

Determinants of green purchase behaviour of consumers in Ernakulam District

ABSTRACT

Aims: Since the environment is continuously moving towards the worst, it has become a persistent public concern in the developed countries and has recently awakened developing countries to the eco-friendly movement. Considering the green products, the study aimed to identify the determinants of green purchase behaviour of consumers.

Methodology: For the purpose of the study, both primary and secondary data were used. Primary data were collected from Kochi Corporation area (100) and Mulanthuruthy panchayath (100) of Ernakulam district of Kerala, during the month of August and September 2023. Those who use at least one green product with an eco-label were purposively selected. Secondary data were collected from websites, government reports, and publications.

Results: The factor analysis revealed that respondents in grama panchayat influenced by three factors like eco consumer insight, concern towards nature and green product value perspective. Whereas the factors like concern towards nature, government intervention, green product value perceptive and green promotion were acting as the major determinants of green purchase behaviour in the corporation area.

Conclusion: The marketers and policymakers need to consider the factors like eco consumer insight, concern towards nature, green product value perspective, green promotion for popularising and increasing the sale of green products.

Key words: *Green purchase behaviour, eco consumer insight, concern towards nature and green product value perspective, green promotion, factor analysis.*

1. INTRODUCTION

The recent dramatic growth of the economy, as well as consumer consumption and behaviour patterns around the world are the primary causes of environmental degradation. Approximately 70% of the planet's

greenhouse gas footprint is thought to be influenced by the products that consumers choose (Ioanidet al.2022). Awareness about environmental degradation has resulted in increasing ecological consciousness and desire to purchase green products.The growing awareness of environmental issues has also affected consumer behaviour and practices, as well as industry in the production and marketplace (Ching and Lasuin, 2014).Green marketing puts major emphasis on satisfying the needs of consumers without deteriorating the environment.It is a holistic marketing concept that comprises a broad range of activities, where the manufacturing, promotion, utilisation, and disposal of products and services happen in a way that is less harmful to the environment and society (Sujith, 2017).Compared to other Indian states in Kerala environmentally sustained consumption is rising over time (Kala, 2021).Many consumers prefer green products that cause no harm to the environment. Eventhough some studies have been conducted on factors determining purchasing behaviour for environmentally friendly products in India, there is shortage of the study of consumer behaviour towards green products.By identifying the determinants, corporates and policymakers can develop strategies to encourage and promote eco-conscious consumer choices and drive the adoption of green products and practices.Since green marketing is still in its infancy, much more research is needed to fully realise its potential.(Saini,2013)

2. MATERIALS AND METHODS

For the purpose of primary data collection, 200 respondents were selected from Kochi Corporation area (100)and Mulanthuruthy panchayath (100) of Ernakulam district of Kerala. Those who use at least one green product with an eco-label were purposively selected. Primary survey was conducted through a prestructured interview schedule during the month of august and september 2023.Secondary data were collected from websites, government reports, and publications.

3. RESULT AND DISCUSSION

The marketers try to understand the actions of the consumers in the marketplace and the underlying motives for such actions. These motives are the factors that influence consumer behaviour and the study attempt to bring the factors influencing green purchase behaviour both in grama panchayat and corporation area. The study also highlighted the determining of green purchase in Ernakulam district. For the purpose of analysis data collected through five point Likert's summated rating scale and analysed by employing factor analysis.

3.1 Factor analysis in Grama panchayat

Factor -1 (F_1)

The first factor is consisted of variables like green product accessibility and differentiation (0.331), awareness about green product(0.537),habits(0.676),convenience and ease of use(0.583),past

experience(0.696),belief about product safety for use (0.796),health benefits and consciousness(0.585),willingness to pay premium price(0.554),transparency of trade practices of green products(0.469),green policies of government (0.532) had highest significant positive loadings. Hence factor 1 was characterized as “**Eco consumer Insight**”.

Factor -2 (F₂)

The second factor consisted of variables like friends and family (.534), concern for the self-image in environmental self-protection (0.707), environment responsibility (0.792), environment consciousness and outlook (0.579), environmental concern (0.728) had significant positive loadings. Hence factor 2 was characterized as “**Concern towards nature**”.

Factor -3 (F₃)

The third factor consisted of variables like compassion for green products(0.703), eco label credibility(0.307), promotion and availability of green product information(0.836), green product attributes(0.651), trust on green products(0.703), brand image (.625) had significant positive loadings. Hence factor 3 was characterized as a “**Green product value perspective**”.

Factor loadings of grama panchayat (n=100)

From the factor matrix, the new factors were derived. From the table given below, it could be understood that the different factors that had been given were named according to the nature of the statement. Factor loadings were also given.

Table 1Factor loadings of grama panchayat

Sl.no	Factors	Variables	Factor loading
1.	Eco consumer insight	Belief about product safety for use	0.796
2.	Concern towards nature	Environment responsibility	0.792
3.	Green product value perspective	Promotion and availability of green product information	0.836

Source: Compiled from Primary data

The variables given in table 1 were derived with the highest factor loadings by means of factor analysis. The 3 factors like belief about product safety for use (0.796), Environment responsibility (0.792), and Promotion and availability of green product information (0.836) were concluded to be acting as the major determinants of green purchase behaviour in Grama panchayat.

