

## DETERMINANTS OF GREEN PURCHASE INTENTION AMONG THE CONSUMERS OF CHENNAI METROPOLITIAN CITY

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### ABSTRACT

Indian consumer's consumption basket has shown a positive shift in terms of spending and buying socially responsible products. The products might be FMCG, sweets and savouries, buying appliances, cars or the regular grocery products. Increased awareness, Bitter health issues which is faced for the self and the family members in the past and the spending capacity made the consumers given an outlook as "Green consumers". Being Chennai is a metropolitan city, spending a bit huge money would not be a big burden for the consumers especially who works as a professionals. In this study the researcher incorporated five green constructs namely Green comprehension, Green sustainability, Green pricing, Green outlook and Green novelty. The results of the study proved that, "Green Comprehension" and "Green outlook" were found to be the significant predictors of the green purchase intention. 115 samples were collected as a primary data and bi variate and multivariate tools were used to find out the results.

**Keywords :** Green consumer ,Green purchase intention , Green products ,Global warming

### INTRODUCTION

Green marketing refers to the act of creating and promoting items dependent on their genuine or saw ecological maintainability. Green marketing is one part of a more extensive development toward socially and ecologically cognizant strategic policies. Progressively, buyers have generally expected organizations to exhibit their obligation to work on their

activities close by different natural, social, and administration standards. With that in mind, many organizations will convey social effect reclamations on a continuous premise, in which they occasionally self-report on their advancement toward these objectives. Green marketing is the marketing of harmless to the ecosystem items and administrations. It is turning out to be more famous as more individuals become worried about ecological issues and conclude that they need to go through their cash in a manner that is kinder to the planet.

Green marketing can include various things, for example, making an eco-accommodating item, utilizing eco-accommodating bundling, taking on supportable strategic approaches, or zeroing in marketing endeavours on messages that convey an item's green advantages. This sort of marketing can be more costly; however, it can likewise be beneficial because of the expanding request.

Green marketing helps in brand separation of organizations that thus centres around the ecologically mindful buyers willing to purchase green items (Chan, 2004). It very well may be derived from different writing that green marketing essentially connects the correspondence between ecologically cognizant firms and shoppers, thus reinforcing their relationship. A green customer, is liberal in utilizing harmless to the ecosystem products counting the ones utilizing green assembling and creation strategies and the ones that are against creature pitilessness, etc. (Elkington ,1994), Such green customers are satisfying organizations to separate themselves by making strides toward environmental friendliness all around the world (Juwaheer et al., 2012).

Toward the start of the twenty-first century, the social and ecological results of the unquestioning quest for financial development have become progressively clear. Expanding levels of greenhouse gasses in the air, an opening in the ozone layer brought about by CFC discharges, broad annihilation of the tropical jungles, and a developing rundown of jeopardized species and environments are only a couple of the pointers that everything isn't well.

For this portion of the world, issues of purchaser decision and sway or optional spending have minimal significance, and guarantee that the development in the industrialized economies would prompt a superior personal satisfaction for them have commonly not been satisfied. For the new century, the vital test for humanity is to observe to be more manageable and even-handed approaches to deliver, burn-through, and live. Supportability was once a dream of things to come shared by a naturally orientated not many.

Green acquirement is the acquisition of harmless to the ecosystem items and administrations, the choice of workers for hire, and the setting of ecological prerequisites in an agreement. Green acquisition steams from contamination counteraction standards and exercises. Otherwise called green or ecological purchasing, the green acquisition looks at value, innovation, quality, and the natural effect of the item, administration, or agreement. Green purchasing arrangements are material to all associations, paying little mind to measure. Green acquirement projects might be just about as basic as purchasing sustainable power or reused office paper or more involved like setting natural prerequisites for providers and workers for hire.

"Green" items or administrations useless assets are intended to endure longer and limit their effect on the climate from support to grave. Furthermore, "green" items and administrations affect human wellbeing and may have higher security guidelines. While a

few "green" items or administrations might have a more prominent forthright cost, they set aside cash over the existence of the item or administration.

