"CONSUMER ATTITUDE AND BUYING INTENTIONS OF GREEN PRODUCTS IN COIMBATORE"

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Abstract: Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. The ecological behaviour of an individual is based on the social context. The development of consumer awareness about the products with their origin and an international environmental awareness has given the marketer an opportunity to facilitate the customers about the green product. There is a significant increase in the level of awareness and positive attitude among consumers to buy green products available in the market to stop adverse effect to the eco-system. However, there is a major concern among consumers makes a difference in buying intention i.e. value that they realize for their spending on green products that may significantly impact their attitude, subjective norms and behavioural control and also the buying intentions of green product. In order to promote the products in the market, the manufacturer should be able to make their products distinct from their competitors' products, not only in quality but also making them eco-friendly. Therefore it is necessary to understand whether the consumers attitude, subjective norms and behaviuoural control have significant impact on buying intentions towards green products. The aim is to study the association between Independent variables (perceived attitude, subjective norms, behavioural control) and dependent variable (Buying Intention) towards buying green products and to contribute suggestions for policy implications. The primary data was collected from customers using green products in Coimbatore. Data was collected from 225 respondents using convenient sampling method. The secondary data was collected from various sources like books, journals, magazines and from Internet sources. The tools used for the study are Percentage Analysis, Descriptive Statistics, Reliability Statistics, Correlation and Regression. Based on the results the researcher suggests that the improvement with respect to behavioural control through participating in environmental damage control by getting the support from friends, relatives, colleagues, neighbours to make righteous decisions to purchase only green products, also recommended to accumulate sufficient knowledge through various source to increase the awareness level from sources like internet, magazines, etc. which can help to understand its importance during independent decision makings to buy green products which could be a great support to save the eco-system for the present and future generation.

Key Words: Green Marketing, Green Products, Attitude, Behavioural Intentions, etc.

1. INTRODUCTION

In India, environmental protection is the major matter of concern for both the public and the government. In the International market, our poor environmental performance on our goods and services has weighed down our export market. The total environmental burden of human activity is based on population, abundance of resources and advance technology. Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. The ecological behaviour of

an individual is based on the social context. The development of consumer awareness about the products with their origin and an international environmental awareness has given the marketer an opportunity to facilitate the customers about the green product.

2. LITERATURE REVIEW

Mahesh and **Ganapathi**[1] (2012) in their research paper on "A study on determinants of consumers' purchase behaviour towards green products" assessed the green purchase attitude, green purchase intention, green purchase behaviour, perceived product price and quality. The study used correlation analysis and found that there was a positive relationship between green purchase attitude with green purchase intention; green purchase intention with green purchase behaviour; green purchase behaviour with perceived product price and quality. The study also used step wise regression analysis and found that quality had a high impact on green purchase behaviour compared to perceived product price and green purchase intention.

Vishnu Nath et al.[2] (2012) in their study on "Green Behaviors of Indian Consumers" analysed the perception and problems faced in consuming environmental friendly products. The study revealed that lack of availability, low functional performance, low or no supportive services and high price were the problems faced in using green product. The finding of the study shows that consumer's awareness on green product was mainly on recycling process, CLF blubs and electric bike etc. where green message on environmentally friendly products had positive effort on the customers. The study concluded that there was a positive effect on consuming green product from Indian consumers.

Akash Deepak Agrawal and **Manoji Das**[3] (2013) in their study on "Green Marketing: Sustainable marketing strategy" explored the major factors which influenced the behaviour and attitude regarding green practices in India and assessed the awareness level of eco-friendly substitute in place of plastic products. The researchers used both qualitative and quantitative data. It resulted that consumers were willing to pay extra for eco friendly products due to different role played by government and corporate for consuming the green products.

Hindol Roy[4] (2013) in his study on "Role of Green Marketing Towards Sustainability In A Third World Developing Economy- A Study In The Indian Perspective" examined the gap between marketing philosophy, sustainable development and consumption between developed countries and India. The study revealed that customer had positive concern towards environment and willingness to pay for the environmentally products. The study revealed that depicts that green marketing had positive impact for sustainable growth.

