

# The Green Sense: Stimulus of Purchase Intention among Young Adults

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## ABSTRACT

Over the last few years, the environment has been threatening the various problems. Such as global warming, pollution and climate change etc., in this contemporary study possess on the environmental impact and green purchase intention of young adults. The major objectives focused in their study have environmental awareness and opinion of green products in young adults, to explore factors which establish the green purchase intention of young adults. The primary data were collected from 100 respondents using structured questionnaire. The statistical tools used in this study were percentage analysis and one sample t test. The research finding of this study to conclude that consumers are aware of green products and its features; and also, its finds that consumers are minded to purchase in a green product in the future.

**Keywords:** Environmental knowledge, Environmental protection, Green products, Green purchase intention, Green packaging, Young adults.

Human activities, such as the heavy use of natural resources in the manufacturing and consumption processes, have exacerbated environmental concerns across the globe. According to research conducted by Chyong et al. (2006), environmental issues may be traced back to production and consumption patterns within companies and the habits of individual customers.

For some time now, shoppers have factored in items' effects on the planet and their own health while making purchases. According to Devayani (2019), these days' customers are more aware of the significance of environmental conservation and less likely to purchase items that are hazardous to the environment. According to the results of this survey (Laroche, 2001), consumers now understand that their shopping decisions may have a direct impact on a variety of environmental issues. Customers in Asia are more aware of environmental issues and make more ethical purchases as a result. This is according to research (Harries, 2006). It's true that India has a larger proportion of youthful people than any other country. According to India's national youth strategy from 2003, the country's young population consists of people between the ages of 15 and 35. This study's primary focus has been on examining the environmental literacy, product perception, and purchase intent of young customers.

## LITERATURE REVIEW

In this present research work has been identified the factors were from the existing literature as follows environmental concern, Green product perception, product convenience, product price, green packaging.

### Environmental concern and Green purchase Intention

More and more people are worried about the environment and planning to buy green products, according to research by Charlie Albert et al., (2014). Batool et al. (2016) reports that customers have a favorable attitude towards eco-friendly and sustainable goods. In a study, researchers Afzaal Ali et al. (2012) discovered a substantial correlation between environmental literacy and customers' willingness to make environmentally

conscious purchases. Furthermore, the market's response to the competitive pricing and high quality of a green product has been good. In the words of Richard et al (2013), this research found that both eco-conscious and non-eco-conscious shoppers were much more optimistic about their future purchases. According to the findings of Sheikh et al. (2014), customers will choose green goods if their quality is high, their cost is reasonable, and they provide significant environmental advantages. Consumers' improved outlook on environmental issues, as shown by Marhana Mohamed et al. (2017), contributes to more eco-conscious spending. Environmentally friendly goods have a ready market among consumers. Paraschos Maniatis (2015) revealed that When making a purchase of environmentally friendly goods, green shoppers take into account the positive impact their actions will have on the planet. According to the study's authors, Sudipta et al. (2015), customers have a higher level of environmental consciousness and a more favorable outlook on buying eco-friendly goods. According to research by Rezai et al. (2013), consumers recognize the potential positive effects of "becoming green" on the well-being of future generations. Consumers were more environmentally cognizant and interested in buying green items, according to Agalya et al. (2019).

### Green product perception and Product convenience

Consumers trust that companies producing and advertising "green" goods are serious about protecting the planet (Lavanya et al., 2019). The research conducted by Raju et al. (2020) shows that consumers associate the health benefits of green goods with their favourable impression of such items. According to Bergeron et al. (2001), businesses are teaching customers how simple it is to get items that are gentler on the environment. According to (Gittell et al., (2015), green goods are more accessible than ever before thanks to supermarkets.

### Product price and Green packaging

In their research, Abzari et al. (2013) revealed that customers are willing to pay a premium price for green goods provided they provide more value than what they're paying. According to a research by Muntaha Anvar et al., (2014), millennials and Gen Z are more willing to pay a premium for environmentally friendly items. It was shown in this research by Purohit (2011) that customers were willing to pay a premium for green items that reduced pollution and that they were willing to sacrifice product quality in exchange for this advantage.

According to research conducted by Zafer (2014), customers are willing to spend a higher premium for a higher quality green product.

**John et al. (2009)** found that "packaging is both a means of communicating with and attracting customers." It may send messages that make people feel a certain way about a product, pique their interest, and make them want to buy it.

Consumers' lifestyles and merchants' reputations were shown to significantly impact shoppers' decisions to buy products with sustainable packaging in a research by **Johnson et al. (2020)**.

### Objectives of this study

1. Environmental awareness and perception of green products in young adults.
2. To explore factors which determine the green purchase intention of young adults.

