CHAPTER VII
SUMMARY AND CONCLUSION

7.1 INTRODUCTION
This chapter comprises several sections. Firstly, the chapter summarises chapter 1 through chapter 6 and subsequently presents the inferences from the findings and then lists the limitations and finally discusses the direction for future research studies.

7.2 SUMMARY
The green IT concept which is not unknown to the green marketing researchers, discusses about consumer green purchasing behaviour of IT products. However, the past studies could not provide strong evidence to explain how the consumers behave when they are to purchase IT products and how they react towards their purchasing behaviour and usage of the products in relation with socioeconomic and environmental aspects. Despite the importance of consumer’s green purchasing behaviour in the marketing area, the present study identifies fifteen underlying factors as enablers for the consumer’s purchasing behaviour of green IT products and conceptualises these enablers by modelling them using an integrated approach of Delphi technique and interpretive structural modelling (ISM) and interprets these factors based on their driving and dependency powers. This modelling procedure has resulted in a hierarchical structural model and reports power consumption was most independent factor with high driving power and low dependency power and next to it green IT product performance, e-wastage disposal and global warming are the significantly important enablers which are driving the other factors. The other eleven factors found to be linking variables due to their high dependency and moderate driving power compared to these four factors. This conceptual framework assisted in developing hypothesised relations among those enablers and investigates them empirically to understand their interrelationships. Findings from the empirical exploration conducted in the present study revealed the proposed model with some modifications was found to be better in terms of parsimonious model fit. The fit indices of the modified measurement model shown a good model fit. For testing the developed hypotheses, structural equation modelling (SEM) using AMOS16.0 was
used. The structural model revealed a good model fit with the observed data. Totally fifteen hypothesised paths were tested in this study. The overall structural model illustrated a very weak to strong positive relationships among the identified enabling factors and found the corporate IT consumers have very weak awareness on green IT products in Saudi Arabia expecting it will improve in the near future with the fact that the green IT concept has not gained complete familiarity all over the world since 2007. Hence it is concluded all these enabling factors are vital to determine the consumers’ green purchasing behaviour. Among all the fifteen enabling factors, sustainable strategy is strongly driving the consumers towards green purchasing behaviour and next to it, Kyoto protocol found to be the second highest correlation coefficient in the model predicting corporate social responsibility. The factors like environmental consciousness, Kyoto protocol, corporate social responsibility, consumer demand and preferences, financial benefits, role of market players, corporate perception, psychological factors and sustainable strategy showed significant total effect in driving consumers towards green purchasing behaviour supporting a total of twelve hypothesised paths (H1, H2, H4, H5, H7, H9, H10, H11, H12, H13, H14, H15 respectively) by the study. Global warming, e-wastage disposals and eco-labeling and certifications did not shown a significant influence on the consumer’s green purchasing behaviour due to their insignificant hypothesised associations. Therefore the study has unsupported three hypothesised paths (H3, H6 and H8) in the structural model. Also power consumption and performance of green IT products did not have any effect on green purchasing behaviour.

7.3 IMPLICATIONS
As marketing studies found to be very few in green IT area, the findings of this study have important implications for both theoretical and management who are working in relationship to green IT marketing and consumer purchasing behaviour areas. Despite green IT concept being in its developing stage across industries and also from the past literature it is understood that green IT PC’s would result in 26.6% of IT market share (Schmidt et al., 2010). But till now the IT products with additional green attributes are not completely familiar among most of the IT users in Saudi Arabia. Hence this study is considered as an emerging research issue on business in the Middle East. As theoretical implications, it identifies key driving factors for green IT purchasing and
examines the interrelationships among them. Though most of the factors have positive relationship with green purchasing behaviour, the major findings of this study stated that power consumption, performance, e-wastage disposal, global warming effect of IT products and eco-labeling and certifications did not have significant relation with green purchasing behaviour. This infers the corporate consumers/ IT purchasers given least importance to these key driving factors. Therefore it is recommended to conduct some awareness programs on power consumption, global warming, e-wastage, eco-labeling, recycling and reusing of electronic products by the Saudi Arabian firms and local government. Parallely the present study helps in understanding IT users from three distinctive prospective namely social, economic and environmental aspects. These three aspects focuses on understanding consumer’s concern towards environmental issues which is ever changing from time to time. Though there were evidences of green purchasing behaviour of other general products and fast moving consumer goods in the green marketing area, the behaviour of industrial consumers was comparatively less. Provided the fact that there were no such conceptual and empirical studies, consumers green purchasing behaviour of green IT products remained basically unrecognised.