Before a green acquirement program can be carried out, current purchasing practices and arrangements should be audited and surveyed. A day-to-day existence cycle evaluation of the ecological effects of items or administrations is required and a bunch of natural models against which buy and agreement choices are made must be created. The result is a consistently assessed green purchasing strategy that is incorporated into other authoritative plans, programs, and approaches. A green purchasing strategy incorporates date-stepped needs and focuses on, the task of liabilities and responsibility and a correspondence and advancement plan.

Green acquirement approaches and projects can decrease use and waste; increment asset effectiveness; and impact creation, markets, costs, accessible administrations, and hierarchical conduct. International Standards Organization and different bodies have set up rules for green acquisition programs.

## REVIEW OF LITERATURE

**Peattie, K. (2001)** explored the concern about the climate into the training and standards of marketing is a thought that has been with us since the 1970s. Over the long haul our comprehension of the association between the economy and the climate has been created, and accordingly our thoughts regarding what may comprise "green marketing" have kept on developing. The author designed the research work into three phases with various implications for green marketing: The first one is Ecological marketing, almost put up the spotlight on shrinking our reliance on specifically ruining items. The second is the Environmental marketing, an all the more comprehensively based drive which expected to diminish natural harm by taking advantage of green shopper interest and openings for the upper hand; and the third is Sustainable marketing, a more extreme way to deal with business sectors and marketing which looks to meet the full ecological expenses of creation and utilization to make a feasible economy.

**Tiwari, S., et. al., (2011)** The authors highlighted about significance of Green Marketing can well be underscored by expressing the way that a larger part of customers in every one of the nations need to purchase from ecologically mindful organizations. Purchasers say ecological cognizance is a significant corporate need – positioning behind great worth, dependable, and thinks often about clients. Customers anticipate that green companies should participate in an expansive arrangement of activities, especially lessening toxics, reusing, and overseeing water. Numerous buyers like to spend more on green items, particularly in creating economies.

The overall accentuation on Green Marketing is principal because of natural concerns, environmental change, water executives' issues, deforestation, and so forth Anyway the shopper is leaned towards green items yet is as yet confounded as respects naming, certificate and different green publicizing. In addition, it is a test to purchasing green as the determination range is restricted. Organizations can interface with buyers by further developing item choices and interchanges. The development of green marketing over the period has led to decide the fundamental and significant marketing blend components.

**Yan, Y. K., et. al., (2014)** patrolled the concept of green marketing and green product development on consumer buying approach. As the environmental issues are deteriorating, the shoppers' interests in ecological assurance have prompted the expansion in buyer purchasing approach towards a green way of life. In this way, firms are making a move to foster possible environmental methodologies in the green market industry. Green marketing and green item improvement are valuable strategies that are utilized by firms to increment upper hands and have a possibility of acquiring the fulfilment of purchasers to accomplish the company's central goal and vision.

Green marketing and green item advancement have different advantages to firms as far as expanding the manageable natural advantages and building the consciousness of the brand picture of the firm. This review centres around the idea of green marketing and green item advancement, the diverse shopper utilization concerning green marketing and green item improvement, and ultimately looks at the issues that organizations have confronted when they have neglected to carry out green marketing and green item improvement.

**Bhattacharya, S. (2011)** highlighted the environmental equilibrium which is a significant issue going up against the corporate present reality. The harm done to the climate has as of now passed the boundary and arrived at disturbing cut-off points. Non-restockable regular assets are getting drained at a quick speed. The age of waste, including biodegradable poisons, is expanding colossally. This load of negative advancements has constrained humanity to contemplate moderating the climate. Green marketing is one such drive towards climate assurance, which is acquiring notoriety. Many individuals accept that green marketing alludes exclusively to the advancement or publicizing of items with climate amicable qualities. Different terms, for example, recyclable, refillable, ozone-accommodating are identified with green marketing, be that as it may, green marketing is a lot more extensive idea and it tends to be applied even to the administrations.

