

Factors influencing consumers' purchase intention for green products

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Abstract

The purpose of this study was to investigate the impact of expectation, perception and subjective norm on their purchase intentions for green products. A survey was conducted with a convenience sample of Indian consumers whose ages ranged from 18 to 60 years, and total 51 responses were obtained. The results of the study confirmed the significant impact of expectation and perception on consumer's purchase intentions for green products. It was also found that there is no significant impact of subjective norm on consumer's purchase intentions for green products.

Keywords: Green products, Perception, Expectation, Purchase intention.

1. Introduction

A green product is a sustainable product which is designed to minimize its environmental impacts during its whole life-cycle and even after it is of no use.

The main objective of green products is reducing waste and maximizing resource efficiency. They are manufactured using environmentally-friendly procedures and toxic-free ingredients and are certified by recognized organizations like Energy star, Parksmart, Forest Stewardship Council, etc.

The purpose of this study was to examine consumer's purchase intention by investigating the effects of their expectation, perception, and subjective norm on purchasing green products. In this study, green product was defined as a specific product category made of natural and (or)

recycling materials that use alternative fabrics or fibers (e.g., plastic bottle, organic cotton) with less waste and less pollution to preserve our nature. The research objective was to identify important predictors that influence Indians consumers' purchase intention for green products.

2. Objective

To analyze factors influencing consumers' purchase intention for green products

3. Hypotheses

The following hypotheses were proposed for this study:

Hypothesis 1 Expectation has no significant impact on consumer's purchase intention for green products.

Hypothesis 2 There is no significant impact of perception on consumer's purchase intention for green products.

Hypothesis 3 Subjective norm is not a significant predictor of consumer's purchase intention for green products.

4. Methods

A quantitative research methodology was used to conduct this research.

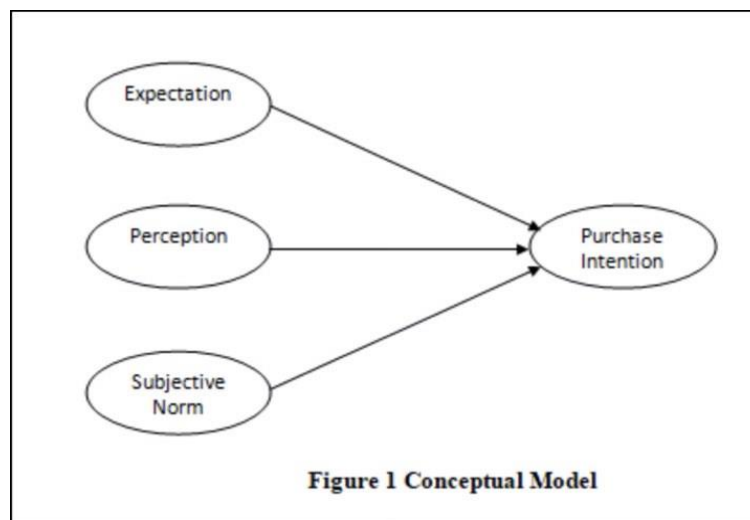
Sample and data collection

Using convenience sampling technique, data has been collected from Indian males and females consumers whose ages ranged from 18 to 60 years, and total 51 responses were obtained. Respondents took approximately 5-7 minutes to complete the survey.

A brief overview about the study was given to them before conducting the survey. Then they were guided to respond to the demographics questions and then the questions related to expectation, perception, subjective norm and purchase intention respectively.

Research instruments

The data was collected with the help of questionnaire. There was two parts of the questionnaire, one part contained demographic questions and the other part had questions to measure expectation, perception, subjective norm and purchase intention which was measured on a five point Likert-type scale where 1 being strongly agree and 5 being strongly disagree.



Data analysis procedures

Regression analysis was done to find relationship between expectation and purchase intention, perception and purchase intention and subjective norm and purchase intention, Microsoft office excel 2007 was used to run independent *t* test.

5. Data analysis and interpretation

Regression analysis to find relationship between expectation and consumer's purchase intention

Simple linear regression was performed to find the relationship between expectation and consumer's purchase intention.

