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FACTORS SHAPING GREEN PRODUCT ADOPTION IN CHENNAI: A STUDY ON PRICE SENSITIVITY, SOCIAL RESPONSIBILITY, AND ENVIRONMENTAL AWARENESS

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Abstract

The aim of the study that consumer attitude towards green products relates to its health aspects. Green marketing is the marketing of products that are presumed to be environmental preferable to others. Thus, green marketing in incorporates a broad range of activities, including product modification changes to the production process. Sustainable packaging, as well as modifying advertisement. The present study shows that consumers are having more conscious about health so they are willing to purchase the green products. The research findings of this study implies that should environmental consciousness, product quality, no preservatives, health conscious and price of green products will make consumers will be more likely to have purchase behaviour of green products. The present paper review the green marketing literature in various aspects which include customer awareness relationship between the consumer awareness end usage of green products, effect of the green product and benefit of the green products. The main purpose of this study is to investigate the factor which enhancing the green product attractiveness consumer in Chennai city. It's a attractive business to the customers. In the Chennai city. Consumers in Chennai are highly concerned about the environment should be the first target segment for green product marketers.

Keywords:
Environmental consciousness, Health conscious, Product taste, Chemical free, Green Purchase behaviour, consumer green marketing green products and awareness.

INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The concept of Green marketing is in intersection with "Environmental and Ecological Marketing". But somehow, Green marketing is somewhat different in its own way. It's not only about environmentally safe products, it's more about a holistic mode of marketing where production, marketing, consumption and disposal of products happens in less damaging manners so that doesn't cause much harm to the environment. Also it creates awareness through its promotions and advertising to sensitize consumers towards the needs of switching to green products and services. Initially consumers lack interest towards these products due to higher price but later due to its indispensable and profitable nature, cost-wise in long run too people started generating trust towards these products and slowly the concept of "Green marketing and Green Products" are rising in present day market. Since 1990's researcher across world have actually started thinking about the concept and started analyzing the same blending with consumer's perception and behavior. Majority of these researches happened in developed countries but these studies are still in pre-mature stage in nation like India. Thesincere effort made by the researcher to find out the consumer perception about the green marketing in Chennai city.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/ or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. In order to position green product offerings, companies must first segment the market according to levels of pro-environmental purchase behavior and then target the "greener" consumer segments. The main motive of this research is to know about the factors influencing consumer attitude towards green products in Chennai City.

STATEMENT OF THE PROBLEM.

Past studies on discern seriousness of environmental problems mainly focused on finding out subjects' perception of the most serious problems, how serious they thought the problems were, and how subjects from different cultures perceived the Regular Issue differently. From this study the researcher is going to analyses the factors affecting consumer attitude towards green products in Chennai City.The green marketing is the widespread ignorance of consumer about sustainable Concerns and the environmental impact of goods and services. Many customers may not understand the importance of substantial practices or many choose to ignore how their purchases may affect the environment. consumer often perceive green products as more expensive, which limited market adoption. Based on the provided search results, the statement of the research problem regarding green produces centers on the conflict between increasing consumer environmental awareness and the practical barriers to adopting sustainable products, such as high costs, limited availability, and skepticism toward green washing

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OBJECTIVES OF THE STUDY

1. **To examine the impact of key factors** such as price sensitivity, social responsibility, and environmental concerns on consumer behavior and purchasing intentions toward green products
2. **To explore the relationships between consumer attitudes**, purchasing intentions, and actual behavior toward green products

Table: 1

COEFFICIENT TABLE FOR INFLUENCE OF DEMOGRAPHIC PROFILE ERCF FACTOR, SRECF FACTOR, HSQPF FACTOR, PIPSF FACTOR, ERAAF FACTOR, AND EBTCBF FACTOR

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
8	(Constant)	4.909	1.571		3.124	.002
	SRECF	2.318	.163	.313	14.252	.000
	PIPSF	1.174	.102	.284	11.472	.000
	ERCF	.614	.059	.273	10.480	.000
	HSQPF	.546	.061	.257	8.961	.000
	ERAAF	.272	.043	.172	6.371	.000
	EBTCB	-.578	.112	-.134	-5.157	.000

a. Dependent Variable: BIPGP

Table1 presents the coefficients for the influence of various independent factors on the dependent variable, BIPGP (Commitment and Intent to Purchase Green Products Factor). The coefficients indicate how much the dependent variable changes for a one-unit change in the independent variables while holding all other factors constant. These independent variables include SRECF, PIPSF, ERCF, HSQPF, ERAAF, and EBTCBF.The coefficients reveal the direction and strength of the relationships between the independent variables and BIPGP. The SRECF factor has the largest positive impact on BIPGP with a coefficient of 2.318 and a standardized Beta of 0.313, indicating a strong positive relationship. Similarly, PIPSF (coefficient = 1.174, Beta = 0.284) and ERCF (coefficient = 0.614, Beta = 0.273) also show significant positive effects on BIPGP, with PIPSF having a slightly stronger influence.HSQPF and ERAAF factors also have positive impacts on BIPGP, with coefficients of 0.546 (Beta = 0.257) and 0.272 (Beta = 0.172), respectively, suggesting moderate positive relationships.Conversely, EBTCB factor shows a significant negative relationship with BIPGP, with a coefficient of -0.578 and a Beta of -0.134. This indicates that an increase in EBTCB leads to a decrease in BIPGP.

In summary, SRECF, PIPSF, ERCF, and HSQPF factors have a positive influence on BIPGP, with SRECF having the strongest positive impact. In contrast, EBTCB has a negative effect, indicating a decrease in the dependent variable as its value increases.