### In order to attain the objectives following research question were framed:

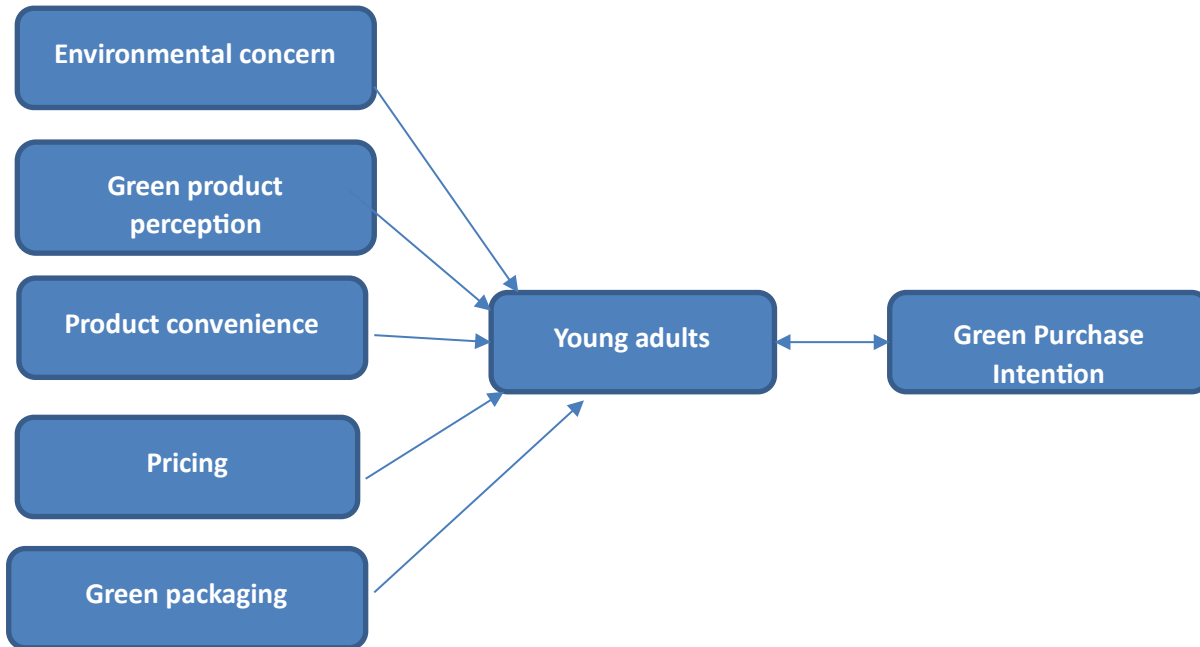
- What are the factors that are playing a decisive role in green purchase intention of young adults?

### Green products and green Purchasing Behaviour of young adults

Products that are "green" are ones that don't hurt the environment in any way, whether it via the lack of harmful chemicals, the absence of carbon footprints, or the simplicity with which they may be recycled or reused. Products that recycle their own resources, utilize less packaging, or contain no or little harmful ingredients are considered "green" by **Tan and Teck (2010)**. According to **Nor Azila et al (2012)** research, "green goods" are those that minimize environmental damage during production, usage, and disposal.

Green customers, as defined by **Boztepe (2012)**'s research, are those who care about environmental protection, display environmentally good behaviour, and are open to buying environmentally friendly items. **Khan et al. (2015)** found that consumers who prioritized green or eco-friendly items and were more concerned about health and environmental protection. According to **Neha Singh (2010)**, while deciding on a product or service to buy, buyers consider the impact on the environment.

### Conceptual Framework



### RESEARCH METHODOLOGY

In the current study, an empirical methodology was used. The findings of this quantitative study, which were derived from an analysis of data acquired from young people, are presented. Both primary and secondary sources were used to compile this analysis. Secondary resources such as books, periodicals, the web, and contemporary scholarly works, etc., All of the key information was gleaned via a well-designed survey sent out to participants. It includes respondent demographics and other parameters that influence customers' propensity to buy eco-friendly goods. This research used a non-probabilistic sampling method to acquire data from 100 supermarket shoppers. In this research, we used a t-test for solitary samples and a percentage breakdown. **Data analysis**

Table-1

Awareness towards Environmental problems				
Particulars	Yes		No	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Global warming	65	65.0	35	35.0
Climate change	55	55.0	45	45.0
Pollution	<b>82</b>	<b>82.0</b>	18	18.0
Deforestation	42	42.0	58	58.0
Destructions of natural territories	42	42.0	58	58.0
Over population	76	76.0	24	24.0
Ozone Depletion	79	79.0	21	21.0
Fast reduction of natural resources	40	40.0	<b>60</b>	<b>60.0</b>
All of these	72	72.0	28	28.0

Source: Primary data

The environmental problems awareness towards young adults are highly aware of pollution (82.0 percent) and lacking awareness of Fast reduction of natural resources (60.0 percent)

Table-2

Reasons for purchasing green products				
Particulars	Yes		No	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Reducing the Pollution	62	62.0	38	38.0
Resource conservation	73	73.0	27	27.0
Save energy	79	79.0	21	21.0
Improving the Environment	68	68.0	32	32.0
Create good atmosphere	56	56.0	44	44.0
All of these	70	70.0	30	30.0

Source: Primary Data

The above table clearly shows that Save energy (79.0 percent) is the underlying drive for the consumers purchasing behaviour of green products.