Table 1 Summary of relationship between expectation and consumer's purchase intention

<i>Regression Statistics</i>				
Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.617	0.380	0.368	1.788	51

Table 2 Linear regression coefficients of relationship between expectation and consumer's purchase intention

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3.462	1.669	2.075	0.043	0.109	6.816	0.109	6.816
X Variable 1	0.456	0.083	5.483	1.447	0.289	0.627	0.289	0.624

As indicated in the above table, p-value is less than 0.05, so there is a significant relationship between expectation and consumer's purchase intention. Thus, expectation is a significant predictor of consumer's purchase intention.

Regression analysis to find relationship between perception and consumer's purchase intention

Simple linear regression was conducted to find the relationship between perception and consumer's purchase intention.

Table 3 Summary of relationship between perception and consumer's purchase intention

<i>Regression Statistics</i>				
Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.608	0.370	0.357	1.803	51

Table 4 Linear regression coefficients of relationship between perception and consumer's purchase intention

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	4.652	1.487	3.128	0.003	1.663	7.642	1.663	7.642
X Variable 1	0.333	0.062	5.360	2.226	0.208	0.458	0.208	0.458

As mentioned in the table 4, p-value is less than 0.05, so there is a significant relationship between perception and consumer's purchase intention. Thus, perception has a significant impact on consumer's purchase intention.

Regression analysis to find relationship between subjective norm and consumer's purchase intention

Simple linear regression was conducted to find the relationship between subjective norm and consumer's purchase intention

Table 5 Summary of relationship between subjective norm and consumer's purchase intention

<i>Regression Statistics</i>				
Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.596	0.356	0.342	1.823	51

Table 6 Linear regression coefficients of relationship between subjective norm and consumer's purchase intention

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	6.908	1.107	6.239	1.001	4.683	9.133	4.683	9.133
X Variable 1	0.512	0.099	5.200	3.885	0.314	0.710	0.314	0.710

As it is mentioned in above table that p-value is greater than 0.05, so there is no significant relationship between subjective norm and consumer's purchase intention. Thus, subjective norm has no significant impact on consumer's purchase intention.

6. Results and discussion

Relationship between expectation and consumer's purchase intention

It was proposed in the research model that expectation has no significant impact on consumer's purchase intention for green products.

Results showed that expectation has a significant impact on consumer's purchase intention for green products. Hence hypothesis 1 that expectation has no significant impact on consumer's purchase intention for green products is rejected.

Relationship between perception and consumer's purchase intention

It was proposed in the research that there is no significant impact of perception on consumer's purchase intention for green products.

Results of simple linear regression showed that there is a significant impact of perception on consumer's purchase intention for green products. Hence hypothesis 2 that there is no significant impact of perception on consumer's purchase intention for green products is rejected.

Relationship between subjective norm and consumer's purchase intention

It was assumed in the research that subjective norm is not a significant predictor of consumer's purchase intention for green products.

Results showed that subjective norm is not a significant predictor of consumer's purchase intention for green products. Hence hypothesis 3 that subjective norm is not a significant predictor of consumer's purchase intention for a green products is not rejected.

Discussion of hypothesis

Table 7 Results of hypothesis

S.no.	Hypothesis	Result
H1	Expectation has no significant impact on consumer's purchase intention for green products.	Rejected
H2	There is no significant impact of perception on consumer's purchase intention for green products.	Rejected
H3	Subjective norm is not a significant predictor of consumer's purchase intention for green products.	Not Rejected

7. Conclusion

This paper analyzed the factors influencing consumers' purchase intention for green products.

Firstly, this paper analyzed the influence of expectation on consumer's purchase intention for green products. The results of this study confirmed the significant impact of expectation on the purchase intention of the consumers for green products.

Secondly, this paper examines the effect of perception on consumer's purchase intention for green products. The results of this study confirmed that perception is a significant predictor of consumer's purchase intention of green products.

Thirdly, the significance of subjective norm was analyzed on consumer's purchase intention for green products. However, there is no significant impact of subjective norm on consumer's purchase intention.

So, it is suggested that meeting consumers expectations for green products will be beneficial for the marketers to affect their purchase intentions. Also, perception of the consumers is a very important factor because this will ascertain their intention to buy and product consumption.

Reference

<https://www.feedough.com/green-product/>