Accordingly, green marketing consolidates an expansive scope of exercises that incorporate yet are not restricted to item alteration, changes to the creation cycle, bundling changes, and so forth various gatherings of shoppers have various degrees of ecological concerns and consequently various perspectives towards green marketing. The goal of the current review is to recognize the elements addressing customers' demeanour towards green marketing in India. The research likewise centres on the audit of earlier examination works done in the space of green marketing and recognizes attitudinal measurements applicable to the Indian setting.

**Tiwari, J. (2014)** Expanding mindfulness on the different ecological issues has driven a change in the manner buyers approach their life. There has been an adjustment of purchaser mentalities towards a green way of life. Individuals are effectively attempting to diminish their effect on the climate. In any case, this isn't far-reaching is as yet advancing. Associations and businesses anyway have seen this adjustment of customer perspectives and are attempting to acquire an edge in the serious market by taking advantage of the potential in the green market industry. In the advanced period of globalization, it has turned into a test to keep the purchasers in overlay and even keep our indigenous habitat protected and that is the greatest need of the time. Green marketing is a marvel which has created specific significance in the advanced market and has arisen as a significant idea in India as in different pieces of

the creating and created the world and is viewed as a significant system of working with a manageable turn of events.

In this study, primary accentuation has been made of the idea, need, and significance of green marketing. Information has been gathered from different wellsprings of proof, notwithstanding books, diaries, sites, and newspapers. It investigates the principal issues in the reception of green marketing rehearses. The paper portrays the current scenario of the Indian market and investigates the difficulties have with green marketing.

**Delafrooz, et., al., (2014)** Over the last few years, regard about the climate has been featured in numerous everyday issues. Our restricted assets are harmed, the fate of human existence upsets this planet, subsequently, pioneers and scholars need to make an answer. The impact of green marketing devices has been examined in this review, specifically the eco-name, eco-brand, and ecological ad. The inspecting utilized was accessible bunch examining. Tehran city is isolated into four sections, North, South, East, and West. The western and northern spaces of the city were chosen and we circulated our poll. The example size was 384 individuals. Formulae and information were dissected utilizing the Spearman connection test and various relapse examinations. The outcomes show that natural promotion had the main impact on purchaser buying conduct and eco-brand had the least impact.

## RESEARCH METHODOLOGY

The researcher used descriptive type of research methodology to conduct the study. The researcher collected 115 primary data from the consumers of Chennai metropolitan city limit and analysed the purchase intention using statistical tools namely Pearson correlation and Multiple regression. The questionnaire constructs has 28 independent variables with five constructs namely Green Outlook, Green sustainability, Green Comprehension, Green Pricing, Green novelty and Green purchase intention. The researcher incorporated the Green purchase intention as the dependent variables and checked the predictors of the green consumer behaviour.

**TABLE 1 CONSTRUCTS OF THE STUDY**

GREEN CONSRUCTS	DESCRIPTION
GREEN OUTLOOK	Purchase of green products gives societal image and recommending the green companies to the friends
GREEN SUSTAINABILITY	Experiencing the durability of green products is good and in the past history ,green products performed well than the conventional products
GREEN COMPREHENISION	Knowledge about the Green products and gaining awareness through advertisements and friends
GREEN NOVELTY	Enthusiasm about the look and feel of the products which is green in nature.
GREEN PRICING	The pricing of the green products and the future prospects of economies of scale and bulk purchases
GREEN PURCHASE INTENTION	The decision to purchase green products even though the price is high for the sake of health and the society

**RESEARCH OBJECTIVES**

To study the effect of Green Purchase intention of green consumers in the Chennai metropolitan city.

To find out the interrelationship between the green constructs.

