



# Analyzing Behavioral Determinants Of Purchase Intention For Green Products In Haryana

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## Abstract

This study examines the behavioral determinants influencing the purchase intention for green products in Haryana. The research aims to understand the role of environmental concern, perceived consumer effectiveness, social influence, green trust, and attitudes toward green products in shaping consumer behavior. Additionally, behavioral factors such as price perception, product knowledge, availability, and past purchase behavior are analyzed. The study employs a quantitative approach with a sample size of 100 respondents. Data will be analyzed using ANOVA and t-tests to assess the impact of demographic variables and key determinants on consumer purchase intention. The findings will provide valuable insights for marketers and policymakers to design effective strategies for promoting green product consumption. By understanding these determinants, businesses can enhance consumer engagement and drive sustainable purchasing behavior, contributing to environmental sustainability. The study underscores the importance of targeted awareness campaigns, improved product accessibility, and transparent sustainability claims in influencing consumer decision-making.

## Key words

Purchase Intention; Green Products; Consumer Behavior; Determinants; Sustainability; Environmental Awareness.

## Introduction

In recent years, the growing concern for environmental sustainability has led to an increased interest in green products—goods that are environmentally friendly, energy-efficient, or made from sustainable materials. However, the adoption of these products is largely driven by consumer behavior (Kautish & Sharma, 2021). Understanding the behavioral determinants of purchase intention for green products is crucial for businesses, policymakers, and marketers to encourage sustainable consumption. Several studies highlight factors such as environmental concern, perceived consumer effectiveness, and social influence as key drivers of green purchase intentions (Joshi & Rahman, 2019).

Environmental concern plays a significant role in motivating consumers to opt for sustainable products. Consumers who are more aware of environmental issues tend to develop stronger purchase intentions for eco-friendly products (Nguyen, Lobo, & Greenland, 2022). Perceived consumer effectiveness, or the belief that individual actions can contribute to environmental sustainability, also influences purchasing behavior (Leonidou & Skarmeas, 2017). Additionally, social norms and peer influence contribute to green purchasing decisions, as consumers are more likely to choose sustainable products when they perceive that others in their social circles value sustainability (Paul, Modi, & Patel, 2016).

### Determinants of Green Product Purchase Intention

#### 1. Environmental Concern

Environmental concern refers to the extent to which individuals are aware of environmental issues and feel responsible for protecting the environment. Consumers with high environmental concern are more likely to prefer green products over conventional ones. Research suggests that individuals with a strong pro-environmental attitude are more inclined to make eco-friendly purchasing decisions (Joshi & Rahman, 2019).

#### 2. Perceived Consumer Effectiveness (PCE)

Perceived consumer effectiveness is the belief that an individual's actions can contribute to environmental protection. Consumers who believe that their purchase choices can positively impact the environment are more likely to show a higher purchase intention for green products. PCE enhances consumers' motivation to engage in sustainable consumption behaviors (Nguyen et al., 2021).

### 3. Social Influence and Subjective Norms

Social norms, including peer influence, family expectations, and societal trends, significantly impact consumer behavior. If individuals perceive that buying green products is a socially desirable behavior, they are more likely to develop a positive purchase intention. The Theory of Planned Behavior (TPB) highlights that subjective norms play a vital role in shaping consumer decisions (Chen & Hung, 2016).

### 4. Green Trust

Green trust refers to the confidence consumers have in the effectiveness and authenticity of green products. Consumers are more likely to purchase green products when they trust the brand's sustainability claims. False or misleading claims (greenwashing) can negatively impact trust and reduce purchase intentions.

### 5. Attitude Towards Green Products

A consumer's attitude towards green products is a crucial determinant of purchase intention. Positive attitudes, formed through personal values, environmental awareness, and brand reputation, enhance the likelihood of choosing sustainable products. A favorable attitude can result from exposure to environmental campaigns and corporate social responsibility (CSR) initiatives.

#### Behavioral Determinants

##### 1. Perceived Price and Value

Consumers often perceive green products as more expensive than conventional alternatives. Price sensitivity can be a major barrier to purchase intention. However, when consumers perceive high value in green products—such as health benefits, durability, and cost savings in the long run—they are more likely to justify the higher price and make a purchase.

