

Investigating The Factors Influencing Consumers To Purchase Green Products

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ABSTRACT

This essay describes our market's customers' buying habits and the decisions they make while selecting environmentally friendly goods. Customers that care about the environment tend to like eco-friendly products more. It explains the factors influencing consumers' green behavior and decision-making. This paper's main goal was to determine how consumers will choose green items and behave when they do so.

Methodology: This work employed a questionnaire. A total of 250 questionnaires were delivered to Salem District consumers of green products, making up the sample of 243 respondents. A convenience sample technique was employed to choose the participants. The completed surveys were gathered and brought in for examination. The study was analyzed using Chi-square testing, Exploratory Factor Analysis, and Percentage Analysis.

Findings: The results indicate that while brand and gender differences have very little impact on consumer green behavior, there is a large positive association between price, quality, and green marketing.

Implications: The management ramifications of these findings will be beneficial. Businesses may utilize this information to inform their future plans and understand whether consumers want to purchase eco-friendly goods. Additionally, it will indicate what matters most to the buyer when it comes to green products.

Keywords: Green Products, Customers, Purchase intention,

Introduction

These days, environmental awareness is not just a pressing topic in academic study but also a worldwide concern. Since the 1970s, consumers' behavior has positively changed due to the green problem (Linda F. Alwitt, 1996). Customers' perceptions have been significantly disrupted by this shift, and their concern for protecting the environment and preventing more harm has grown. It is true that the goal of green marketing is to lessen these unsettling effects on the environment by implementing a new green idea through the creation, manufacturing, labeling, packaging, and consumption of eco-friendly products.

Businesses frequently use various strategic techniques to target different segments of the market in an effort to acquire a competitive edge by shifting customer perception through cutting-edge environmentally friendly products. The idea of green marketing has only received attention in the last few years in relation to incentive programs and product packaging and labeling. To find out how various organizations are putting their efforts into green initiatives, an evaluation has to be done.

Consumers often go through five steps when making a purchase decision: feeling the need for a benefit, finding information, weighing options, making the buy, and evaluating the experience after the purchase. Numerous aspects, including social, cultural, psychological, behavioral, marketing mix, and situational factors, all have an impact on the decision-making process when it comes to consumer purchases.

Organizations and customers alike bear responsibility for environmental challenges, and they both contribute to the solution by supplying and acquiring eco-friendly products. It should be highlighted that environmental commitment and engagement in green activities are two different concerns. Organizations and consumers both have important roles to play in this situation, but consumer choice is more significant since it drives companies to provide environmentally friendly products. It goes without saying that buyers won't purchase goods that endanger the environment, the health of people, animals, or any other natural resource.

Statement of the Problem

Sustainability has grown to be a significant issue, and consumer behavior is now a key determinant of how consumption

