Factors Influence Purchase Attitude of Green Products Among Consumers in Coimbatore District

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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. In the present scenario, many companies have incorporated environmental strategy which focuses on controlling pollution. The ecological behavior of an individual is based on the social context. The total environmental burden of human activity is based on population, abundance of resources and advance technology. Presently, firms have developed eco-friendly products with innovation to reach the customers and the customer is willing to pay for the products that ensure environmental protection.

Two of the essential criteria that should be satisfied by Green marketing are: improved environmental quality (the product should not cause harm to the environment) and customer satisfaction (the product should satisfy the customer). This second parameter is a must not only for the green marketing, but for any marketing. The development of costumer's awareness about the products with their origin and an exposure to the international environmental awareness has provided the marketer an opportunity to facilitate the customers knowing more about the green products and their working. Surveys on the green products indicate that one of the probable causes for the failure of the green products not picking up in the market could be due to the short-sightedness of the marketing personnel. In their myopic idea, their marketing focused more on the "greenness" of the product, and they did not cater to the broader expectations of the customers. Also, they did not deal with the satisfaction of the customers, and the presence of other players in the market, such as regulators or activists, and this has been postulated as the primary reason for the failure of the green market [Russo, Robert M., 2008].

Development has become a necessity for man's survival today and for every step put forward by man, nature has had to take three step backwards. We have developed all kinds of technical know-how to make the lives simpler, swifter and better in all ways but there has been very little movement towards making efforts "Greener" too. We have managed to put man on moon but not without first putting a hole on the ozone layer. But today the environment has been kicking back stronger and harder than ever, making it impossible for man to overlook it. The damage done to the environment has crossed the threshold and reached alarming limits. Non-replenishable natural resources are getting depleted at a rapid pace. All these negative developments have forced mankind to think more seriously about conserving the environment.

GREEN PRODUCTS AND PRODUCT DESIGN

The incorporation of environmental attributes into products and processes needs to be undertaken at the initial stages of new product development (Bhat, 1993). In some cases solving environmental problems within the production

process has generated a whole industry of new products, technologies and services e.g. Catalytic converters were developed to reduce automobile pollutants. They are a product modified to reduce the harmful environmental impacts (i.e. end of pipe solution), not to prevent the emissions from being produced (Butler, 2002). More integrated greening occurs when automobile manufacturers develop more efficient automobiles with new technologies that eliminate harmful emissions and make cars that are easily recycled (Lewis, 2002). There are other more innovative ways to consider greening products where the organization explores new technologies that shift the way products operate rather than how they are produced.

REVIEW OF LITERATURE

Khaola, et.al., (2014), "Environmental Concern, Attitude towards Green Products and Green Purchase Intentions of Consumers in Lesotho" Even though many people show high concern for the environment, the existing literature suggests a disjuncture between peoples' environmental concern and their shopping behaviours. Based on a survey of 200 shoppers around the precincts of two shopping malls in Lesotho, the objective of this paper is to examine the relationships among consumers' environmental concern, attitude towards green products, and green purchase intentions. Factor and regression analyses are mainly used to analyse data. The results show that environmental concern is strongly related to attitude towards green products and weakly related to green purchase intentions respectively. When environmental concern and attitude towards green products are entered simultaneously to predict green purchase intentions, the influence of environmental concern becomes insignificant. The mediated relationship suggests that environmental concern affects green purchase intentions indirectly through attitude towards green products, which in turn directly affects green purchase intentions. Based on the results of the study, we provide policy implications and prospects for future research.

Jaya Tiwari (2016) in her study entitled, "Green marketing in India: An Overview", Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. In the modern era of globalization, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world and is seen as an important strategy of facilitating sustainable development.

STATEMENT OF THE PROBLEM

Awareness about environmental issues is growing day by day. The purchase decision is based on direct involvement in consumption of the products, whereas knowledge and attitude are at the other end in the consumption of products. However, it is pertinent to understand whether the consumers are really concerned about the environment, followed with the environmental conscious purchase attitude and buying behaviour, level of awareness about the green products, green consciousness and factors affecting the consumers purchase decision of green products due different barriers like, price, availability, promotion, etc. and finally, the measures and emerging priorities needed to protect the environment. Hence, the study focuses on examining the problems among consumers to ascertain their perception towards Environmental consciousness, green product awareness, purchase attitude and factors affecting their purchase decision leading to buying behaviour among consumers in Coimbatore District. Therefore, the study will reveal the factual situation, which will help the researcher to

contribute valuable suggestions to enhance the environmental consciousness and the growth of the green market.

