

**“PURCHASE INTENTION OF GREEN PRODUCTS IN CONSUMERS”**

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**ABSTRACT**

*The purpose of this study is to examine the variables influencing consumers' inclination to buy green products. Green products are sold separately from conventional goods on the market, so it's interesting to learn what society actually thinks of them and what influences their desire and intention to buy green goods. This study offers an analysis of what green products are, how they benefit the environment, and factors influencing customers' decision to purchase them. There are two main goals for this study: to analyse the association between demographic parameters and the intention to buy environmentally friendly products, and to evaluate the variables influencing this intention. Annova, a correlation test, and linear step regression analysis are among the approaches employed in this study.*

**Keywords:** Green Products, Demography, Perceived Value of Product, Green Packaging, Green Branding, Green Marketing

**INTRODUCTION**

Green marketing is a broader concept than just promoting or advertising products with environmental advantages. It covers a wide range of activities, such as product modification, changes to the manufacturing process, better packaging, and advertising modifications. Green products are defined by the OECD as goods that can prevent and reduce harm to the environment, and many supermarkets and department stores are investing in biodegradable plastic bags and packaging. Environmental marketing is any activity designed to generate and support any exchanges intended to satisfy human needs or desires while causing the least amount of environmental harm.

**REVIEW OF LITERATURE**

**N.R. NARESH** Because many businesses have failed miserably utilizing this strategy, green marketing cannot be generalized as a success recipe for all marketers. It is obvious that effective green marketing may help business units achieve their goals, but every marketer struggles with how to implement such campaigns and which methods to apply.

**Clare D'Souza<sup>1</sup>, Mehdi Taghian<sup>2</sup>, Peter Lamb and Roman Peretiatko<sup>1</sup>** To determine whether Australian green consumers are satisfied with environmental labelling, this study looked at their demographic profiles. It looked at customers' perceptions of labelling and conducted an empirical investigation into the relationship between respondents' demographic profiles and their responses to labels. The potential for Type III third party labelling to lessen the degree of unhappiness with, and the perception of inaccuracy of, green product labels has been considered.

**Jayesh Patel <sup>1</sup> & Ashwin Modi<sup>2,3</sup> & Justin Paul<sup>3</sup>**, purchase of environmentally friendly products, environmental awareness, to a collection of environmentally sound actions conducted in many contexts. Prior research has not been successful in tying demographic factors to all the linked PEB components, such as recycling or waste disposal (Diamantopoulos et al. 2003). This study adds to the body of green literature by examining the fundamental characteristics and nature of PEB in conjunction with demographics. It also provides a segmentation base. Therefore, testing a correlation between socio-demographics and PEB enabling interaction is our primary goal.

**Dr. Priyanka Chawla Dr. Ashok Jhavar** The study's findings demonstrate that individuals nowadays are more educated and read and have a high level of care for environmental preservation. They firmly believe that using green marketing as a tool may help businesses expand competitively and sustainably. It is important to educate those who do not use or do not choose to buy green products about their usefulness, durability, and favourable effects on the environment and consumer health. It is anticipated that all environmental stakeholders will adhere to Vasudev Kutumbakam's theory, which holds that the earth is like a single family made up of ecosystems.

**Dr.Mugeshwaran** The necessity for additional research is highlighted by a few of this study's flaws. Peer contact and ecological consciousness are the only two characteristics taken into consideration in the current study. Other elements like composition, energy efficiency, packaging, brand, marketing communication, material used to make, etc. can also be considered as impacting green purchasing behaviour. This study was restricted to Punjab; future research may broaden its scope.

**OBJECTIVES**

1. To Categories eco-friendly products and feature them exclusively.
2. To use recycled material.
3. To utilize email service to target customers

**HYPOTHESIS**

H0: Green product purchase intentions are substantially influenced by perceived product value.

H1: The purchasing intent of a product is substantially influenced by green packaging and branding.

**4.1 Correlation Matrix**

<b>Correlation Matrix</b>		<b>purchase intention</b>	<b>perceived value of product</b>	<b>Green branding</b>	<b>Green packaging</b>	<b>Green marketing</b>
purchase intention	Pearson'sr	—				
	p-value	—				
perceived value of product	Pearson'sr	0.713	—			
	p-value	< .001	—			
Green branding	Pearson'sr	0.736	0.722	—		
	p-value	< .001	< .001	—		
Green packaging	Pearson'sr	0.536	0.558	0.589	—	
	p-value	< .001	< .001	< .001	—	
Green marketing	Pearson'sr	0.609	0.636	0.658	0.576	—
	p-value	< .001	< .001	< .001	< .001	—

The perceived value of product p = is 0.001 which is < 0.05 hence it is not significant. Green branding p value is 0.001 which is < 0.05 hence it is not significant. Green packaging p = is 0.001 which is < 0.05 hence it is significant. Green marketing p value is 0.001 < 0.05 hence it is significant.

## FINDINGS

- The study's findings demonstrated a substantial positive association between three independent variables and the desire to make green purchases. The results of this study can help various industries better and enhance their use of green marketing while also raising customer interest in buying green goods.
- As we looked at consumer purchase intentions for green products, we looked at how consumers assessed the value of the product in terms of its green packaging, branding, and marketing.
- Given that the green branding value is less than 5%, the green packaging value is more than 40.20
- where age and gender are more than THE RESIDUALS in demography
- Hearing that purchase intent is 71% and green branding is 50% and green packaging is 57% shows that purchasing should be prioritized over branding and packaging.

## CONCLUSION

The perceived worth of eco-friendly items in relation to other products and services on the market. Through ongoing support from the government, producers should be pushed to adopt a sustainable method, particularly in the packaging, branding, and manufacture of their goods. The ongoing marketing effort and knowledge-sharing activities will help raise customer awareness, which will encourage them to buy environmentally friendly goods. Despite all the advantages that can be gained from using green products, households regrettably have a tendency to hesitate when faced with higher costs. Green products should be priced similarly to conventional ones if long-term environmental advantages outweigh the potential for profit, as this will promote use.

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