Kamonthip et.al.[5] (2016) in their study indicated that green products are among the widely used products worldwide due to their environmental benefits. However, information on the consumers' purchase intention towards green products in developing countries, such as Thailand, is lacking. This study aims to investigate Thai consumers who are aged over 18 years, and whose base education is high school, on purchase intention for green products by using an extended framework of the theory of planned behavior (TPB). We derived and examined the model through structural equation modeling in a sample of 483 respondents in Thailand. The findings of this model indicated that consumer attitude, subjective norm and perceived behavioral control have significant positive influences on the purchase intention for green products. Furthermore, our results indicated that environmental concerns have a significant effect on attitude, perceived behavioral control and purchase intention for green products, but subjective norm. Moreover, environmental knowledge had no significant effect on the purchase intention for green products. Instead, it had a distinct indirect effect through attitude towards purchasing green products, subjective norm and perceived

behavioral control. The findings from this study contribute to improving the understanding of intention to purchase green products, which could play a major role towards sustainable consumption.

3. STATEMENT OF THE PROBLEM

In the present era, there is a significant increase in the level of awareness and positive attitude among consumers to buy green products available in the market to stop adverse effect to the eco-system. However, there is a major concern among consumers makes a difference in buying intention i.e. value that they realize for their spendings on green products that may significantly impact their attitude, subjective norms and behavioural control and also the buying intentions of green product. In order to promote the products in the market, the manufacturer should be able to make their products distinct from their competitors' products, not only in quality but also making them eco-friendly. Therefore it is necessary to understand whether the consumers attitude, subjective norms and behaviuoural control have significant impact on buying intentions towards green products

4. HYPOTHESES

Hypothesis 1: There is no significant correlation between Perceived Attitude and Behavioural Intention

Hypothesis 2: There is no significant correlation between Subjective Norms and Behavioural Intention

Hypothesis 3: There is no significant correlation between Behavioural Control and Behavioural Intention

Hypothesis 4: There is no significant relationship between Independent Variables (Perceived Attitude, Subjective Norms and Behavioural Control) and Dependent Variable (Behavioural Intention)

5. OBJECTIVES OF THE STUDY

1. To study the association between Independent variables (perceived attitude, subjective norms, behavioural control) and dependent variable (Buying Intention) towards buying green products.

2. To contribute suggestions for policy implications.

6. METHODOLOGY

Methodology deals with the definition of the research problem, research design, and methods of data collection, sampling design, statistical tools employed and interpretation of survey data. To fulfill the objectives of the study, both primary and secondary data were collected. The primary data was collected from customers using green products in Coimbatore. Data was collected from 225 respondents using convenient sampling method. The secondary data was collected from various sources like books, journals, magazines and from Internet sources. The tools used for the study are Percentage Analysis, Descriptive Statistics, Reliability Statistics, Correlation and Regression.

7. ANALYSIS AND RESULTS

7.1. Demographic Variables

Table 1 shows the demographic variables of the respondents buying Green Products are classified based on their Age, Gender, Marital Status, Educational Qualification and Monthly Income.

Table 1: Demographic Variables of the Respondents

Sl.	Demographic	Frequency	Percentage
1.	**Age**		
	Below 30 years	92	40.9
	31 to 40 years	79	35.1
	41 to 50 years	39	17.3
	Above 50 years	15	6.7
2.	**Gender**		
	Male	137	60.9
	Female	88	39.1

Sl.	Demographic	Frequency	Percentage
3.	**Marital Status**		
	Married	119	52.9
	Unmarried	106	47.1
4.	**Educational Qualification**		
	Graduation (UG / PG)	148	65.8
	Technical Qualification (ITI, Diploma, Others)	11	4.9
	Professionals	23	10.2
	Others (Schooling Upto SSLC / H.Sc.)	43	19.1
5.	**Monthly Income**		
	Upto Rs.20,000	80	35.6
	Rs.20,001 to Rs.30,000	42	18.7
	Above Rs.30,000	103	45.8

Source: Computed from Primary Data

Table 1 shows that 40.9% of the respondents belong to the age below 30 years, 35.1% are in the age between 31 to 40 years, 17.3% of them are in the age of 41 to 50 years and the remaining 6.7% are in the age above 50 years. Most (60.9% of the respondents are male and 39.1% are female. More than half (52.9%) of the respondents are married and 47.1% are unmarried. Majority (65.8%) of the respondents are graduates (UG / PG) while 19.1% of the respondents studied upto school level (SSLC / H.Sc.), 10.2% are professionals and the remaining 4.9% are technically qualified (ITI, Diploma, etc.). Less than half (45.8%) of the respondents are earning above Rs.30,000 per month, while 35.6% are having income upto Rs.30,000 and the remaining 18.7% of the respondents are having income between Rs.20,001 and Rs.30,000.