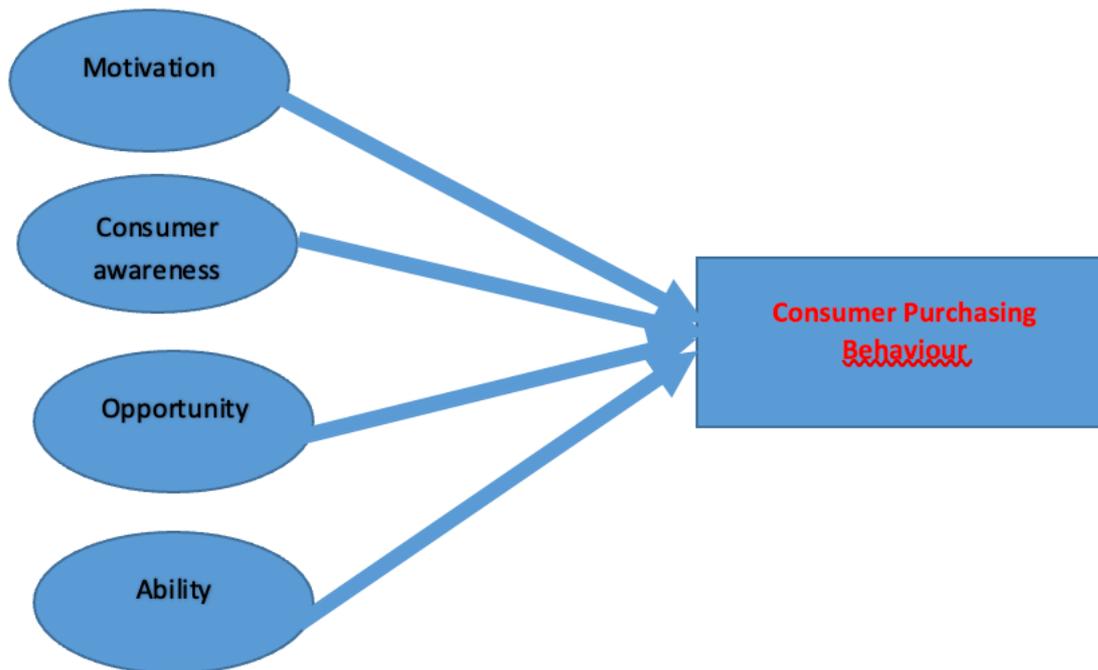
will develop in the future. Customers need to be more conscious of what they buy and how their consumption habits impact natural resources in this setting. The increased and extensive use of natural resources since the Industrial Revolution has led to a number of environmental problems that threaten biodiversity and have a negative impact on human well-being. Market participants, governments, other organizations, and academics are becoming increasingly interested in sustainable practices and taking on greater responsibility for creating more balanced consumption systems as a result of these new environmental issues.

Theoretical Background

Osarodion Ogiemwonyi et al.,(2023) Growing environmental issues have greatly increased human concern for the environment, as these issues have a variety of effects on consumer behavior, including choices and behaviors related to purchasing habits. This study examines the variables that influence consumers' green buying behavior (GPB) in relation to these worries. The model was theoretically validated through the use of a survey-based methodology. A convenience sample approach was used to reach 375 customers with the study instrument. To evaluate the model, structural equation modeling, or SEM, was utilized. The findings show that environmental attitude, awareness of consequences, and subjective norms (SN) all had a direct impact on GPB. Environmental responsibility, environmental concern, and knowledge of consequences through EA all had an indirect impact. On the other hand, through EA, SN, EC, and ER were all immediately unimportant. The study offers insightful information from both an academic and practical standpoint, and civilization must preserve, protect, and coexist with the environment.

Kaur and Bhatia (2018) It is crucial to raise consumer knowledge of organic, eco-friendly, or green products since it influences their purchasing behavior and directs them toward making a purchase. The purpose of this study is to determine how customer perceptions of brands, environmental concerns, and product awareness affect consumers' decisions to purchase eco-friendly goods. Businesses strive to provide natural products in order to satisfy consumer needs. Consumer awareness and the subsequent purchase of environmentally friendly products are influenced by several factors, including safety, income, ecological concern, knowledge, age, gender, attitude, values, brand labeling, packaging, and so on. By looking at consumer awareness, this study offers insightful information on how consumers make purchases. Indian customers continue to be less conscious of environmental concerns than those in wealthy nations. This study evaluates previous studies and attempts to identify the influence that consumer knowledge has on consumers' decisions to buy organic or environmentally friendly items.

Ansu Mensah (2021) Global consumption habits that are indiscriminate have resulted in serious issues including pollution and global warming, which has finally prompted awareness of and purchase of green products. This study's primary goal was to determine how university students' understanding of environmentally friendly items affected their intentions to make green purchases. The specific goals were to determine the extent to which awareness, price, availability, value, and quality affect university students' intentions to buy environmentally friendly products and to look into the ways in which these factors predict university students' intentions to buy environmentally friendly products. Data from 478 students' online surveys was analyzed using structural equation modeling. The findings indicate that university students' inclinations to buy environmentally friendly items are most significantly positively impacted by green perceived quality; on the other hand, green perceived availability had the least influence. The study is the first to show that price, exceptional quality, and high value have a significant influence on university students' intentions to make green purchases and the awareness of green products. However, when it comes to university students' intentions to make green purchases, availability is not a significant determining factor. There is discussion of the study's shortcomings, consequences, and need for more research.



