professor and Head,
Department of
Economics, Alliance
University Bengaluru,
India

Dates:

Received: 07-11-2022
Accepted: 30-11-2022
Published: 24-12-2022

Keywords:

Sustainable
Consumerism, Green
Products, Eco-friendly
Goods, Sustainability,
Innovation

How to Cite:

Kumar S. (2022)
Transformation of
Traditional Consumer
Prototype to Sustainable
Consumerism:
Marketing Innovation
towards New Normal.
DME Journal of
Management, 3(1),
50-53.
doi: 10.53361/dmejm.
v3i01.08

Abstract

It is clear that economic liberalisation, globalisation, and competition have dramatically changed both the economy and ecological. Green growth and sustainability are topics that all economies are interested in and practicing. The COVID19 issue, which just hit the world, has had an influence on everyone. People's habits have changed as a result, forcing businesses to innovate their marketing techniques. The study's focus is on youthful e-commerce customers in Jammu and Kashmir. The goal of this work was to develop a model with four antecedents—motivation, awareness, action, and advocacy—based on previous literature. These variables showed that customers are more inclined to purchase sustainable items.

INTRODUCTION

The tempo of intense competition, globalization and economic liberalization has significantly transited the economy and ecology. The modern economies are gradually more sinking due to the natural degradation and other environmental confrontations. Deforestation, biodiversity loss, soil erosion, and pollution are caused by growing consumption levels, population increase, and automation (Carson, 2002; Meadows *et al.*, 1972). Additionally, mass consumerism is acknowledged as a contributor to sustainability and a danger to human health, welfare, and other elements of existence (Brown & Vergragt, 2016). As a result, every country is concerned with sustainability and green growth. Contemporary consumers are more aware and are looking for a better lifestyle thus searching for options that are healthier for them. The COVID-19 pandemic (Coronavirus) is a worldwide crisis that was declared as a global pandemic has impact on the whole world economy. People's behaviours altered throughout the crisis, and millions of homes collapsed. As a result, businesses constantly deploy marketing innovation to boost customer happiness and stay competitive.

(Medrano & Olarte-Pascual, 2016; Medrano *et al.*, 2020). Further, consumers' demands and purchasing behaviors changed drastically (Kantar, 2020a), which makes it much more significant for firms to rely on innovating marketing strategies and induced sustainable consumerism movements

where sustainability initiatives have become more projected, hostile, and ubiquitous.

RESEARCH GAP

Based on previous studies it has been found that there is scarcity of empirical research on sustainable consumerism with special reference to Young online consumers of Jammu and Kashmir UT.

RESEARCH QUESTIONS

This work is an attempt to formulate model on sustainable consumerism. The model is intended to answer the following research questions:

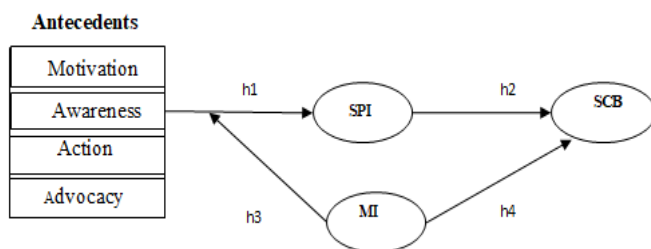
- What impact sustainable purchase intention has on behaviour of consumer?
- How does sustainable purchase intentions impact young online consumer?
- How does marketing innovation affect sustainable purchase intentions?

CONCEPTUAL MODEL

On the basis of existing literature, the model framed is Marketing Innovation, SPI- Sustainable purchase intention, SCB- Sustainable Consumer behaviour framed is presented in Figure 1.

OBJECTIVES

This study is an attempt to formulate and validate a sustainable consumerism model based on sustainable purchase intention and behaviour of the consumer. Further, the study explored the antecedents of sustainable purchase intentions and linked it with sustainable consumer behaviour of young online consumers of Jammu and Kashmir



Source: The Authors

Figure 1: Conceptual Model

UT. The study also testified the moderating role of marketing innovation in relation with sustainable purchase intention & determinants and mediating role in sustainable purchase intentions & sustainable consumer behaviour relationship.

DATA COLLECTION

Data were gathered by using convenient sampling technique from 300 random PG students at Jammu University and Kashmir University. Pilot study was conducted by contacting 50 PG students from Government degree college Udhampur (J&K) and then final sample size came to be 271.06 which was round off to 300 by applying Malhotra and Dash (2008) formula:

$$N = \frac{\sigma^2 \cdot Z^2}{D^2}$$

N= Sample size, *σ*= Standard deviation (.42), *Z*= Confidence level (1.96), *D*= Level of precision (0.05)

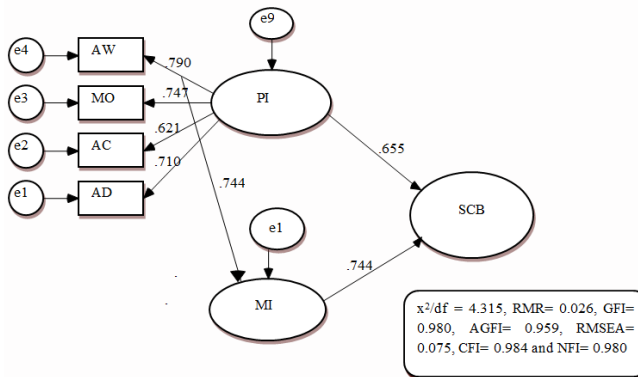
DATA ANALYSIS

Data were analysed by using EFA (Exploratory factor analysis), CFA (confirmatory factor analysis) SEM (structured equation modeling), Post hoc tests (T test and one way ANOVA). To check the moderation and mediation effects, Little, Bovaird, & Widaman, 2006 and Kelloway's methods have used Figure 2.