### Agreement level on respondents in purchase intention of green products

The purchase intention of green products was tested with the one-sample t-test to examine the relationship among each other in measuring the purchase intention of green products among the young adults.

Table 3- One sample t- test for environmental concern

Variable	df	Mean	S. D	Std. Error Mean	t- value	Sig value
Green products can contribute to protect the environment	99	4.41000	0.71202	0.71202	61.937	0.000
I plan to adapting green living to save natural resources	99	4.59000	0.57022	0.57022	80.495	0.000
I prefer green products as I want to contribute to conserve my planet earth	99	4.30000	0.83485	0.83485	51.506	0.000
I would like to buy green products because they are less polluting	99	4.12000	0.83218	0.83218	49.508	0.000
I would like to protect the environmental resources for future generation	99	4.45000	0.74366	0.74366	59.839	0.000
I prefer to buy green products it contributes healthier life style	99	4.38000	0.82609	0.82609	53.021	0.000

(Source: Primary data)

The standard deviations and mean values (4.12000 - 4.59000) for each variable were shown in the table above. All variables are statistically significant at the 5% level, with t values ranging from 49.508 to 80.495. This showed that, Green products can contribute to protect the environment (t 61.937, p=0.000), I plan to adapting green living to save natural resources (t 80.495, p=0.000), I prefer green products as I want to contribute to conserve my planet earth (t51.506, p=0.000), I would like to buy green products because they cause less pollution (t 49.508, p=0.000), I would like to protect the environmental resources for future generation (t59.839, p=0.000) I prefer to buy green products it contributes healthier life style (t 53.021, p=0.000) are having high level acceptance by the respondents.

The t test result for the degree of agreement on the intuition of green products is shown in the table below.

Table 4 - One sample t -test for Green product Perception

Particulars	df	Mean	S. D	Std. Error Mean	t- value	Sig value
I believe production/ manufacturing of green products completely environment friendly	99	4.48000	0.52185	0.05218	85.849	0.000
Products are true their environment friendly claims	99	3.96000	0.65010	0.06501	60.914	0.000
I belief in green production process not using harmful chemicals to produce products	99	4.06000	0.85067	0.08507	47.727	0.000
Consuming green products provides a sense of pleasure to me being environment friendly	99	3.92000	0.82487	0.08249	47.523	0.000
Buying and using green products is a prestige symbol	99	0.10142	1.01424	39.833	4.04000	0.000
I trust green products make the better living standards	99	0.08690	0.86899	43.959	3.82000	0.000

(Source: Primary data)

The averages and standard deviations for the various variables were shown in the preceding table. All variables are statistically significant at the 5% level, and the t value varies from 39.833 to 85.849. I believe production/ manufacturing of green products completely environment friendly (t85.849,p=0.000), Products are true their environment friendly claims (t 60.914,p=0.000), I belief in green production process not using harmful chemicals to produce products (t 47.727, p=0.000) Consuming green products provides a sense of pleasure to me being environment friendly (t 47.523, p=0.000) Buying and using green products is a prestige symbol (t 39.833, p=0.000), I trust green products make the better living standards (t 43.959, p=0.000) are having acceptance among majority of respondents.

The following table shows the t-test result of the level of agreement on product convenience.

Table 5- One sample t- test for product convenience

Particulars	df	Mean	S. D	Std. Error Mean	t- value	Sig value
Quality of the green product	99	4.05000	0.92524	0.09252	43.773	0.000
Availability of the green product	99	3.70000	0.83485	0.83485	44.319	0.000
Durability of the green product	99	4.14000	4.00510	4.00510	41.337	0.000
Easy to disposal	99	3.71000	0.98775	0.98775	37.560	0.000

(Source: Primary data)

Mean values and standard deviations for each variable were shown in the preceding table, which varied in size from 3.7000to 4.14000. All of the variables are statistically significant at the 5% level, with the t value ranging from 37.560to 44.319.Quality of green product (t 43.773, p= 0.000) Availability of the green product (t 44.319, p=0.000), Durability of the green product (t 41.337, p=0.000), Easy to disposal (t 37.560, p= 0.000) are agreed by the respondents.