7.2. Descriptive Statistics

Table 2: Descriptive statistics measuring Independent Variables (Perceived Attitude, Behavioural Control and Subjective Norms)

Perceived Attitude	Mean	Subjective Norms	Mean	Behavioural Control	Mean
Practicing green consumption is righteous	3.78 (1.014)	Purchasing environmental friendly products is suitable	3.66 (1.122)	I can make the decision to purchase environmental friendly products	4.09 (1.024)
Practicing green consumption is valuable	3.76 (1.074)	Purchasing environmental friendly products is virtuous	3.55 (1.202)	I can participate in the decision-making process of purchasing environmental friendly products	3.72 (1.142)
Practicing green consumption is wonderful	3.77 (1.179)	Purchasing environmental friendly product is essential	3.89 (1.027)	I am independent of purchasing environmental friendly products	3.88 (1.079)
It is wise to practice green consumption	3.75 (1.109)	Purchasing environmental friendly product is to benefit other people as well as oneself	3.75 (1.098)	I am free to choose environmental friendly products	3.92 (1.001)
Cronbach's Alpha	**0.896**	**Cronbach's Alpha**	**0.889**	**Cronbach's Alpha**	**0.797**

Note: Figures in Parenthesis represent Standard Deviation

From the Table 2 it is understood that mean scores of Perceived Attitude statements ranges from 3.75 to 3.78. The highest mean score (3.78) was for the statement "Practicing green consumption is righteous" and the lowest mean score (3.75) was for the statement "It is wise to practice green consumption". Cronbach's apha was highly reliable 0.896. With regard to Subjective Norms the statements ranges from 3.55 to 3.89. The highest mean score (3.89) was for the statement "Purchasing environmental friendly product is essential" and the lowest mean score (3.55) was for "Purchasing environmental friendly products is suitable". Cronbach's apha was highly reliable 0.889. Based on Behavioural Control the mean scores for the statements ranged between 4.09 to 3.72. The highest mean (4.09) was for the statement "I can make the decision to purchase environmental friendly products" and the lowest "I can participate in the decision-making process of purchasing environmental friendly products" and the reliability statistics shows high with the Cronbach's Alpha 0.797.

Table 3: Descriptive statistics measuring Dependent Variables Behavioural Intention

Behavioural Intention	Mean
I would like to purchase environmental friendly products	3.76 (1.119)
I would like to consider purchasing environmental friendly products first	3.90 (1.051)
I would like to practice green consumption	3.57 (1.182)
I would like to recommend others to purchase environmental friendly products	3.89 (1.036)
Cronbach's Alpha	**0.810**

Note: Figures in Parenthesis represent Standard Deviation

From the Table 3 it is evident that mean scores of Behavioural Intention statements ranges from 3.90 to 3.57. The highest mean score (3.90) was for the statement "I would like to consider purchasing environmental friendly products first" and the lowest mean score (3.57) was for the statement "I would like to practice green consumption". Cronbach's apha was highly reliable 0.896.

7.3. Correlation

NULL HYPOTHESES

Hypothesis 1: There is no significant correlation between Perceived Attitude and Behavioural Intention

Hypothesis 2: There is no significant correlation between Subjective Norms and Behavioural Intention

Hypothesis 3: There is no significant correlation between Behavioural Control and Behavioural Intention

Table 4: Shows Correlation between Independent variables (Perceived Attitude, Subjective Norms and Behavioural Control) and Dependent Variable (Behavioural Intention)

	Behavioural Intention	Perceived Attitude	Subjective Norms	Behavioural Control
Behavioural Intention	1			
Perceived Attitude	.720**	1		
Subjective Norms	.747**	.867**	1	
Behavioural Control	.494**	.603**	.605**	1

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

Table 4 shows that there is a strong correlation between Perceived Attitude and Behavioural Intentions (r=0.720, Sig.0.000) to reject the null hypothesis. Further, it is observed that there is a strong positive correlation between Subjective norms and Behavioural Intentions (r=0.747, Sig.0.000) to reject the null hupothesis. Finally, there is a moderate positive correlation

between Behavioural Control and Behavioural Intention (r=0.494, Sig.0.000) to reject the null hypothesis. The determine the power of each independent variable and its impact on dependent variable regression analysis follows:

7.4. Regression Analysis

NULL HYPOTHESIS

Hypothesis 4: There is no significant relationship between Independent Variables (Perceived Attitude, Subjective Norms and Behavioural Control) and Dependent Variable (Behavioural Intention)

Table 5: Regression Analysis showing relationship between Independent variables (Perceived Attitude, Subjective Norms and Behavioural Control) and Dependent Variable (Behavioural Intention)