Objectives of the study

1. To ascertain the socioeconomic makeup of the clients utilizing eco-friendly items
2. To investigate what motivates consumers to buy environmentally friendly products
3. To establish a connection between the respondents' demographic profile and the variables influencing their propensity to buy.

Hypotheses Development

- Ha 1: There is an association between Consumer Purchasing Behavior and Motivation
Ho 1: There is no association between Consumer Purchasing Behavior and Motivation
- Ha 2: There is an association between Consumer Purchasing Behavior and Opportunity
Ho 2: There is no association between Consumer Purchasing Behavior and Opportunity
- Ha 3: There is an association between Consumer Purchasing Behavior and Ability
Ho 3: There is no association between Consumer Purchasing Behavior and Ability
- Ha 4: There is an association between Consumer Purchasing Behavior and Consumer Awareness
Ho 3: There is no association between Consumer Purchasing Behavior and Consumer Awareness

Research Methodology

This research report is based on a quantitative investigation using a questionnaire to evaluate the research's conceptual model assumptions and assess how consumer orientation affects attitudes and how those attitudes affect consumers' intentions to purchase green products. Following the selection of the variable measurement scales, the researchers created a Google Drive-based questionnaire and distributed a link to it to the study sample on the social media platform Instagram.

For this article, a questionnaire was employed. A total of 250 questionnaires were delivered to Salem District consumers of green products, making up the sample of 243 respondents. A convenience sample technique was employed to choose the participants. The completed surveys were gathered and brought in for examination. The study was analyzed using Chi square testing, Exploratory Factor Analysis, and Percentage Analysis.

Results and Discussion

Percentage Analysis

Table 1

Age	No. of Respondents	Total Percentage
Below 25	73	30
25 – 35	87	35.8
35 - 45	49	20.1
Above 45	34	14.1
Total	243	100
Gender	No. of Respondents	Total Percentage
Male	113	46.5
Female	110	45.3
Transgender	20	8.2
Total	243	100
Marital status	No. of Respondents	Total Percentage
Single	123	50.6
Married	120	49.4
Total	243	100
Monthly salary	No. of Respondents	Total Percentage
Below 20,000	83	34.2
20,000 – 40,000	41	16.8
40,000 – 60,000	62	25.5
60,000 above	57	23.5
Total	243	100
Users of green product in family	No. of Respondents	Total Percentage
Self	47	19.3
Parents	82	33.7
Spouse	95	39
Children	19	8
Total	243	100
Amount spending on green product	No. of Respondents	Total Percentage
Below 3000	40	16.4
3000 – 6000	85	34.9
6000 – 9000	88	36.2
Above 9000	30	12.5
Total	243	100

From the above table, it is clearly understood that majority of the respondents are belong to the age group of 25 – 35 with 35.8%, 30% of respondents are belong to Below 25 age group, 20.1% and 14.1% of respondents are belongs to 35 - 45 and Above 45 age groups respectively. We can understand that the majority of respondents are male with 46.5%, 45.3% are female and 8.2% are Transgender. In the heads of marital status, majority of respondents are single as 50.6% and remaining 49.4% are married. Majority of respondents are earning below 20,000 with 34.2%, 25.5% respondents are earning 40,000 – 60,000, 23.5% are earning 60,000 above, 16.8% are earning 20,000 – 40,000. In the head users, majority of users are Spouse with 39%, 33.7% are Parents, 19.3% are self and 8% are children. In the heads of spending, we can understand 36.2% of the respondents are spending 6000 – 9000, 34.9% are spending 3000 – 6000, 16.4% are spending Below 3000, 12.5% are spending Above 9000.

Exploratory Factor Analysis

**Table 2
KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	4004.126
	df	231
	Sig.	.000

Based on the above Table, it is evident that the KMO and Bartlett test of Sphericity check the sample adequacy is valid as KMO value is 0.815 which is above 0.50 it quantifies the inter-correlation between the variables.

