

Customer Purchase Intention Towards Green Products: A Study based on Health Consciousness and Ecological Affect

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Abstract

Green product is an evolving business all around the globe. The awareness about green products is spread through social media and other platforms. The study is conducted among the youngster and middle-aged people of Kerala to identify their influence of health consciousness and ecological affect on purchase intention. There were 161 respondents who stated their opinion on the current study. The reliability of my data was $>.60$, hence data set was relevant. The analysis was done using SPSSv21 and all the hypothesis framed were having a significance level $<.001$ and hence the intended variables-health consciousness and ecological affect has a positive impact on purchase intention of the customer. In future studies, green marketing and product knowledge can be added as additional variables. We can also extend the study to rural areas and different customer groups. Green product has high importance among youngster in the nation and hence there is huge market potential.

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1. Introduction

Green products are fresh and organic products which are free from all kind of harmful fertilizers, pesticides or produces which are produced eco-friendly to its customers. This method of production is more sustainable and does not create a harmful effect on the environment, the human race[1]. The people all around the world are showing a positive impact on green production and green produces as they are more concerned about their health. Studies and specialist states that green product can improve your health. hence, health-conscious people move toward purchasing green products. By the beginning of 2000, people also started being aware of the environment and volunteered for green production. They understood how ecological imbalances happen due to production. The green produces are being priced at a premium and this focusses on upper-middle class and rich. As we all know there are a large number of the environmental campaign as well as awareness session of green production and green consumption. People prefer

organic food because of care about health.[2] Women also give more importance to their physical appearance as well as beauty as they grow older. Women are the influencers of diet plan In a family, a more health-conscious woman tend to prepare organic products. The green produces have capabilities of nutritional management, body nourishment and fitness among its users. There is a huge customer base for green produces and high market potential in the future is estimated.[3] In the study, we have taken people of different income level and different profession to identify the different perception.as the study was done in Kerala the education and the government supports towards green production is very important. As a part of developing agriculture mindset among student's government-organized "NALLAPADAM" an event to produce green products by students in their school compound as well as in their houses. Kerala government provide subsidized seeds for people in Kerala. Agro bag cultivation and subsidized manure and biofertilizers were given. The kudubasree women

were given unused paddy field as a part of developing the agriculture sector and aiming women empowerment

2. Literature Review

It is being discussed about the sustainable methods of production which does not create harm for the environment as in the study we also learn about the impact on ecology. People are more concerned about their health and their attitude and purchase intention to turn towards eco-friendliness. This also benefits social benefits. In the present-day situation, people are willing to pay green products at a premium price and believes that it is the only sustainable model for production. [4]

The present generation is highly health conscious about their body weight, skin, hair etc. They are also concerned about the calories they intake and follow diet plans and conscious about nutrient and other food they intake [5]

They believe that green and organic product is beneficial for them and investing in health is the best way of investment. In a survey taken among women it was stated that women are concerned about their body structure and tend to use vegetable like cucumber, carrot etc. to maintain weight. [6]

The impact of production always hurts the environment hence green production is the only way of sustainable production. [7] The customer is having emotional attachment towards ecology and they are willing to purchase green products at a premium price. The generation is highly aware of the consequence that has to be faced by having ecology hence they support and spread awareness of the ecological effect on production around the world. [8]

Understanding the motivations and mechanisms influencing young adults' environmental volunteering, here they study about the changing pattern of lifestyle. The research has found on green consumption were the people initiate for eco-friendly products. [9] even they give less importance to price. Even premium price and health is primary concern in the study. The study was done in Canadian university and 1372 young volunteers as respondents who are concerned about the environment. [10]

Consumer perception and demand, Klaus G. Grunter MAPP, Aarhus School of Business, Aarhus, Denmark in his study states that the change happening across the globe about the perception of food quality the people are more concerned about the farming method, the quality of agricultural products and the food processing industry. As the world turned global the people have accessibility to use organic foods from across the globe and the high-end completion provides a better price for the consumer. [11] In the study, we found out that food quality and safety are the major concern of people in the market. According to this study, they gave various dimension of food quality it includes health, quality, convenience,

fulfilment, taste etc. The global operation for food operation always tends to keep a standardized form.

In the researchers conducted by the various researcher in Taiwan and Indonesia, they found that the taste of organic food is comparatively high than other products, fresh juices like orange and pomegranate, vegetables like carrot, radish etc taste better. The level of the vitamin and other nutrients are also high ([1]; [12]; [13]. Green marketing is a mode of sustainable marketing in which the environment is minimally disturbed and the way of designing, promoting and their way of distribution. [14]; [15]; [16]; [17].

The business around also turned to environment concerned organisation in order to increase their brand image. People have a positive brand image toward an organisation which does eco-friendly production. The marketing and promotion strategies also sensed a social awareness to protect the environment [18]; [19]; [20]

This major aim of the study is to focus on the purchase intention of youngsters and middle-aged towards green products. The people are concerned about the ecological balance. The study will help us to find the purchase intention and buying behaviour of the youngster in Kerala and how the factors like health consciousness and ecological affect impact their purchase intention [21]. This survey will help us to identify the diverse opinion of people from different demography and what are factors influencing them in making purchase decision. It also identifies the attitude of a consumer of premium product which is healthy and nutritious.