OBJECTIVES OF THE STUDY

- To study the factors influence purchase attitude consumers buying green products in Coimbatore District.

RESEARCH METHODOLOGY

Research in common parlance refers to the search of knowledge. In this context research may be defined as, "The objective and systematic method of finding solution to a problem i.e., systematic collection, recording, analyzing, interpretation and reporting of information about facts of a phenomenon under study". Research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. This research depends entirely on the Primary Data collected for justifying the objectives among consumers in Coimbatore District. However, the Secondary sources have been also included based on the information gathered through various sources. The technique used for the research is Non-Probability sampling. Considering the accessibility and availability of consumers, the sampling technique selected for the study is on a convenience basis. The sample size of the study confined to five hundred and twenty numbers as final sample for the study.

LIMITATIONS OF THE STUDY

The study is confined to Coimbatore district therefore findings may not be related to other areas. The survey includes all the limitations inherent in the questionnaire. Products considered for the study were only limited to green products and hence leads to limitations of the study.

ANALYSIS AND RESULTS

Green products create very less impact for the environment or have lesser effect on the health of humans which is more in the traditional available products. Green products are generally produced or partly produced using recycled parts, are produced with a more energy conservative approach, are supplied for the market with least packaging, or are produced using the local materials that can minimize the need for transport of goods and thereby reducing the carbon footprints. In this regard this study is done to analyze the purchase attitude of consumer buying green products in Coimbatore district.

Table 1: Ecological Responsibility

Items	Wtd. Avg. (SD)	SDA	DA	N	A	SA
Personally take responsibility to protect the environment	4.19 (1.013)	11	15	115	101	278
		2.12%	2.88%	22.12%	19.42%	53.46%
Environmental protection starts from self	4.10 (1.038)	21	9	102	149	239
		4.04%	1.73%	19.62%	28.65%	45.96%
Environmental protection is not only for self and is the responsibility of the government	4.07 (1.068)	241	140	92	32	15
		46.35%	26.92%	17.69%	6.15%	2.88%
Reliability (Cronbach's Alpha)	α=0.796					

Ecological responsibility is a three-item construct have good reliability (α=0.796) reveals first rank with M=4.19 (1.013) for the statement "personally take responsibility to protect the environment" majority i.e. three hundred and seventy nine (75.88%) green consumers strongly agree and agree, while one hundred and fifteen (22.12%) stand neutral, only twenty six (5%) respondents disagree and strongly disagree to the statement respectively. Second rank with M=4.10 (1.038) for the statement "environmental protection starts from self" majority i.e. three hundred and eighty eight (74.61%) green consumers strongly agree and agree, while one hundred and two (19.62%) stand neutral, only thirty (5.77%) respondents disagree and strongly disagree to the respective statement. Third rank with M=4.07 (1.068) for the statement

"environmental protection is not only for self and is the responsibility of the government" majority i.e. three hundred and eighty one (73.27%) green consumers strongly disagree and disagree, while ninety two (17.69%) stand neutral, forty seven (9.03%) respondents agree and strongly agree to

the respective statement. Ecological responsibility is a part of Ecological Awareness for which the item response is more than 3.0 (midpoint) ensuring high level of responsibility reposed by the green consumers.

Table 2: Ecological Knowledge

Items	Wtd. Avg. (SD)	SDA	DA	N	A	SA
EK-1: Primary means to reduce pollution is through using sustainable products	3.68 (1.067)	17	51	150	165	137
		3.27%	9.81%	28.85%	31.73%	26.35%
EK-2: Environmentally sustainable product help reducing wasteful use of natural resources	3.72 (1.069)	26	26	154	173	141
		5.00%	5.00%	29.62%	33.27%	27.12%
EK-3: Using environmentally sustainable product helps conserve natural resources	3.79 (1.048)	13	41	148	155	163
		2.50%	7.88%	28.46%	29.81%	31.35%
Reliability (Cronbach's Alpha)	α=0.754					