Table 3

Total Variance Explained							
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.126	23.301	23.301	5.126	23.301	23.301	4.456
2	3.409	15.495	38.796	3.409	17.495	40.796	4.214
3	2.963	13.467	52.263	2.963	15.467	55.263	3.122
4	2.599	11.816	64.079	2.599	14.816	69.079	2.661
5	2.165	9.843	73.922	2.165	9.843	78.922	2.703

From the Table, it is evident that, the 5 constructs, comprising of 5 items that are extracted cumulatively explains 2.703 percent of the total variance.

Table 4

Rotated Component Matrix					
Constructs	Component				
	1	2	3	4	5
I really make an effort to use less water.	.947				
I make a concerted effort to consume less electricity.	.920				
To save fuel, I try to walk whenever I can instead of driving.	.896				
I do my hardest to use fewer plastic bags.	.882				
There's a potential that the green items won't perform as promised.	.852				
The way the green products would work was a danger.		.921			
I could potentially lose money if they don't meet my expectations.		.906			
I shop with my own cotton bags.		.852			
Using green products is simpler than using conventional ones.		.845			

Green items enable me to make financial savings.		.833		
When it comes to quality and performance, green items are superior than other products.			.893	
The majority of environmental statements listed on product labels and packaging are accurate.			.879	
I don't have the time to gather the necessary data to properly assess them.			.874	
It would take too much time and effort to compare the advantages of this green product with those of my past conventional purchases.			.852	
The majority of the green things I purchased satisfied me.			.859	
Because they safeguard the environment, I am happy with the green items.			.845	
I am confident in my ability to assess the products' environmental advantages.			.783	
The eco-friendly goods are reasonably priced.			.747	
Normally, I give the scrap dealer recyclable materials.				.829
I am aware of how crucial recycling is.				.829
I always recycle cardboard or plastic bags.				.801
Reusing and recycling items is vital whenever it's feasible.				.760

It is learnt from the above table that the fixing of cut-off points through rotation component matrix. It was decided to take above 0.7 as the cut-off points. In this way there are 5 variables under factor 1, 5 variables under factor 2, 4 variables under factor 3, 4 variables under factor 4, 4 variables under factor 5. The obtained five factors have been labelled as Motivation, Consumer awareness, Opportunity, Ability and Consumer Purchasing Behavior.

Chi-square Test:

Table 5

Independent Variable	Dependent Variable(Consumer Purchasing Behaviour)		
	Chi-square	Degree of freedom	Level of Significance
Motivation	124.36	5	0.012
Opportunity	67.23	4	0.736
Ability	144.01	4	0.002
Consumer Awareness	74.25	3	0.039

From the chi square table, it is proved that, the null hypothesis is rejected between Consumer Purchasing Behavior and Motivation (P= 0.012, P < 0.05) i.e. H01. The null hypothesis is accepted between Consumer Purchasing Behavior and Opportunity (P= 0.736, P > 0.05) i.e. H02. The null hypothesis is rejected between Consumer Purchasing Behavior and Ability (P= 0.002, P < 0.05) i.e. H03. The null hypothesis is rejected between Consumer Purchasing Behavior and Consumer Awareness (P= 0.039, P > 0.05) i.e. H04.

Conclusion

Human demands have become more diverse as a result of industrialization, technological advancement, and development. The destruction and contamination of our planet's natural resources are a result of the growing diversity of wants. Pollution and environmental destruction are direct consequences of human usage of natural resources. Humans have been looking for ways to secure their destinies and continue to exist under suitable circumstances. Customers are starting to think about whether or not the things they buy are environmentally friendly in addition to the product's pricing and quality qualities, since they are becoming more aware of environmental issues like pollution and global warming. As people's awareness of the environment and environmental issues has grown, businesses have begun to adjust their production, product or service development, and marketing strategies in line with these changes. In an effort to introduce the notion of "Green Marketing" to customers, they have begun to manufacture environmentally friendly items.

According to the study's findings, green purchasing behavior rises in tandem with improvements in environmental knowledge, green product characteristics, green marketing, and green prices. The majority of research done up to this point has found a negative correlation between green pricing and consumer behavior. However, our study's findings indicate that

consumers are increasingly prepared to pay extra for environmentally friendly products in order to combat the pollution that comes with industrialization and growing technology and its threat to the environment.

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