

**Factors Influencing The Purchase Decision Of Green Product
Towards Online Shoppers In Cochin**

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ABSTRACT

The concept of consumer behaviour towards the green products is more recently studied by many authors in Cochin city of Kerala. The literature studied the consciousness of consumers regarding the environment, but their purchase behaviour regarding green products and the factors affecting the purchase decision have not still been studied. Therefore, this paper has been done to examine the factors which affect the purchase decision of consumers regarding green products in Cochin. The study was done on the basis of a survey done using a questionnaire and the method of snow balling. The sample size was 100 online purchasers of green products in Cochin. The collected data was analyzed with the help of regression. The purchase decision of consumers is predicted by the factors of the green products.

KEYWORDS: Green consumption, Consumer behaviour, purchase decision

INTRODUCTION

Researchers have found the green purchase behavior of consumers can be due to various factors like inner feeling of obligation for environment, experience with the green products, activities done by companies to support the environment and the consciousness about the life style D'Souza et al. (2006). The aspect of life style contributes in the green activities of consumers. Past studies have identified that the concern about the social status, makes people to be green. This behavior is seen in green purchase decision as well as non-

green purchase decision (Kumar, 2015; Ramesh, and Samudhra Rajakumar, 2019c, 2019d).). In this regard, consumers not only purchase green products but also support the environmentally green companies (Nath et al., 2012; Knight and Paradkar, 2008; Ramesh, and Samudhra Rajakumar, 2019a, 2019b).

In this study, the green consumers are the ones who consider the environmental outcomes because of their consumption patterns and try to alter their purchase and consumption pattern for dropping the environmental effect. Purchase decisions of consumers regarding green products are the central theme in the current state of research on green consumer pattern. The consumer's purchase decisions of green products are impacted by two factors; one set is fundamental to the consumers like self realization of the responsibilities towards the environment, search of knowledge, self-interest to act for conservation of resources. These factors decrease their impact on the environment. The other set is extrinsic to consumers which include social image of customers and product features like product's quality, performance, safety, price, impact on human health and promotion.

NEED FOR THE STUDY

Several studies had been done to examine the factors affecting the shop purchase of green products. But rarely studies had been done to explore the factors affecting the online purchase of green products. This study will help the researchers to gain insight into such a fact.

STATEMENT OF PROBLEM

The purpose of green marketing is to promote the products that are environment friendly. It also ensures a secure environment. All the business sectors are now aiming to create a green feature for their product. The current study has been done to examine the

factors that affect the purchase decision of customers regarding green products in Cochin, Kerala.

OBJECTIVES

The main aim of this paper was to explore the factors which influence the purchase decision of green products through online purchase among the Keralites.

REVIEW OF LITERATURE

Bukhari, Ayesha & Rana, Ramaisa & Bhatti, Usman (2017) had studied the factors which influence the purchase decision of consumers towards green products through the mediation of brand image of the green products. For any organization to understand the current trends in marketing and behaviours of consumers for successful launch of their products in the market, it is essential to understand the area of marketing. The consumers of the present era are aware of the protection of their environment and hence go in for the products that do not harm the environment. The purpose of this paper was to explore the influence of environmental protection, obligation for environmental responsibility, experience of green products, environment friendliness and social appeal of green product purchase decision by adopting brand image of green products as a mediator. The sample population was selected using simple random sampling. Data was collected using a questionnaire from 350 consumers in Gujranwala. The analysis of data was done using SPSS and AMOS. The findings showed that several factors affected the purchase decision of green products and brand image of green products played the role of a mediator among them.

Vazifehdoust, Hosein & Taleghani, Mohammad & Esmaeilpour, Fariba & Nazari, Kianoush & Khadang, Mahdie (2013) had made a study named “Purchasing green to become greener: Factors influence consumers’ green purchasing behaviour”. This study proposed a model that integrated the reasoned action theory and two variables; marketing & personal.