The t test result for the degree of agreement on the price of environmentally friendly items is shown in the table below.

Table -6 - Pricing of green products

Particulars	df	Mean	S. D	Std. Error Mean	t- value	Sig value
Green product cost is reasonable	99	4.46000	0.73057	0.07306	61.048	0.000
Performance / quality of the products justifies its price	99	4.19000	0.70632	0.07063	59.321	0.000
I would agree to pay extra price for green product to save our environment	99	4.25000	0.78335	0.07833	54.254	0.000
I would agree to pay extra price for to protect health	99	4.02000	0.81625	0.08162	49.250	0.000



The green products are reasonably priced other non - green products	99	4.16000	0.80050	0.08005	51.967	0.000
Perceive high utility of green products I would agree to pay high price.	99	4.17000	0.86521	0.08652	48.196	0.000

(Source: Primary data)

The standard deviations and mean values for each range of variables are shown in the table above, which spans the numbers 4.02000 to 4.46000. All variables are statistically significant at the 5% level, with t-values ranging from 48.196 to 61.048. Green product cost is reasonable (t 61.048, p=0.000), Performance / quality of the products justifies its price (t 59.321, p=0.000), I would agree to pay extra price for green product to save our environment (t 54.254, p=0.000), I would agree to pay extra price for to protect health (t 49.250, p=0.000), The green products are reasonably priced other non - green products (51.967, p=0.000), Perceive high utility of green products I would agree to pay high price (t 48.196, p=0.000) are agreed by the respondents.

The level of agreement among the consumers towards the packaging of green products based on t-test is explained in the following

Table - 7 - Packaging of Green Products

Particulars	df	Mean	S. D	Std. Error Mean	t- value	Sig value
I choose the product with environment friendly packaging	99	4.34000	0.69949	0.06995	62.045	0.000
I choose the products in green packaging to keeping environmental clean	99	3.94000	0.67898	0.06790	58.028	0.000
Buying a product with packaging that can be recyclable materials	99	4.07000	0.80723	0.08072	50.419	0.000
Prepare to buy products in packages that can be refilled	99	3.91000	0.79258	0.07926	49.333	0.000
Prepare to buy products in packages that can be reusable	99	4.21000	0.75605	0.07561	55.684	0.000
I use the packages repeat or reuse for next purchase	99	3.81000	0.70632	0.07063	53.942	0.000

(Source: Primary data)

The standard deviations and mean values for the variables were found to be 3.81000 and 4.34000, respectively, in the table above. All variables are statistically significant at the 5% level, with t-values ranging from 49.333 to 62.045. I choose the product with environment friendly packaging (t-62.045, p=0.000), I choose the products in green packaging to keeping environmental clean (t- 58.028, p=0.000), Buying a product with packaging that can be recyclable materials (t-50.419, p=0.000), Prepare to buy products in packages that can be refilled (t-49.333, p=0.000), Prepare to buy products in packages that can be reusable (t-55.684, p=0.000), I use the packages repeat or reuse for next purchase (t-53.942, p=0.000) are agreed by the respondents.

## Managerial Implications

In this research work results reveals that young consumers awareness of environmental issues had been discoveries to be significant, consumers intention towards protection the environment and purchasing behaviour has been finds to be positive, this research also finds the raising the consumers knowledge about the environment it leads to strengthen the consumer preferences towards the green products. The young consumers are giving Prioritize to the environmentally- friendly products while purchasing a product. The green marketers develop and implement a new strategy to attracting the target groups and differentiating the products from the competitors and green specifications of the products. This research also indicates that consumers are having price -sensitive compare to non- green products the green products are price is high, a green- companies are implementing a price promotions, cut-price offers and frequent flyer programmes to captivating more consumers and expansion of sales.

## CONCLUSION

This present research investigation has been found that consumers where be responsible for protection of the environment and overwhelming importance to the environmental issues as well as save the natural resources for Future generations. In recent years, consumers' environmental literacy has increased, and with it, a preference for green goods. There has been an uptick in the demand for eco-friendly goods as a result of consumers' growing concern for the planet. Moreover, consumers are paying more attention to buying green products than non-green ones, and their increasing confidence in the efficacy of their own personal green efforts has contributed to a general increase in environmental vigilance. Consumers were while intent to purchase a green product they considered that quality and reasonable price for the products and they having a knowledge about utility and features of green products. The findings of this research work have been conforming that environmental concern, Green product perception, product convenience, product price, green packaging was significantly influence on the green purchase intention of young adults. Furthermore, the green business organization would particularly pay heed to efforts in the promotion of a products to easily accessible the consumers in throughout the world.

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