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Understanding Young Adults' Perspectives on Green Personal Care Product Consumption

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Abstract

India has emerged as one of the fastest-growing markets for natural and organic products, offering significant scope for expansion and long-term development. The sector is anticipated to grow at a rate nearly double that of comparable industries in the United States and Europe. Furthermore, India represents the second-largest consumer market globally, which has increasingly attracted the attention of international firms, particularly within the personal care and beauty segment. The present study examines the influence of brand image, product knowledge, product quality, and price promotion on the purchase intention of young adults toward personal care green products. Primary data were collected from 101 respondents using a structured questionnaire, and the data were analyzed using multiple linear regression analysis through SPSS software. The findings reveal that brand image, product knowledge, and product quality exert a significant positive influence on young adults' intention to purchase personal care green products. In contrast, price promotion does not demonstrate a statistically significant effect on purchase intention. The results underscore the importance for organizations to prioritize young adults' perceptions and evaluative criteria when formulating marketing strategies for green personal care products. Given the rapid growth and increasing consumer demand for environmentally friendly personal care products, the Indian market presents substantial opportunities for multinational corporations seeking expansion in the green product segment.

Keywords: Purchase intention, Brand image, Price promotion, Product quality and Product knowledge.

Introduction

The Indian beautifying agents market, esteemed at almost $11.16 billion of every 2017, is required to develop at 5.91 percent (build yearly development rate) during 2017-25. The yearly retail offer of makeup and other individual consideration items is filling in the scope of 15-20 percent... In the course of recent years, absolute interest has developed by 60%. A critical section of this interest is for items that suit Indian skin types and hair — a need that generally stayed unfulfilled by worldwide brands, giving the ideal chance to nearby

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organizations. Green information alludes to client familiarity with items created eco-accommodating and capacity of energy and significant assets (Wang & Hazen, 2015). The investigation of purchaser reference costs has a long custom in advertising and makes a few commitments to the writing on buyer dynamic (Mazumdar T, Raj S P, and Sinha I, 2005). The examination has shown that buyers who know about the ecological impact of created items will in general purchase items with the most un-destructive consequences for characteristic assets and the climate. (Mohd Suki N and Mohd Suki N 2015) and (Michaud C and Llerena D 2011). Green item esteem expands the client saw estimation of items (Chen M F and Tung P J 2014).

Purpose of the research

The study aims to find the perspective of Young Adults in Purchasing of Personal Care Green Products. This paper analyzes the consequences of brand image, product quality, product knowledge, and price promotion on young adult's perspective in purchasing of personal care green products and also to find the relationship between brand image, product quality, product knowledge, and price promotion on young adult's perspective in purchasing of personal care green products

Review of Literature

Brand image

Brand image is considered to be casual in predicting consumer behavior (Dobni D and Zinkhan G M 1990). According to several researchers says brand image can be defined differently with the different research of focus, (Reynolds T J and Gutman J 1984). Brand picture mirrors purchasers' insight about a brand and the way where a particular brand is situated on the lookout (A. E. Cretu, and R. J. Brodie 2007) and (J. Hu, X. Liu, S. Wang, and Z. Yang 2012). The item credits, the advantages/outcomes of utilizing a brand, and brand character are the three key parts of the brand picture (Plummer J T 2000). A brand picture can assist the organization with focusing on productively their possible shoppers in a commercial center (C. W. Park, B. J. Jaowrski, and D. J. Maclnnis 1986) and (S. M. Mudambi, P. Doyle, and V. Wong 1997). It also addresses what the brand rely on and infers a guarantee to clients from the association's individuals, while brand picture is "the manner by which a brand is seen by purchasers" In general researchers will utilize brand picture and other brand related builds conversely, for instance, brand personality (Aaker D A, 1996). Consumer decision making is based on the image of the brand (Dolich I J 1969) and it impacts purchasers' resulting purchasing conduct (Johnson and Puto, 1987), from that point brand value (Biel, 1992) A very much imparted brand picture should assist with setting up a brand's position, protect the brand from rivalry, upgrade the brand's market execution, and accordingly assumes a necessary part in developing long haul brand value (Aaker and Keller, 1990), (Keller 1993) (Park C and Srinivasan V 1994) (Feldwick P 1996), (Park C and Srinivasan V 1994). Brand leads to be the abstract impression in the minds of the shopper's brain (H. K. Chi, H. R. Yeh, and Y. T. Yang 2009).