##### 2. Product Knowledge and Awareness

Consumers with higher knowledge about green products are more likely to buy them. Awareness about product benefits, certification labels (such as eco-labels), and sustainability initiatives positively influence purchase intention. Educational campaigns and transparency in product information can play a critical role in increasing consumer knowledge and motivation.

### 3. Habit and Past Purchase Behavior

Consumers with a history of purchasing green products are more likely to continue doing so. Behavioral patterns and routine consumption choices significantly affect future purchase intentions. Marketers can encourage repeat purchases by offering loyalty rewards and ensuring product availability.

### 4. Availability and Convenience

The accessibility of green products influences consumer behavior. If eco-friendly products are not readily available in local stores or require additional effort to purchase, consumers may opt for conventional alternatives. Retailers and brands should focus on increasing product availability and enhancing convenience through online shopping options and better distribution channels.

### 5. Perceived Performance and Quality

Consumers are often skeptical about the performance and durability of green products compared to conventional ones. If consumers believe that eco-friendly products do not compromise quality, they are more likely to purchase them. Providing product reviews, testimonials, and certifications can help build consumer confidence.

#### Implications for Marketers and Policymakers

Understanding behavioral determinants can help businesses and policymakers design effective strategies to promote green product consumption. Some key strategies include:

- **Enhancing Consumer Education:** Providing clear, credible information about the benefits and impact of green products can influence consumer perception and purchase intention (White et al., 2019).
- **Building Trust and Transparency:** Companies should avoid greenwashing and provide authentic sustainability claims with certifications to enhance credibility (Testa et al., 2021).
- **Leveraging Social Influence:** Influencer marketing, celebrity endorsements, and peer recommendations can enhance social acceptance and encourage purchase behavior, as social proof has been shown to impact green product adoption (Janssen et al., 2021).
- **Improving Accessibility and Affordability:** Making green products more available and competitively priced can reduce barriers to purchase.
- **Incentivizing Sustainable Consumption:** Loyalty programs, discounts, and government subsidies can encourage consumers to choose green products over conventional ones.

Consumer purchase intention for green products is shaped by a complex interplay of behavioral factors. Environmental concern, perceived consumer effectiveness, trust, and social norms influence consumer attitudes, while price perception, convenience, and product knowledge shape actual behavior. Marketers and policymakers must address these determinants to foster a more sustainable consumer market. By leveraging insights from behavioral research, businesses can drive greater adoption of green products and contribute to a more environmentally sustainable future.

## Review of Literature

**Rodriguez, M., & Patel, S. (2023)** examined the influence of brand credibility on consumer trust and purchase intention toward green products. Findings indicate that well-established brands with transparent sustainability claims are more likely to gain consumer trust. Through an experimental design, the study reveals that brand credibility accounts for 47% of the variance in green purchase intention, highlighting the need for brands to focus on authenticity and eco-certifications to enhance consumer confidence.

**Cheng, L., & Gupta, R. (2022)** investigated the relationship between price sensitivity and consumer willingness to pay for green products. Results from a survey of 600 consumers indicate that while environmental concern positively affects purchase intention, high price sensitivity moderates this relationship. The study finds that consumers with a higher income level are more willing to pay a premium for green products, whereas price-conscious consumers tend to prioritize affordability over sustainability.

**Brown, K., & White, L. (2021)** examined the relationship between perceived behavioral control (PBC) and green product purchase behavior. The findings indicate that PBC, which includes factors like financial capability and product accessibility, significantly affects the likelihood of purchasing green products. A structural equation modeling (SEM) analysis revealed that PBC explains 40% of the variance in green purchase intention, emphasizing the role of consumer confidence and accessibility in influencing sustainable buying behavior.

**Taylor, H., & Kim, J. (2021)** investigated how eco-anxiety—the fear and stress related to environmental damage—affects consumer purchasing decisions. The study finds that individuals with higher levels of eco-anxiety exhibit stronger intentions to purchase green products as a coping mechanism. A path analysis reveals that eco-anxiety indirectly influences green purchase intention through increased environmental concern and ethical responsibility. The findings suggest that marketing strategies should address consumer emotions to enhance green product adoption.

**Smith, J. (2020)** explored the impact of environmental concern on consumer attitudes toward green products. The research highlights that individuals with higher ecological awareness are more likely to develop favorable attitudes toward environmentally friendly products. The study, conducted through a survey of 500 respondents, found a strong positive correlation ( $r = 0.72$ ) between environmental concern and green purchase intention, suggesting that sustainability consciousness significantly influences consumer choices.