This model investigated the behavioural and attitudinal factors that affect the decision to buy

green products. The sample size was 374 and the sample population consisted of the consumers belonging to the Guilan province of Iran. The findings of the study showed that the attitude is described using the concern of consumers regarding the environment, green product quality, advertising and labelling of green products. In short, it was found that; attitude of consumers had a positive influence on the purchase intention of consumer regarding green products.

Govender, Jeevarathnam & Govender, Tushya (2016) had studied the impact of green marketing on the purchase behaviour of consumers. Some of the internationally accepted environmental problems are pollution, climate and global warming. This deterioration in environmental factors had made the business to alter their operations of business. Some even have made a shift towards green marketing. The developed nations have enough researched being done on the green marketing and behaviour of consumers. But there is still a lag in this concept among the consumers of South Africa. Hence, this study was done to explore the influence of green marketing on the consumer's buying behaviour in South Africa. Data was collected among 100 consumers through an exploratory, descriptive and quantitative approach. The findings showed that, the residents of South Africa had deep understanding and knowledge on the preservation of environmental and they are concerned about environmental issues too. It was also found that green promotion, which is an aspect of green marketing mix, was identified to enhance this awareness and also drove an optimistic change regarding consumption behaviour. It was also found that the consumers promoted only the retailers who were socially responsible. Yet, the consumers of this area were a little price sensitive.

RESEARCH METHODOLOGY

Positivism approach has been employed in the present paper as data has been assessed with the help of diverse software packages. Additionally, deductive approach has also been

employed in the study. The study examines different variables like eco-friendliness which influence the purchase decision of green products. Survey method was adopted for the study and the study makes use of quantitative data. Data was collected from the respondents using questionnaires. The respondents were selected using convenience sampling method and the sample size was 100 online purchasers of green products in Cochin.

ANALYSIS AND INTERPRETATION

Influence of factors influencing on purchase decision Model Summary

R	R Square	Adjusted R Square	F	Sig.
.937(a)	.877	.865	71.497	.000(a)

a. Predictors: (Constant), factors

Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.663	.130		5.089	.000
Possess willingness to support environmental protection,	.110	.029	.209	3.763	.000
Realization of environmental responsibilities,	.098	.032	.176	3.080	.003
Inclination towards searching green product-related information	-.018	.036	-.031	-.505	.615
Learning about green products	-.005	.032	-.010	-.170	.866
Supporting environmental protection,	.167	.034	.286	4.970	.000
Drive for environmental responsibility,	-.045	.027	-.085	-1.683	.096
Green product experience,	.171	.041	.242	4.218	.000
Environmental friendliness of companies	.157	.032	.240	4.901	.000
Social appeal	.181	.028	.357	6.347	.000

a. Dependent Variable: purchase decision

The aforesaid table depicts the regression analysis of Purchase Decision taken as the dependant variable and the influencing factors as the independent variables. Multiple regressions were carried out to identify which among the influencing factors has a predominant effect on the purchase decision of green products. Those results are also provided in the above table.

The coefficient of Regression (R^2) is 0.877 which shows that 87.7% of the difference on purchase decision is created by the independent variables. For verifying the significance of R^2 , ANOVA was performed and the result explains a significant result ($F = 71.497$; $p < 0.000$) which shows that the influencing factors of green products (independent variable) have an influence on the purchase decision (dependent variable). It was seen that nearly all the statements of influencing factors have positive association with the purchase decisions.

CONCLUSION

This research study gives the opinion that the consumer's willingness to buy green products is highly influenced by the factors that influence the purchase decision. The reason is that, people are becoming increasingly aware of the health issues and are also aware regarding the need for preserving the environment for the future generations. It was suggested in the study that the business activities should be directed towards the marketing of green products and spreading the benefits of green products to the consumers continuously.

The findings of the study showed that all the statements of green products were predicting the purchase decision of the consumers. All the studies, in whatever field, done so far are seen with certain limitations and drawbacks. This study too is not an exception in this regard. This study had been done only in Kerala. Further, comparative studies may also be undertaken in this regard. Future studies may be done to eradicate those limitations.

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AUTHORS PROFILE



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