Product Quality

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Product quality determines the past experience and anticipation of the consumer (H. K. Chi, H. R. Yeh, and Y. T. Yang 2009). Quality may have close to nothing or nothing to do with the real by and large quality or predominance of an item, and is for the most part dependent based on an assortment of enlightening signals that they partner with the item (L. Gatti, A. Caruana, and I. Snehota 2012). The purchaser prediction is done through the potential of the product features. The purchaser prediction is done through the potential of the product features (S. N. Bhuian 1997). The favorable position of the product is parallel to their subjective decisions (W. B. Dodds, K. B. Monroe, and D. Grewal 1991), (V. A. Zeithaml1988). Quality decides the decision of the purchaser in purchasing the product (C. F. Chiang and S. Jang 2006),(A. E. Cretu, and R. J. Brodie 2007). In addition to this it can be compared with the price (B. Jin and Y. G. Suh 2005).

Product Knowledge

Green information alludes to client attention to items delivered eco-accommodating and capacity of energy and significant assets (Wang Y and Hazen B T, 2016). Past examinations show that green item information is firmly identified with trust in green items (Vermeir, I and Verbeke, W 2008). Green items have been appeared to diminish hurtful results, decrease perils, lessen poisonous substances, decrease medical conditions, increment reusing, and improve natural cordiality (Padel S and Foster C 2005). Self-saw information works as an immediate positive influence of procurement goals for unique marked strong items. (Berger, I.E., Ratchford, B.T. and Haines, G.H, 1994). In the event that shoppers have a ton of green item information and data about the a scribes, capacities, and utility of items, they will have more trust in the judgment of green items, which straightforwardly influences buyers' buy aim (Harris, L.C and Goode, M.M.H 2010). Purchaser item information has been perceived as a trademark that impacts all stages in the choice cycle. (Bettman J A and Park C W, 1980). Buyers with more elevated levels of item information have better-created and more mind-boggling schemata with very much detailed choice rules. (Marks L J and Olson J C, 1981). The examination has shown that buyers who know about the ecological impact of delivered items will in general purchase items with the most un-destructive consequences for common assets and the climate (Mohd Suki N and Mohd Suki N 2015), (Michaud C and Llerena D 2011).

Price Promotion

A value markdown is an extremely pervasive showcasing technique to draw in shoppers by offering an additional benefit or motivation, which urges buyers to buy the advanced items right away. (Yin and Huang 2014). Be that as it may, as the recurrence of cost advancements expands, normal value discernments change in any event, for little limits. (Alba et al., 1999). The publicizing relates decidedly to a company's business income says (Kim et al., 2005). As such, advancement fills in as a significant way to deal with creates business security and development, which could convert into bigger deals on the lookout. Also, advancement goes about as another market improvement instrument since advancements like limited costs, new item exhibits, and versatile promoting would assist a firm with drawing in new clients. Advancement exercises line up with other showcasing procedures because of market rivalry to

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grow piece of the pie. (Mazumdar, Raj, and Sinha, 2005, p. 98) identifies with a positivistic conviction about the item's value, utilizing past costs as the casing of reference. A reasonable cost is characterized as how much a client figures merchandise should cost, thus to survey the decency of a value, clients may depend on the last cost paid, the cost most oftentimes paid, market costs, or posted costs (Kahneman, Knetsch, and Thaler, 1986). Selling has become a vital component in deals and promoting techniques since phone accounts the board causes firms to cover more extensive client regions (Oetting and Gantman, 1991). Firms can convey selling systems in their advancement and this could bring about more client inclusion contrasted with up close and personal visits. Firms can email advancement materials to focused clients subsequent to selling movement. Thus, this technique is by all accounts savvy and effective than customary advancement strategies. Additionally, firms can viably distinguish new expected freedoms after the selling screening measure. Firms can likewise limit business-voyaging costs by utilizing phone/web showcasing. Bravo et al. (2009) asserted that advancing items expanded brand mindfulness and dedication, which additionally improved the company's serious situation in the commercial center. Garretson and Clow (1999) tracked down a negative relationship—an excessive cost markdown prompted a view of inferior quality. Clients will in general gather that a limited item is terrible, particularly when they get a surprisingly exorbitant cost rebate that different retailers normally don't offer. Notwithstanding, past examinations showed conflicting outcomes on the connection between value limits and saw quality. Cost limits may increment saw quality (Huang et al. 2014), decline apparent quality (Garretson and Clow 1999), or have no effect on perceived quality (Grewal et al. 1998a).