KEY TERMS	DEFINITION
Green Product	The products which are produced in an eco-friendly and sustainable manner which is free from pesticides, fertilizers etc. This done without polluting or damaging eco system and biodegradable production system [22][23]
Health Consciousness	The health consciousness reflects people willing to do something for their own health, and prepared to carry out the health action. Understanding the fact that organic food helps in increase health. [24]
Ecological Affect	Ecological affect refers to consumers concerned about environmental and ecological condition. This lead to purchase of green products. Willingness to invest on environment. [25]

Purchase Intention	Purchase intention refers to the evaluation or attitude of consumers to the related products, with the stimulation of the external factors, constitutes a consumer's willingness to buy. [26]) In the studies a better purchases of green products are done by youngsters. [27][28]).
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Figure 1: Key Terms and Definitions

Research Hypothesis

H1: Health consciousness has a positive effect on ecological affect.

H2: Health consciousness has a positive effect on purchase intention.

H3: Ecological affect has a positive effect on purchase intention.

3. Methodology

The research design used in the study was descriptive research design. The study was designed to make predictions on the relationship of health consciousness and ecological effects on customer purchase intention towards the green product. The sampling size used was one sixty-one. The survey was conducted among the youngsters and middle-aged people (18-45). We used a convenient sampling technique and data was collected using structured questionnaire.. Then our analysis was done by testing the hypothesis. We used SPSSv21 as our analysis tool.

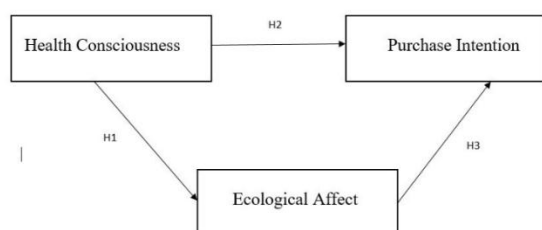


Figure 2: Research Model

Questionnaire design

Structured questionnaire was used to capture the information from the respondents. The questionnaire has two parts: in the first part we captured demographic informations of the respondents. The second part consists of thirteen questions which have helped to analyse three major factors such as health consciousness, ecological affect and purchase intention. The questions were used a likert scale measurement in which 5- strongly agree, 4- agree, 3- neutral, 2- disagree and 1- strongly disagree. In the initial stage, we received 180 responses. However, after the data purification we removed incomplete

responses. Therefore, the sample size taken for the analysis is 161. Table 1 shows the reliability statistics of the key variable along with the overall reliability of 0.868. Cronbach Alpha value of 0.868 shows high reliability of the questionnaire and validation of variables for further analysis.

Table 1 : Reliability Test

Variables	Mean	Mini	Max i	N o	Cronbach Alpha
Health Consciousness	3.791	3.224	4.130	5	0.783
Ecological effect	3.626	3.516	3.727	4	0.770
Purchase intension	4.169	4.056	4.28	4	0.869
Overall				13	0.868

Source : Computed Data

We are using internal consistency method in order to measure the reliability. Cronbach's Alpha is the best method to calculate the internal consistency of the data. This method is used as the default method for calculating reliability in SPSS software. Their alpha value above .70 is considered as good and above .90 is considered the best. Consider the thirteen questions and one sixty-one responses the alpha value is .868 and the data. This alpha is considered to be good and the data set is consistent. The reliability was also tested individually for all the variables and we got the 0.770, 0.869, 0.783 for purchase intention, health consciousness and ecological affect respectively. Hence the data is found reliable and was used for further study

Data processing and analysis

The study is done by data collected from the respondent and analyzed with SPSS. We have done the reliability test and regression analysis, also Sobel Test to find relationship and mediation of variables.

Sample characteristics

The sample size is one sixty-one and the age group is between 18 to 45. The 56% of the respondents were men and rest 44% were women. The data was taken from students of Rajagiri business school, IT professional in the info park as well as a middle-aged high-income group who uses organic products in cochin. From the total respondents of one sixty-one ninety responses are male and seventy-one are female. Considering the demographical variable like a profession, the major respondents are students it includes sixty-seven a percentage is 41%, then private sector respondents are around forty-six and 28.6%, the third group was public sector employee 24 responses and 14.9% the self-employed is the next

group 20 and 12% of data the last group was other I had 4 respondents and 2% was my responses. Taking the third-factor demographic variable it's the income to be considered as a factor up to 10000 the number was 68 and 42.2%. the second group is above 40000 we have 39 responses 24.2% then the income group between 20000-30000 to 20 responses and 12.4% we have another set of income group from 10000-20000 and 30000-40000 is 10.6% and responses are 17 each. These are the demographic variable and its characteristics which is used for data analysis.