Ecological Knowledge is a three item construct have good reliability (α=0.754) reveals first rank with M=3.79 (1.048) for the statement "using environmentally sustainable product helps conserve natural resources" majority i.e. three hundred and eighteen (61.16%) green consumers strongly agree and agree, while one hundred and forty eight (28.46%) stand neutral, fifty four (10.38%) respondents disagree and strongly disagree to the respective statement. Second rank with M=3.72 (1.069) for the statement "environmentally sustainable product help reducing wasteful use of natural resources" for which majority i.e. three hundred and fourteen (60.39%) green consumers strongly agree and agree, while one hundred and fifty four (29.62%)

stand neutral, fifty two (10%) respondents disagree and strongly disagree to the respective statement. Third rank with M=3.68 (1.067) for the statement "Primary means to reduce pollution is through using sustainable products" for which majority i.e. three hundred and two (58.08%) green consumers agree and strongly agree, while one hundred and fifty (28.85%) stand neutral, sixty eight (13.08%) respondents disagree and strongly disagree to the respective statement. Ecological Knowledge is the second sub-construct of Ecological Awareness for which all items responses are found above 3.0 (midpoint) ensuring excellent knowledge put on view by the green consumers.

Table 3. Ecological Concern

Items	Wtd. Avg. (SD)	SDA	DA	N	A	SA
Worried about worsening issues degrading environmental quality	3.43 (1.134)	39	59	155	173	94
		7.50%	11.35%	29.81%	33.27%	18.08%
Environment is the major concern	3.63 (1.170)	38	43	129	172	138
		7.31%	8.27%	24.81%	33.08%	26.54%
Emotionally involved in environment protection	3.61 (1.178)	40	43	129	172	136
		7.69%	8.27%	24.81%	33.08%	26.15%
Often think of improving environmental quality	3.36 (1.314)	75	42	143	139	121
		14.42%	8.08%	27.50%	26.73%	23.27%
Reliability (Cronbach's Alpha)	α=0.814					

Ecological Concern is a four-item construct have high reliability (α=0.814) reveals first rank with M=3.63 (1.170) for the statement "environment is

the major concern" for which majority i.e. three hundred and ten (59.62%) green consumers strongly agree and agree, while one hundred and

twenty nine (24.81%) stand neutral, eighty one (15.8%) respondents disagree and strongly disagree to the respective statement. Second rank with M=3.61 (1.178) for the statement "emotionally involved in environment protection" for which majority i.e. three hundred and eight (59.23%) green consumers strongly agree and agree, while one hundred and twenty nine (24.81%) stand neutral, eighty three (15.96%) respondents disagree and strongly disagree to the respective statement. Third rank with M=3.43 (1.134) for the statement "worried about worsening issues degrading environmental quality" for which majority i.e. two hundred and sixty seven (51.35%) green consumers strongly agree and agree, while one hundred and fifty five (29.81%) stand neutral, ninety eight (18.85%) respondents disagree and strongly disagree to the respective statement. Fourth rank with M=3.36 (1.314) for the statement "often think of improving environmental quality" for which majority i.e. two hundred and sixty (50%) green consumers agree and strongly agree, while one hundred and forty three (27.5%) stand neutral, one hundred and seventeen (22.5%) respondents disagree and strongly disagree to the respective statement. Ecological Concern is the third sub-construct of Ecological Awareness which shows all item responses are found above 3.0 (midpoint) ensuring reasonable concern over the environment.

CORRELATION

Table 4: Correlation between Influencing factors and purchase attitude

Constructs	Purchase Attitude	Environmental Responsibility	Environmental Knowledge	Environmental Consciousness
Purchase Attitude	1	.281[**]	.301[**]	.325[**]
Environmental Responsibility		1	.465[**]	.267[**]
Environmental Knowledge			1	.373[**]
Environmental Consciousness				1

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

Correlation measuring the Environmental awareness and purchase attitude among consumers buying green products in which green Environmental awareness represented with three sub-constructs viz. Environmental Responsibility, Environmental Knowledge and Environmental Concern shows there is

- Low significant e positive e correlation (r=0.281, Sig.0.000) exists between Environmental Responsibility and consumers Purchase Attitude of green products to reject null hypothesis.

- Moderate significant e positive e correlation (r=0.301, Sig.0.000) between Environmental Knowledge and consumers Purchase Attitude of green products to reject null hypothesis.

- Moderate significant e positive e correlation (r=0.373, Sig.0.000) exists between Environmental Concern and consumers Purchase Attitude of green products to reject null hypothesis.