**TABLE 2- RELIABILITY AND DESCRIPTIVES MEASURES OF GREEN CONSTRUCTS**

GREEN CONSTRUCTS	Cronbach Alpha	No of Items	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
GREEN OUTLOOK	0.650	5	3.80	0.67	0.44	-0.70	0.23	0.50	0.45
GREEN SUSTAINABILITY	0.667	4	3.68	0.74	0.54	-0.63	0.23	0.58	0.45
GREEN COMPREHENISION	0.795	5	3.60	0.78	0.60	-0.14	0.23	-0.64	0.45
GREEN PURCHASE INTENTION	0.832	6	3.55	0.84	0.70	-0.20	0.23	-0.88	0.45
GREEN PRICING	0.825	4	3.46	0.91	0.82	-0.37	0.23	-0.43	0.45
GREEN NOVELTY	0.802	4	3.36	0.93	0.86	-0.09	0.23	-0.96	0.45

**TABLE 3ANALYSING THE LINEAR RELATIONSHIP BETWEEN THE GREEN CONSTRUCTS**

	GC	GN	GP	GS	GO	GP INTENTION
GC	1					
GN	.789**	1				
GP	.666**	.815**	1			
GS	.609**	.645**	.661**	1		
GO	.652**	.585**	.578**	.657**	1	
GP INTENTION	.870**	.759**	.678**	.660**	.714**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**ABBREVIATIONS**

GC-GREEN COMPREHENISION -GN-GREEN NOVELTY- GP-GREEN PRICING

GS-GREEN SUSTAINABILITY-GO-GREEN OUTLOOK

GP INTENTION-GREEN PURCHASE INTENTION

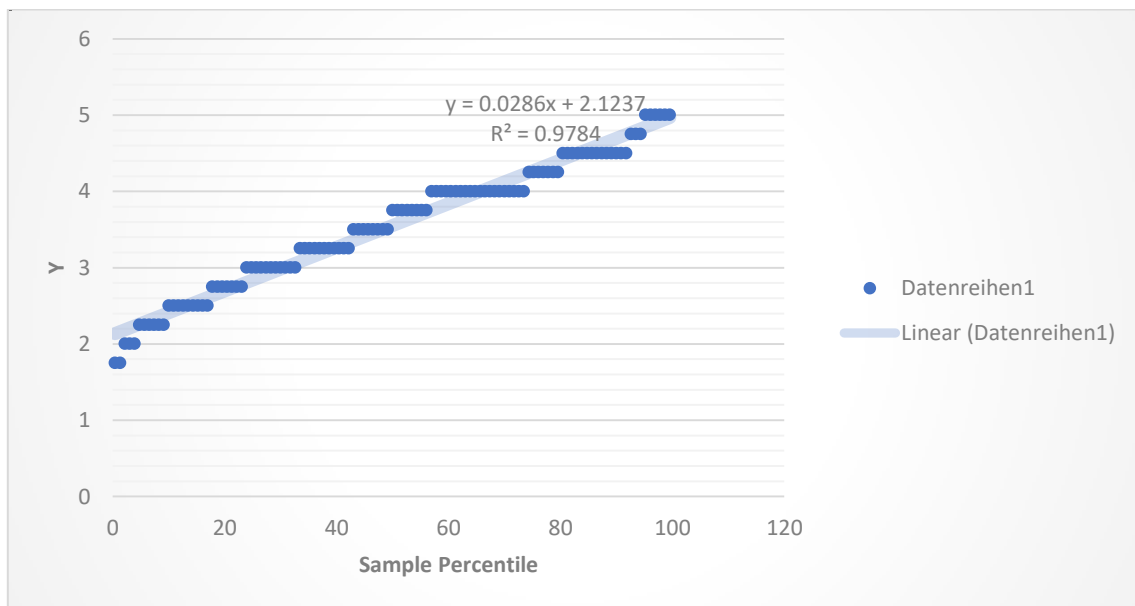
TABLE 4 ANALYSING THE PREDICTORS OF GREEN PURCHASE INTENTION

GREEN CONSTRUCTS	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	-0.448	0.217	-2.065	0.041	-0.879	-0.018
GREEN COMPREHENISION	0.641	0.080	8.013	<b>0.000</b>	0.483	0.800
GREEN NOVELTY	0.076	0.080	0.942	0.348	-0.083	0.235
GREEN PRICING	0.041	0.071	0.576	0.566	-0.100	0.181
GREEN SUSTAINABILITY	0.098	0.072	1.349	0.180	-0.046	0.241
GREEN OUTLOOK	0.246	0.078	3.164	<b>0.002</b>	0.092	0.400