Testing of hypothesis

The evaluation of the overall model is done through path analysis which is an extension of linear regression analysis. The causal relationship among the variables was established through SPSSV21. Before proceeding the analysis, the assumptions of normality, multicollinearity and linearity were tested for each hypothesis. Table 2 shows the results of the hypothesis testing.

Table 2: Regression Equation Test for H1, H2, H3

Model	Hypothesis 2 HCA---->PI	Hypothesis 1 HCA--->ECA	Hypothesis 3 ECA-->PI
	<i>Coefficients of Independent variable</i>	<i>Coefficients of Independent variable</i>	<i>Coefficients of Independent variable</i>
Beta	0.557***	0.445***	0.389** *
F-Statistics	71.503	39.323	23.385
R2	0.31	0.198	0.151
Adjusted R2	0.306	0.193	0.146

Source : Computed data

Note 1. HCA= Health consciousness, PI = Purchase Intention & ECA= Ecological Affect

2. *** denotes significant at 1%

Table 3: Regression analysis: Model Summary

Multiple Regression Results					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.800	0.276		6.520
	HCA	0.464	0.070	0.479	6.605
	ECA	0.168	0.069	0.176	2.431

a. Dependent Variable: PIA

b. HCA= Health consciousness, PI = Purchase Intention & ECA= Ecological Affect

Model Summary

F - Statistics : 39.811 Sig : 0.000
R : 0.590 R2 : .335 Adjusted R2: 0.327

Source : Computed data

Test of hypothesis for the role of mediation

It was found there exist a mediation between the predictor and the mediator variables. Further, using Sobel test[29], the indirect relationship between dependent and independent variable was analysed. The result of Sobel test was shown in table 5

Table 4 : Sobel Test

Z value	Sig
2.39	0.002

Source : Computed data

The significance level (p=0.002) shows the significant mediation relationship of ecological effect on purchase intentions of customers on green product.

4. Results and Discussions

H1: Health consciousness has a positive effect on the ecological affect

Based on the analysis our results say the p-value is .000 and health consciousness has a positive relationship with ecological affect. We consider if the p-value is <.001 the relationship is significant and hence H1 is accepted. The younger and middle-aged person importance for their health consciousness as well as it can impact positively on ecological.

H2: Health consciousness has a positive effect on purchase intention.

Based on the analysis and its finding we found that the p-value is .000 which is <.001 which shows a positive relationship between health consciousness and purchase intention. Buyers in Kerala tend to give significance to health consciousness in their buying behaviour or purchase intention. We proved the H2 is also accepted.

H3: Ecological affect has a positive effect on purchase intention.

According to the third results derived the p-value is .000<.001 which states that ecological affect has a positive impact on purchase intention. The people are more concerned about environmental hazards and tend to buy eco-friendly products. People are aware of the impact of inorganic production a non-biodegradable waste. They are shifting from inorganic food and non-biodegradable products to sustainable product looking forward to a renewable source of energy which is more efficient. They give better brand images to the environment-friendly organization and the sense of environmental concern and social responsibility in their purchase intention.

5. Findings and Conclusion

The study mainly investigated and interacted to different people of different age, profession, income to identify their diversity in purchase intention, attitude toward ecology and green production and the value of health consciousness among the sample. Here we were successful in establishing positive relationship all the variable which we used for the study.

The people are highly conscious of their health as well as their surroundings. The factors like health consciousness, ecological affect not only focus on purchase intension but also determines the brand image in public. The issue related to Coca-Cola plant in Kerala is a significant example of how people react to such a situation. Here the study states people are aware of their lifestyle and changing environmental patterns. The research found that the people are willing to pay a premium price for eco-friendly products and more people will buy the green product if the price is coming down.

Managerial implication

By understanding the relevance of our study among youngster and middle-aged people in Kerala. We identified the altitude and buying behaviour of people towards green products. In the business perspective, people are evolving to eco-friendly products as well as becoming more health-conscious than price-conscious in their purchases. A brand which spreads awareness, does eco-friendly production and green marketing are given a better brand image among customer and it creates a repurchase mentality and brand loyalty towards certain brands. The sample also states that organic food is healthier and tastier than other foods. The rate of diseases also decreased drastically among the sample size who shifted to organic food products hence there is huge market potential and people are willing to buy green products at a premium price. Availability of the green product can find new market opportunities in Kerala. As plastic is banned by government people look for other alternatives and hence making paper bags, paper straws and other eco-friendly carry bags will be high potential and will have a high significance.

Limitation and suggestion

The respondent of the study was mainly students of Rajagiri school and people from the upper-middle-class group. This category has a better purchasing power as they are educated they are also aware of the importance of the study, so I believe that in future studies the respondents should be from different education level too, our study focused on urban category of people, this study should be extended to rural area to identify their perception of relevant factor. We should study different consumer groups. We should also study the awareness of green production and how green marketing can impact on

consumer purchase intention. The product knowledge can also be an additional variable for study.

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