Though it is a known fact that the raw material and resources are available fine in nature, most of the consumers, approximately 81.5% believe green products are inferior in quality and don’t prefer them as an alternative opportunity to substitute in their daily life. Hence these green IT products seem to be still a niche market at this point of time and expected to demand more in the near future based on the awareness level of the corporate consumers. The findings of this research study provides valuable implications for management also. Mainly the study helps marketers in improving their strategies in line with consumer’s expectations and behaviour. This kind of understanding would help marketers in recognising corporate consumers who prefer eco-friendly products and serve them with high customer satisfaction and develop a long-term relationship with them. Moreover, targeting on right consumers would help marketers save their effort, money, time and also generates good turnover within short span of time. This also results in leaving a good impact on the IT marketers/vendors by their customers and increases the market share. Finally, the findings of this study also assists environmentalist and enviropreneures by guiding them to do business in a
more sustainable way and also provides some inferences to government policy makers of developing countries to strictly abide with the rules in controlling the e-wastage disposal as unwanted landfills and restriction of hazardous substances.

7.4 LIMITATIONS
The present study is constrained by the following limitations:

- The study investigates the consumer’s purchasing behaviour for green IT product context, so the findings of this research may or may not be applicable to other products.
- The data collected for this study has concentrated only in the central part of Saudi Arabia (Riyadh) in order to maintain the time limitations of the research study, as it already took more than six months with the present data collection alone.
- The data collection for this study involved more number of males than females due to the restriction and separation of gender system at work in the country and also due to availability of less female IT employees’ in the corporate sector.
- Particularly the data collection among private and public sectors found public sector companies did not involve actively in sharing their company’s information due to their limitation in disclosing evidences.
- As green IT concept is not completely known to IT users, the collected data are up to the understanding and interpretation of the respondents. So the findings may not be exactly identical to other green IT expert’s research studies.

7.5 DIRECTIONS FOR FUTURE RESEARCH
The findings of the present study are considered as only the beginning of the green IT consumer study due to the non evidence of similar research studies in green IT literature. Since the green IT research studies are in initial stage there is much more to explore in this area and recommends future researchers to conduct similar research study testing other relations which are not tested here and also can include any other appropriate enablers to the present model. The affect of traditional attributes like price, quality and brand on green purchasing can also be studied. Similar study can be conducted by considering barriers for green IT product purchasing to know what factors are inhibiting consumers from purchasing green IT products. Also a study on
cost-benefit analysis of green IT products will help consumers and industries to realise the acute gains of these products in long run. A study on cross industrial green IT consumer purchasing in different geographical locations can be explored to know which industries are more intended for eco-friendly IT products and understand how their awareness levels and green IT practices leading to green purchasing. However categorising these fifteen enablers under socioeconomic and environmental criteria, a multi criterion weightages using analytical hierarchy process (AHP) can be identified to give the rankings or weightages for each factor based on their priority. As the consumer purchasing behaviour keeps changing over the time, the impact of these green IT enablers on such behaviour can be studied by using system dynamics modelling technique assisting the policy makers and green IT product innovators. Also a research approach to suggest the best marketing strategy can be conducted to take hold of the green IT consumers. Therefore all these studies are expected to contribute to the green IT marketing research and provides an evidence of green IT literature. Saudi Arabia being one among the better economic positioned countries among Middle East and due to its large market and highest purchasing power of IT products, attracted the researcher to conduct this research study by considering corporate IT procurement decision makers. Other researchers can also focus similar studies on developing countries.