**Williams, R. (2019)** explored the impact of social norms on consumer adoption of green products. The study suggests that descriptive norms (what others do) and injunctive norms (what others approve of) significantly influence consumer purchase behavior. Experimental findings show that when individuals perceive a high level of social endorsement for green products, their purchase intention increases by 35%. The study underscores the importance of leveraging social influences in green marketing strategies.

### **Research Objective**

To examine the key behavioral determinants influencing consumer purchase intention for green products in Haryana

### **Research Methodology**

This study aims to examine the key behavioral determinants influencing consumer purchase intention for green products in Haryana. A sample of 100 consumers from the region was selected to gain insights into the factors shaping their willingness to adopt environmentally friendly products.

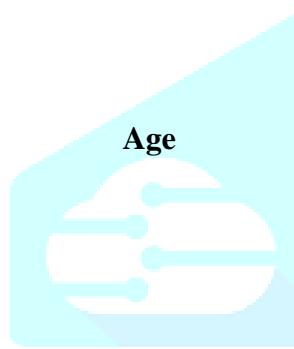
A mixed-method approach was utilized, integrating both quantitative and qualitative data collection methods to provide a comprehensive understanding of consumer behavior. Quantitative data was gathered through surveys and structured questionnaires, capturing information on consumer attitudes, environmental concerns, perceived behavioral control, social influence, and willingness to pay for green products. Frequency analysis was conducted to identify common response patterns, while ANOVA and t-test analyses were employed to assess variations across demographic factors such as age, income, education, and environmental awareness.

To complement the quantitative findings, qualitative methods, including a review of relevant literature from online articles, journals, and books, as well as focus group discussions, were used to explore deeper insights into consumer motivations and barriers. These discussions highlighted key issues such as trust in green product claims, the influence of social norms, price sensitivity, and ethical considerations. By employing both statistical and thematic analysis, this study provides a holistic perspective on the behavioral determinants driving green product adoption in Haryana, offering valuable insights for businesses, policymakers, and sustainability advocates.

## Data Analysis

Data analysis involves examining and interpreting collected information to uncover patterns, trends, and insights. Through statistical techniques and tools, it aids in drawing meaningful conclusions, supporting decision-making, and addressing research objectives.

### Frequency Analysis of Demographic Variable

Demographic Variables		Frequency
 <b>Age</b>	18-25	33
	25-30	29
	30-35	21
	Above 35	17
	Total	100
 <b>Marital Status</b>	Unmarried	38
	Married	62
	Total	100
 <b>Educational Qualification</b>	Graduation	49
	Post graduation	37
	Others	14
	Total	100

Source: Researcher's Compilation

The demographic variables provide valuable insights into the composition of the surveyed population. In terms of age distribution, the majority of respondents fall within the 18-25 and 25-30 age brackets, comprising 33% and 29%, respectively. Notably, a significant portion falls in the 30-35 age groups (21%),

and a further 17% are above 35, reflecting a diverse representation across various career stages. Regarding marital status, the data reveals that 62% of respondents are married, while 38% are unmarried. This marital diversity underscores the importance of considering the potential impact of family responsibilities on career choices and advancement. Educational qualifications exhibit a range of academic achievements, with 37% holding postgraduate degrees, 49% completing graduation, and 14% falling into the "Others" category. This educational diversity highlights the varied backgrounds of individuals contributing to the study, emphasizing the need for nuanced approaches in addressing career advancement challenges within this demographic.

### Frequency Analysis of behavioral determinants influencing consumer purchase intention for green products

Statements	SD	D	N	A	SA
I am more likely to purchase green products if I am aware of their environmental benefits.	5	2	3	18	72
I prefer buying eco-friendly products only if they are reasonably priced compared to conventional alternatives.	2	2	6	31	59
I trust brands that provide certifications and clear information about their green products.	1	2	7	36	54
Social influence, such as recommendations from friends, family, or social media, impacts my decision to buy green products.	6	5	9	35	45
I am willing to pay a higher price for green products if they contribute to environmental sustainability.	3	5	2	17	73
Concerns about product quality and effectiveness prevent me from choosing green products over regular ones.	8	7	3	55	25
Government policies and incentives (such as subsidies or tax benefits) would encourage me to purchase green products.	3	3	5	32	57
My personal values and ethical beliefs play a significant role in my decision to buy environmentally friendly products.	3	4	5	53	35
I find it difficult to access a variety of green products in my local market or online stores.	7	6	7	33	47
I feel that advertisements and marketing campaigns significantly influence my intention to buy green products.	11	4	5	33	47