REGRESSION ANALYSIS

Table 5: Regression analysis showing relationship between Factors contributing towards Environmental Awareness and Purchase Attitude

Value of R	Value of R^2	Adjusted R^2	DF of V_1 & V_2	F-Value	Significance
0.401	0.161	0.156	(3, 516)	33.033	0.000

Predictors: (Constant), EC, ER, EK

= 4.125 + 0.275 (Environmental Responsibility) + 0.265 (Environmental Knowledge) + 0.286 (Environmental Concern)

Table 5 reveals the variance percentage of dependent variable (purchase attitude) predicted by environmental awareness which is the explanatory variables classified with sub-constructs (Environmental Responsibility, Environmental Knowledge and Environmental Concern) at 16.1% which signifies influence of environmental

awareness on purchase attitude of consumers towards green products in Coimbatore. Model shows statistical significant with the $F_{(3,516)}=33.033$, Sig.0.000 assures fitness level. The equation of the result shows

Table 6: Relationship between environmental awareness and purchase attitude of green products

Model	Unstd.Coeff.		Std. Coeff.		
	B	SE	Beta	t	Sig.
(Constant)	4.125	1.094		3.769	.000
Environmental Responsibility	.275	.083	.152	3.310	.001
Environmental Knowledge	.265	.087	.145	3.040	.002
Environmental Consciousness	.286	.054	.231	5.272	.000

Dependent Variable: Purchase Attitude

FRAMED HYPOTHESES

Positive significant relationship expected between Environmental Responsibility and Purchase Attitude
Environmental Knowledge and Purchase Attitude
Environmental Concern and Purchase Attitude
The coefficient of the regression analysis in the Table measured the purchase attitude showing that the awareness classified into three sub-constructs viz. Environmental Responsibility, Environmental Knowledge and Environmental Concern to predict purchase attitude shows all standardized beta coefficients are significant out of which highest position achieved by environmental concern ($\beta=0.231$, t=5.272, Sig.0.000), followed by Environmental Responsibility ($\beta=0.152$, t=5.272, Sig.0.000) and finally knowledge ($\beta=0.145$, t=3.040, Sig.0.002) predicting purchase attitude of consumers towards green products in Coimbatore to reject the null hypothesis.

SUMMARY OF RESULTS

Considering the facts the summary of the results are presented hereunder:

FINDINGS

Descriptive statistics
- Ecological responsibility is a three-item construct have good reliability ($\alpha=0.796$) reveals all mean scores achieved more than 3.0 (midpoint) value and the first rank was for the statement "personally take responsibility to protect the environment".
- Ecological Knowledge is a three-item construct have good reliability ($\alpha=0.754$) reveals all mean scores achieved more than 3.0 (midpoint) value and the first rank was towards using environmentally sustainable product helps conserve natural resources.
- Ecological Concern is a four-item construct have high reliability ($\alpha=0.814$) reveals all mean scores are positive and agreeable levels achieved more than 3.0 (midpoint) and the highest rank was towards environment is the major concern.

Results of Correlation and Regression Analysis
- Low significant positive correlation exists between Environmental Responsibility and consumers Purchase Attitude of green products to reject H_0.
- Moderate significant positive correlation between Environmental Knowledge and consumers Purchase Attitude of green products to reject H_0
- Moderate significant positive correlation exists between Environmental Concern and consumers Purchase Attitude of green products to reject H_0.

Result of regression shows significant positive relationship found between the constructs, viz. Environmental responsibility and Green Purchase Attitude,_ Environmental knowledge and Green Purchase Attitude (GPA) and finally, Environmental consciousness (EC) and Green Purchase Attitude (GPA) thus, the null hypothesis is rejected.
- Knowledge play an important role in improving awareness levels of the consumers which can significantly influence to make an individual act responsible upon in assessing

the existing environmental issues thus, avoiding products causing damage to the environment. Though, the study found significance among consumers in Coimbatore based on knowledge, responsibility and consciousness as an awareness based pro-environmental factor having impact on attitude to buy green products, it is recommended that more green initiative either by Government or by Environmental activists needed strenuous efforts to exhilarate the intention and actual behaviour of green products.

- Further, it is suggested that more consciousness and knowledge need to be informed about the negative impact of conventional products on environment, people of present age and future generations which is possible only through effective endorsement (reliable public stature) can only happen either through policy makers or through governmental initiatives shall take immediate notice of the situation and act upon to improve the public attitude, intention and buying behaviour of green products.

CONCLUSION

Word in the present day gained greater importance in marketing strategies. Green market and marketing has turned into foremost important among modern vendors. Decent in ecological system is becoming a problem universally which paved way for emergency of green market. . Replacement of conventional product is green product with natural ingredient by means of shielding the negative impact on our ecology. In conclusion, it is necessary to take more initiatives by government and eco-friendly promotional organization by extending their valuable support to consumers; enabling them to practice green purchase and make the ecological system environmental friendly.

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