In grama panchayat mainly three factors like eco-consumer insight, concern towards nature, and green product value perspective were influencing consumers to purchase green products. Eco consumer insight factor were influenced by green product accessibility and differentiation awareness about the green product, habit, convenience and ease of use, past experience, belief about product safety for use, health benefits, and consciousness, willingness to pay premium price, transparency of trade practices of green products, green policies of government. Marketers and policymakers must consider these factors to encourage eco-friendly consumer behavior. Most of the respondents in panchayat were concerned towards nature, it is a significant driver of their choice to purchase green products. When people prioritize environmental values and concerned about environmental issues, they are more likely to seek out and support eco-friendly products, encouraging a market for environmentally responsible and green goods. Their purchasing decisions are frequently motivated by a desire to reduce environmental damage and contribute to a more sustainable future. Green product value perceptible is another important factor influence them to purchase green products. People value the idea of reducing their harmful effects on the environment while also saving money in the long run by using green product.

3.2 Factor analysis in Corporation (n=100)

Factor -1 (F₁)

The first factor is consisted of variables like environment responsibility (0.716), environment consciousness and outlook (0.657), environmental concern (0.862), convenience and ease of use (0.557), belief about product safety for use (0.516), health benefits and consciousness (0.480) had highest significant positive loadings. Hence factor 1 was characterized as “**Concern towards nature**”.

Factor -2 (F₂)

The second factor consisted of variables like habits (0.437), past experience (0.441), willingness to pay premium price (0.683), transparency of trade practices of green products (0.723), and green policies of government (0.803) had significant positive loadings. Hence factor 2 was characterized as “**Government intervention**”.

Factor -3 (F₃)

The third factor consisted of variables like green product attributes(0.683), trust on green products(0.553), friends and family (.586), brand image (.433), concern for the self-image in environmental self-protection(0.699, awareness about green product (0.517) had significant positive loadings. Hence factor 3 was characterized as “**Green product value perceptible**”.

Factor -4 (F₄)

The fourth factor consisted of variables like green product accessibility and differentiation (0.627), compassion for green products (0.569), eco label credibility (0.773), promotion and availability of green

product information (0.628) had significant positive loadings. Hence factor 4 was characterized as “**Green promotion**”.

Factor loadings of corporation

From the factor matrix, the new factors were derived. From the table given below, it could be understood that the different factors that had been given were named according to the nature of the statement. Factor loadings were also given.

Table 2Factor loadings of corporation

Sl.no	Factors	Variables	Factor loading
1.	Concern towards nature	Environmental concern	0.862
2.	Government intervention	Green policies of Government	0.803
3.	Green product value perceptive	Concern for the self-image in environmental self-protection.	0.699
4	Green promotion	Eco label credibility	0.773

Source: Compiled from Primary data

The variables given in above table 2were derived with the highest factor loadings by means of factor analysis. The 4 factors like environmental concern (0.862), Green policies of Government (0.803), Concern for the self-image in environmental self-protection (0.699), Eco label credibility (0.773) were concluded to be acting as the major determinants of green purchase behaviour in the corporation.

In corporation area the determinants of green purchase behaviour were concern towards nature, government intervention, and green product value perceptive and green promotion. The two elements that are additionally visible in corporation compared to grama panchayat are government intervention and green promotion. The government encourages people to buy green products by making them more affordable through, establishing environmental standards, and promoting green labelling. They also educate the public about the advantages of environmentally conscious choices through various policies. Green promotion is another major determinant of green purchase behaviour among consumers in corporation. Green promotion can influence consumers to buy green products by educating them about their benefits, showcasing their quality and design, and aligning them with ethical and social responsibility. Marketers believe that promotion enhances consumer's knowledge about green products and guides them into making an informed decision.

3.3 Factor analysis in Ernakulam District (N=200)

Factor -1 (F₁)

The first factor is consisted of variables like habits(0.653),convenience and ease of use(0.523),past experience(0.631),belief about product safety for use (0.724),health benefits and consciousness(0.594),willingness to pay premium price(0.570),transparency of trade practices of green products(0.552),green policies of government (0.637) had highest significant positive loadings. Hence factor 1 was characterized as **“Eco consumer Insight”**.

Factor -2 (F₂)

The second factor consisted of variables like friends and family (.461), concern for the self-image in environmental self-protection (0.713), environment responsibility (0.768), environment consciousness and outlook (0.646), environmental concern (0.737), awareness about green product (0.508) had significant positive loadings. Hence factor 2 was characterized as **“Concern towards nature”**.

Factor -3 (F₃)

The third factor consisted of variables like green product accessibility and differentiation (0.355), compassion for green products (0.659), eco label credibility (0.400), promotion and availability of green product information (0.766), green product attributes (0.597), trust on green products (0.588), brand image (.477) had significant positive loadings. Hence factor 3 was characterized as **“Green product value perspective”**.

Factor loadings of Ernakulam District

From the factor matrix the new factors were derived. From the table given below it could be understood that the different factors that had been given were named according to nature of the statement. Factor loadings were also given.

Table 3Factor loadings of Ernakulam District

Sl.no	Factors	Variables	Factor loading
1.	Eco consumer Insight	Belief about product safety for use	0.724
2.	Concern towards nature	Environment responsibility	0.768
3.	Green product value perspective	Promotion and availability of green product information	0.766

Source: Compiled from Primary data

The variables given in above table 3 were derived with the highest factor loadings by means of factor analysis. The 3 factors like belief about product safety for use (0.724), environment responsibility (0.768), Promotion and availability of green product information (0.766) were concluded to be acting as the major determinants of green purchase behaviour of overall consumers.

The overall response of green consumers highlighted three main factors that influence their purchase decision such as eco consumer insight, concern towards nature, and green product value perspective.

4. CONCLUSION

The increasing environmental concern among the people resulted in increasing demand for green product throughout the country especially in Kerala state. The marketers and policymakers need to consider the factors like eco consumer insight, concern towards nature, green product value perspective, green promotion for popularising and increasing the sale of green products. Further there is necessity of more category of green products. Through government initiatives and by extensive promotion of green products environment degradation can be brought to the minimal level.

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