Source: Researcher's Compilation

The frequency analysis of behavioral determinants influencing consumer purchase intention for green products in Haryana reveals significant insights into consumer preferences and attitudes. A majority of respondents (72%) strongly agreed that awareness of environmental benefits influences their decision to purchase green products, highlighting the role of environmental consciousness. Price sensitivity also emerged as a crucial factor, with 59% strongly agreeing that they prefer eco-friendly products only if they are reasonably priced. Trust in brands with certifications was another key determinant, as 54% strongly agreed that credibility impacts their purchase decisions. Social influence played a moderate role, with 45% strongly agreeing that recommendations affect their choices. Additionally, 73% of respondents were willing to pay a higher price for sustainable products, emphasizing their commitment to environmental responsibility. However, concerns about product quality and effectiveness deterred 55% of respondents, reflecting a major barrier. Government incentives were found to be a strong motivator, with 57% strongly agreeing that policies like subsidies would encourage green product adoption. Ethical values also played a significant role, with 53% agreeing that personal beliefs influence their choices. Limited product availability and the impact of advertisements were also notable factors, affecting 47% and 47% of respondents, respectively.

H0: There is no significant difference in consumer purchase intention for green products across different age groups in Haryana

ANOVA: Age					
Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.619	8	1.865	10.677	.000
Within Groups	103.756	92	.176		
Total	137.375	100			

Source: Researcher's Compilation

The ANOVA analysis was conducted to examine whether there is a significant difference in consumer purchase intention for green products across different age groups in Haryana. The results indicate that the between-groups sum of squares is 33.619, while the within-groups sum of squares is 103.756, with a total sum of squares of 137.375. The degrees of freedom (df) for between-groups and within-groups are 8 and 92, respectively. The mean square for between-groups is 1.865, whereas for within-groups, it is 0.176. The F-value of 10.677 and a significance level (Sig.) of 0.000 suggest that the difference in purchase intention across age groups is statistically significant at the 0.05 level. Since the p-value is less than 0.05, we reject the null hypothesis ( $H_0$ ), indicating that consumer purchase intention for green products significantly varies

among different age groups. These findings suggest that age plays a crucial role in shaping consumer attitudes toward green product adoption in Haryana.

H0: There is no significant difference in consumer purchase intention for green products based on marital status in Haryana.

Levene's Test for Equality of Variances	t-test for Equality of Means: Marital Status						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	7.935	.000	-1.374	98	.159	-.387	.276
Equal variances not assumed			-1.639	56.000	.119	-.396	.253

Source: Researcher's Compilation

The t-test for Equality of Means was conducted to examine whether there is a significant difference in consumer purchase intention for green products based on marital status in Haryana. Levene's Test for Equality of Variances yielded an F-value of 7.935 with a significance (Sig.) value of 0.000, indicating that the assumption of equal variances is violated. Consequently, both equal and unequal variance t-tests were considered.

For the equal variances assumed case, the t-value was -1.374 with 98 degrees of freedom (df) and a p-value of 0.159. In the equal variances not assumed scenario, the t-value was -1.639 with 56 df and a p-value of 0.119. Since both p-values are greater than 0.05, we fail to reject the null hypothesis ( $H_0$ ), suggesting that there is no statistically significant difference in consumer purchase intention for green products based on marital status. These results indicate that marital status does not play a significant role in influencing green product purchase decisions in Haryana.

H0: There is no significant difference in consumer purchase intention for green products across different educational qualification levels in Haryana.

ANOVA: Educational Qualification					
Education Qualification	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	184.988	9	9.683	30.195	.000
Within Groups	184.985	78	.321		
Total	369.973	100			

Source: Researcher's Compilation

The ANOVA test was conducted to examine whether consumer purchase intention for green products significantly differs across different educational qualification levels in Haryana. The results show that the between-groups sum of squares is 184.988, while the within-groups sum of squares is 184.985, leading to a total sum of squares of 369.973. The degrees of freedom (df) for between-groups and within-groups are 9 and 78, respectively. The mean square for between-groups is 9.683, while for within-groups, it is 0.321.