Research Methods

The research design used in this study is descriptive research design, which is incorporate to study the individual characteristics of the respondents. The questionnaire is structured by the reviews of (Tan, Kwan, and Eze, 2009; Lee, 2009; Kwan and Eze, 2012). Total of 101 data's were collected through the structured questionnaire and analyzed by SPSS software through multiple linear regression analysis. Convenience random sampling technique is used in this paper and the structured questionnaire was designed and given to the young adults who were interested in purchasing of personal care green products in the district of Tiruchirappalli. 5 point likert scaling is used in this research paper ranging from 1 to 5 (Strongly disagree to Strongly Agree).

Research Findings

Factor and Reliability Analysis

The acceptable value for Cronbach's Alpha is 0.7 says Nunnally (1978). Hence the values that are obtained in this research paper are >0.7except Product Knowledge and Price Promotion. The level of internal consistency is to be considered is >0.50 says (cronbach 1951), which proved that the reliability analysis for all the variables used in this study is to be considered as acceptable. Table 1 exposed that the all the variables afford highest mean of 3.457, 3.522, 3.628 and 3.321 except price promotion with the mean value of 2.151.

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TABLE 1: Reliability Analysis

S.No	variables	Mean	SD	Cronbach's
1	BI	3.457	0.852	0.746
2	PK	3.522	0.882	0.601
3	PQ	3.628	0.823	0.745
4	PP	2.151	0.721	0.678
5	PI	3.321	0.751	0.712

TABLE 2: Model Summary[b]

Model	R-Value	R-Square	Std. Error of Estimate
1	0.669[a]	0.445	0.40254

a. Predictors: (constant), BI, PK, PQ, PP

b. Dependent variable: PI

Table 2 bring out that the value of R is 0.669 and R-Square value is 0.445. This suggests that 44.5% of the variation in dependent variable (Y) can be explicated by all predictors by the aggregated changes in the independent variables.

TABLE 3: ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	26.402	3	8.800	41.145	0.000[a]
	Residual	31.586	98	0.322		
	Total	57.988				

a. Predictors: (constant), BI, PK, PQ, PP

b. Dependent variable: PI

Table 3 bring out that F-value is 41.145, which is larger than a P-value (0.000<0.050), which significantly influence the intention of young adults to purchase personal care green products.

TABLE 4: Coefficients[a]

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Model	Standardized Coefficients Beta	t	Sig
Constant BI	0.341	5.981	0.000
PK	0.289	3.871	0.000
PQ	0.371	5.712	0.000
PP	-0.021	-0.214	0.851

a.
Dependent variable: PI

Table 4 showed that the regression analysis for the independent variables against the dependent variable. From the beta value of Brand image (0.341), Product knowledge (0.289), Product Quality(0.371) are considered to be the strongest predictor for perspective of Young Adults in Purchasing of Personal Care Green Products, where as the beta value of price promotion is (-0.021) which is not as good as to predict. From the above results it is clearly communicated that the BI, PK, PQ are significantly influence the Young Adults in Purchasing of Personal Care Green Products where as price promotion is not significant.

Conclusions

Since India is considered to be one of the fastest growing industries in natural and organic products with a huge potential for development because of the consumption of young adults in purchasing the product marketers had an opportunity to expand their business. By keeping it in mind that the young adults are considered to be the future consumers. The importance given by the customers is quality of the product. Now a day's customers are looking for more information regarding the product for the purchase. So it is the duty of the marketers to give additional information about the product features in order to capture the market share. Moreover brand image plays a vital in choosing the product of the particular company. Several customers have been stick on to several brands because of the loyalty and trust towards the brands. This would make the customer to go for the top brands. Frequent market campaign is to conducted by the marketers, either by advertising or labeling of the product. In this study it reveals that there is no significant relationship in price promotion. The reason is because the consumer may think that reduction in price may leads to affect the quality of the product, which shows that consumer are willing to pay extra for the personal care green products particularly women like to buy the product which is safe for their skin and health. The finding of (Raghubir and Corfman 1999) study supports that price promotion will attract the buyers and also bring some negativity in the mind of the purchaser as the quality of the product may be low. This study is helpful for the upcoming researcher in order to identify the purchasing pattern of different generation towards the personal care green products.

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