R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
.761[a]	.579	.574	2.29069	(3,221)	101.455	.000[a]

a. Predictors: (Constant), Behavioural Control, Perceived Attitude, Subjective Norms

Table 6: Beta Coefficients showing relationship between Independent variables (Perceived Attitude, Subjective Norms and Behavioural Control) and Dependent Variable (Behavioural Intention)

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.198	.762		5.507	.000
Perceived Attitude	.257	.082	.280	3.132	.002
Subjective Norms	.441	.081	.485	5.419	.000
Behavioural Control	.033	.058	.032	.570	.570

Dependent Variable: Behavioural Intention

Regression analysis was conducted to investigate the relationship between independent variables (Perceived Attitude, Subjective Norms and Behavioural Control) and Dependent Variable (Behavioural Intention). F-Test was statistically significant which shows F(3,221)=101.456, Sig.0.000, which means that the model was statistically significant. The R-squared is 0.579 which means that approximately 58% of the variance of Behavioural indention was explained by the predictor variables Perceived Attitude and Subjective Norms, whereas, Behavioural Control was found to be insignificant. Hence the hypothesis 4 was partially rejected.

8. SUMMARY OF THE RESULTS
8.1. Demographics

➢ It is observed that maximum (40.9%) belong to the age below 30 years, Most (60.9%) of the respondents belong to male category, More than half (52.9%) of them are married, Majority (65.8%) are graduates (UG/PG) and :less than half (45.8%) of the respondents are earning above Rs.30000 per month.

8.2. Descriptive Statistics

➢ It is understood that mean scores of Perceived Attitude was highest with the statement "Practicing green consumption is righteous" and the low for the statement "It is wise to practice green consumption". With regard to Subjective Norms highest mean was for the statement "Purchasing environmental friendly product is essential" and the lowest mean was for "Purchasing environmental friendly products is suitable". Behavioural Control shows the mean scores was highest for the statement "I can make the decision to purchase environmental friendly products" and the lowest "I can participate in the decision-making process of purchasing environmental friendly products". It is also evident that mean scores of Behavioural Intention was highest for the statement "I would like to consider purchasing environmental friendly products first" and lowest for the statement "I would like to practice green consumption".

➢ It is also clear that the Cronbach's Alpha measuring reliability statistics for all the factors were found to be high viz. Perceived Attitude (0.896), Subjective Norms (0.889), Behavioural Control (0.797) and finally, Behavioural Intention (0.896)

8.3. Correlation

It is observed that there is a strong correlation between

➢ Perceived Attitude and Behavioural Intentions

➢ Subjective norms and Behavioural Intentions

It is observed that there is moderate correlation between

➢ Behavioural Control and Behavioural Intention

8.4. Regression

➢ It is clear that the there is a significant relationship between Perceived Attitude and Behavioural Intention (t=3.132, Sig.0.002), followed by Subjective Norms and Behavioural Intention (t=5.419, Sig.0.000) to reject the null hypothesis. Whereas, there is no significant relationship between Behavioural Control and Behavioural Intention (t=0.570, Sig.0.570) to support the null hypothesis (H4).

9. SUGGESTIONS

➢ It is suggested that the consumers may develop the attitude to pay premium value for green products and they may use the green products which are renewable and recyclable.

➢ it is suggested that necessary initiatives in promoting the environmental concern by the green marketers shall bring more benefits to the mass and the environment as well.

➢ Steps should be taken to advertise the products and clearly depict the information that shall reach the heart of the consumers who may be influenced with strong faith towards green products.

➢ In general, it is suggested that the government initiative to create awareness for the necessity to practice to practice buying green products is inevitable to safeguard the nature.

10. POLICY IMPLICATION AND CONCLUSION

➢ Behavioural intentions and behavioural control are found positive however, insignificant. This contradicts the findings of Mostafa (2007)6. Path analysis showed that the most influential variable is Subjective Norms followed by Perceived Attitude determines behavioural intention. While the weak path was found to be Behavioural control shows the beta coefficient of 0.033. Based on the results the researcher suggests that the improvement with respect to behavioural control through participating in environmental damage control by getting the support from friends, relatives, colleagues, neighbours to make righteous decisions to purchase only green products, also recommended to accumulate sufficient knowledge through various source to increase the awareness level from sources like internet, magazines, etc. which can help to understand its importance during independent decision makings to buy green products which could be a great support to save the eco-system for the present and future generation.

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