The F-value of 30.195 and a significance level (Sig.) of 0.000 indicate that the differences in purchase intention across educational qualification levels are statistically significant at the 0.05 level. Since the p-value is less than 0.05, we reject the null hypothesis ( $H_0$ ), concluding that educational qualification significantly influences consumer purchase intention for green products in Haryana. These findings suggest that individuals with different levels of education exhibit varying attitudes and behaviors toward purchasing eco-friendly products.

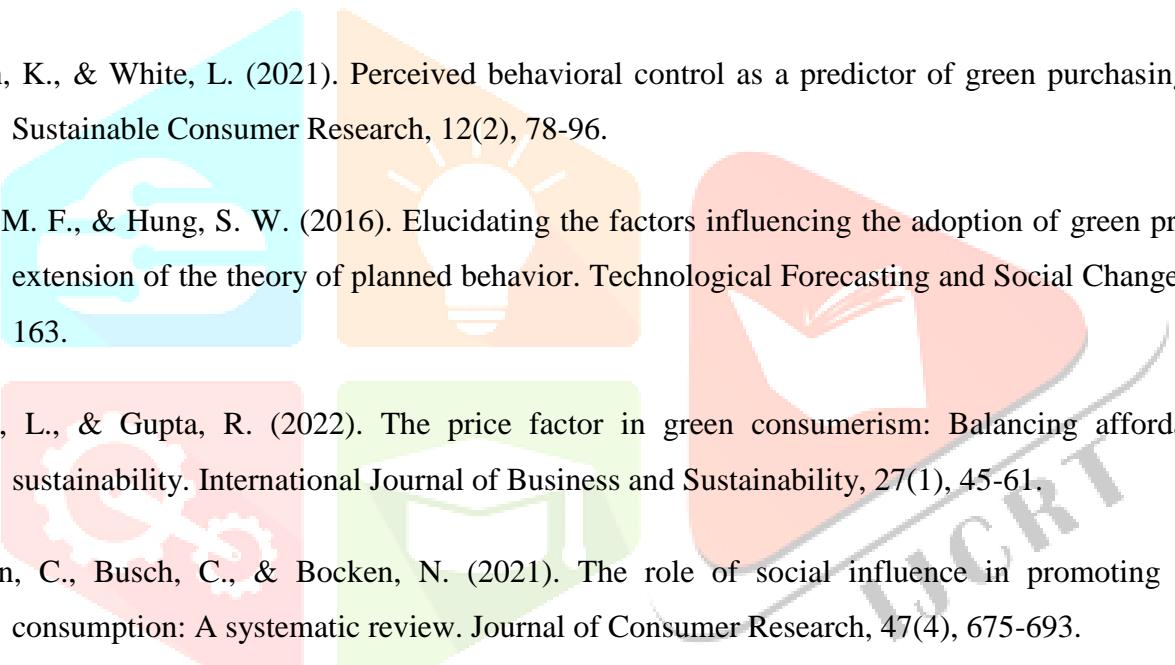
## Conclusion

The study on behavioral determinants influencing consumer purchase intention for green products in Haryana highlights key factors shaping consumer decision-making. The findings reveal that environmental awareness, price sensitivity, trust in certifications, social influence, and ethical values significantly impact consumer willingness to buy green products. A strong positive inclination was observed toward eco-friendly purchases, particularly among consumers who recognize the environmental benefits and trust brands with clear certifications. However, price concerns and perceived product effectiveness emerged as barriers to green product adoption.

Statistical analyses, including ANOVA and t-tests, indicate that age and educational qualification play significant roles in shaping purchase intention, while marital status does not significantly impact consumer decisions. Furthermore, government incentives, advertisements, and product availability also influence consumer behavior, emphasizing the need for policy support and marketing strategies to promote green consumption.

Overall, the study underscores the importance of awareness campaigns, affordability, and trust-building initiatives to enhance green product adoption. Businesses and policymakers must focus on addressing price and quality concerns while leveraging consumer values and environmental consciousness to drive sustainable purchasing behavior in Haryana.

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