RESULTS

Findings revealed that all the factors namely, action, awareness, advocacy, and motivation predicted the purchase intentions of the consumer to buy sustainable goods. Consumers are aware about environmental issues and long-term consequences of unsustainable behavior. They firmly believe that environment protection is necessary for their healthy survival. Further, they believe that their participating in environment protection programs, purchase of eco-friendly and green products motivate them to adapt and promote sustainable culture. In addition, their participation in environment programs, family support and their recommendation for adoption of green products are their social actions towards environment. Young generation is willing to change their lifestyle for the purchase of green and eco-





Source: Output from the software

Figure 2: Results after running the model

friendly goods, they considered it their responsibility and opined that purchasing environmentally friendly product is to benefit other people as well as oneself and regarded it as a wise decision as for making environment cleaner and greener. Further, post hoc tests were used to evaluate the significant mean difference in the perception of respondents regarding consumers' environmental commitment, perception of eco-products and green purchase intention. The results showed that females have high and better consumers' perception about eco-products, awareness about environmental commitment and sustainable purchase intention than men. In terms of age, the students in an age group of 25-30 are more aware and motivate about sustainability as the intensity to buy such products increased with age due to attaining more knowledge about environment. In addition, the interaction effect reveals that marketing innovation significantly moderate the antecedents and purchase intention relationship. There is partial mediation of marketing innovation exist in purchase intention and sustainable consumer relationship.

SUGGESTIONS

Marketer should develop consciousness among consumers towards saving environment by promoting eco-friendly products and advertising them such a way which generate a sense of environmental concern among customers. Consumers should also develop a great acquaintance with the nature so that they can buy green products

with green benefits and dispose them in a manner causing least damage to the environment. In addition, product with green benefits should be ethically made and promoted which meet the needs and demands of every segment of the society in similar way. Marketer should certify their green and eco-friendly products from globally accepted agencies which ensure the reliability of the products. Further, marketers should provide eco- friendly product to customers within their budget.

CONCLUSION

In this of borderless world with intense competition, all the countries are emphasising on sustainable development. These kinds of efforts are contributing to green growth of a country. This study is an attempt to analyse the intention of consumers to busy sustainable goods. This study also reveals that young consumers in the age of 25-30 years are more concerned about sustainability and eco-friendly products. Based on the data analysis and conceptual mode, it is also evident that marketing innovation plays significant role in purchase intention and sustainable consumerism.

LIMITATION

The study is confined to the university students only and focused on few antecedents and consequence. Future research could be conducted empirically by enlarging the sample size and incorporating the constructs of interpersonal influence, perceived environmental performance or corporate social responsibility to test the incongruity between consumers' articulated and constructive approach and actual purchasing practices.

ORIGINALITY

The study will act as a guiding force for the future studies in this field and extract some more variables which can affect the decision-making process of consumers towards green products. The outcome of the study will provide useful insight for further research in the area studying ecologically conscious consumer behaviour.

REFERENCES

- Brown, H. S., & Vergragt, P. J. (2016). From consumerism to wellbeing: toward a cultural transition? *Journal of Cleaner Production*, 132, 308-317.
- Carson, M. L., Goodman, M. M., & Williamson, S. M. (2002). Variation in aggressiveness among isolates of *Cercospora* from maize as a potential cause of genotype-environment interaction in gray leaf spot trials. *Plant Disease*, 86(10), 1089-1093.
- García-Medrano, S., & Panhofer, H. (2020). Improving migrant well-being: spontaneous movement as a way to increase the creativity, spontaneity, and welfare of migrants in Glasgow. *Body, Movement and Dance in Psychotherapy*, 15(3), 189-203.
- Kelloway, E. K., Barling, J., & Hurrell Jr, J. J. (Eds.). (2006). *Handbook of workplace violence*. Sage Publications.
- Little, T. D., Bovaird, J. A., & Widaman, K. F. (2006). On the merits of orthogonalizing powered and product terms: Implications for modeling interactions among latent variables. *Structural equation modeling*, 13(4), 497-519.
- Meadows, P. S., & Campbell, J. I. (1972). Habitat selection by aquatic invertebrates. *Advances in marine biology*, 10, 271-382.
- Medrano, N., & Olarte-Pascual, C. (2016). The effects of the crisis on marketing innovation: an application for Spain. *Journal of business & industrial marketing*.
- Mehta, S., Saxena, T., & Purohit, N. (2020). The new consumer behaviour paradigm amid COVID-19: permanent or transient? *Journal of health management*, 22(2), 291-301.