DEPENDENT: GREEN PURCHASE INTENTION

$$GP \text{ INTENTION} = -0.0448 + GC(0.641) + GN(0.076) + GP(0.041) + GS(0.098) + GO(0.246)$$

FIGURE 1 NORMAL PROBABILITY PLOT



FINDINGS AND DISCUSSION

The researcher would like to highlight the descriptive scores of the green constructs. The construct “Green Outlook’ computed with a mean score of 3.80 which is the highest in the study. The second is the “Green sustainability” which shows the mean score is 3.68. “Green pricing” shown a mean score of 3.46 and “Green novelty” computed with a lowest mean

score of 3.36. The reliability computation of all the constructs revealed the strength of the constructs in form of internal consistency. All the constructs reported the alpha score of above 0.6 and particularly “Green Purchase intention” is reported with the higher alpha score of 0.832.

The results of the Pearson correlation are logical and the threshold values satisfy the objectives of the study. The relationship between Green Comprehension and the Green purchase intention is 0.870 which is significant at 0.01 levels. The r value for green novelty and Green purchase intention is 0.759 which is significant where the value of p is 0.000. The r value computed for Green outlook is 0.714 and for Green pricing is 0.678. All the green constructs are positively related with the green purchase intention.

Finally the results of the multiple regression show that the fit of model is exact to the tune of 80.7 % as the r square value is 0.807. The model shall predict the green purchase intention of the consumers of the Chennai metropolitan regime. The construct “Green comprehension” reported with a p value of 0.000 where the coefficient is 0.641 found to be the significant predictor of the purchase intention of the green products. The p value for the Green outlook is 0.002 which is significant and the coefficient value is 0.246. All the other constructs were not significant.

The world is becoming green conscious now. Buying awareness, diet control and the green identity is becoming important for the consumers in this scenario. Once upon a time, majority of the population lived in the rural India and only a few migrated towards the town and the city. Today due to work, education and various external situations, many are migrated towards the tier I and tier II cities. New diseases and ailing's were identified by the doctors because of our food habits. Many were resulted in gastric cancer, kidney malfunctioning which is a major defect because of the food habit itself. Since the consumption basket had a positive shift in these years, even a higher middle class family is concerning for health by purchasing a quality products.

This is a welcoming trend and a new avenue is opened for the green start-up's where a new cluster of customers were generated. In this study it is identified that green comprehension is having an effect on the purchase intention. The construct speaks about the advertisement and consistency of the products. The awareness that consumers got from social media and Word of mouth has increased this purchase. When there is a positive output, people do not bother about the money, where we see, green purchasing in not a deciding factor in the purchase intention. The most important point is “Green outlook” which shows the image of the consumer to the society. We are living in a world where all our habits, purchasing patterns and life style were easily measurable and observable by the neighbours, friends and the society. Many others look these green consumers as an evangelist for making their green purchase and showcase themselves as a green consumer.

## **CONCLUSION**

Global warming, pollution and other health concerns are repeatedly made the consumers to think about the alternative ways of purchase which is health and societal conscious. It is in the hands of the government and policy makers to promote the green products in the country in a subsidized way. The green start-ups shall be encouraged by the government by subsidized and collateral free loans. Green consumers shall be exempted from



taxes for few years which will extrinsically motivate the consumers to turn into green. Green purchasing shall be emboldened in the corporate as they are the bulk purchasers of stationary, vehicles, appliances and so on. It is in the hands of the consumers and policy makers to make the word “Green” to stay with us.

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