Table: 2

Model Fit Summary for the Influence of Demographic Profile and Factors on Commitment and Intent to Purchase Green Products

Sl. No.	Indices Category	Model Fitness Indices	Value	Recommended Value	Results
1	**Absolute Fit Indices**	CMIN/DF (Chi-Square/DF ratio)	1.669	P > 0.05	**Good Fit**
		RMSEA (Root Mean Square Error of Approx.)	0.000	< 0.08 (Browne & Cudeck, 1993)	**Excellent Fit**
		GFI (Goodness of Fit Index)	0.999	> 0.90 (Joreskog & Sorbom, 1984)	**Excellent Fit**
2	**Incremental Fit Indices**	AGFI (Adjusted Goodness of Fit Index)	0.992	> 0.90 (Tanaka & Huba, 1985)	**Excellent Fit**
		CFI (Comparative Fit Index)	1.000	> 0.90 (Bentler, 1980)	**Excellent Fit**
		TLI (Tucker-Lewis Index)	1.001	> 0.95 (Bentler & Bonett, 1980)	**Excellent Fit**
		NFI (Normal Fit Index)	1.000	> 0.90 (Bollen, 1989)	**Excellent Fit**
3	**Parsimonious Fit**	Chi-Square (Chi-Square Test of Model Fit)	4.416	2 to 5 (Marsh & Hocevar, 1985)	**Good Fit**
4	**Miscellaneous Fit**	RMR (Root Mean Square Residual)	0.257	< 0.08 (Hair et al., 2006)	**Excellent Fit**

Table 2 presents the model fit summary for the SEM analysis. The calculated P-value is 0.000, which is lower than the recommended threshold of 0.050, indicating a good fit for the model. The GFI (Goodness of Fit Index) value is 0.999, well above the recommended threshold of 0.90, which confirms an excellent fit. The AGFI (Adjusted Goodness of Fit Index) value is 0.992, which is also higher than 0.90, suggesting a very good fit for the model. The CFI (Comparative Fit Index) value of 1.000 indicates a perfect fit, as it meets the required threshold of 0.90. The TLI (Tucker-Lewis Index) value of 1.001 and NFI (Normal Fit Index) value of 1.000 also indicate an excellent fit, as both exceed the required thresholds of 0.95 and 0.90, respectively.The RMR (Root Mean Square Residual) value is 0.257, which is well below the recommended value of 1.190 (Hair et al., 2006), indicating an excellent fit in terms of residuals. Additionally, the RMSEA (Root Mean Square Error of Approximation) value is 0.000, well below the recommended threshold of 0.08, indicating an excellent fit overall.

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Overall, the model demonstrates an excellent fit, with all key indices meeting or exceeding the required thresholds. This confirms that the SEM model effectively captures the relationships in the developed hypothesis, which assesses the influence of various factors on green product purchase behavior. However, the RMR value may still need further attention to refine the residual fit.

Ho: There is a significant impact of the demographic profile and the following factors—Social Responsibility and Environmental Care Factor (SRECF), Commitment and Intent to Purchase Green Products Factor (PIPSF), Environmental Reputation and Commitment Factor (ERCF), Trustworthiness in Environmental Claims Factor (HSQPF), Information and Perception Concerns about Green Products Factor (ERAAF), and Influences of Social and Personal Values on Product Selection Factor (EBTCBF)—on the commitment and intent to purchase green products.

Table : 3
Regression Weight

Measured Variables		Latent Variables	Estimate	S.E.	C.R.	P-value	Inference
Commitment and Intent to Purchase Green Products	<---	Social Responsibility and Environmental Care Factor (SRECF)	0.342	0.023	14.870	0.000**	Significant
Commitment and Intent to Purchase Green Products	<---	Commitment and Intent to Purchase Green Products Factor (PIPSF)	0.526	0.031	16.976	0.000**	Significant
Commitment and Intent to Purchase Green Products	<---	Environmental Reputation and Commitment Factor (ERCF)	0.413	0.029	14.276	0.000**	Significant
Commitment and Intent to Purchase Green Products	<---	Trustworthiness in Environmental Claims Factor (HSQPF)	0.237	0.026	9.115	0.000**	Significant
Commitment and Intent to Purchase Green Products	<---	Information and Perception Concerns about Green Products Factor (ERAAF)	0.182	0.031	5.871	0.000**	Significant
Commitment and Intent to Purchase Green Products	<---	Influences of Social and Personal Values on Product Selection Factor (EBTCBF)	0.162	0.028	5.785	0.000**	Significant
Purchase Intention	<---	Commitment and Intent to Purchase Green Products Factor (PIPSF)	0.305	0.042	7.274	0.000**	Significant
Purchase Intention	<---	Trustworthiness in Environmental Claims Factor (HSQPF)	0.295	0.045	6.556	0.000**	Significant
Purchase Intention	<---	Environmental Reputation and Commitment Factor (ERCF)	0.213	0.039	5.446	0.000**	Significant
Purchase Intention	<---	Influences of Social and Personal Values on Product Selection Factor (EBTCBF)	0.219	0.033	6.636	0.000**	Significant
Consumption Behavior	<---	Purchase Intention	0.524	0.028	18.708	0.000**	Significant
Consumption Behavior	<---	Commitment and Intent to Purchase Green Products Factor (PIPSF)	0.456	0.022	20.727	0.000**	Significant
Consumption Behavior	<---	Trustworthiness in Environmental Claims Factor (HSQPF)	0.149	0.034	4.388	0.000**	Significant
Consumption Behavior		Environmental Reputation and Commitment Factor (ERCF)	0.126	0.029	4.340	0.000**	Significant

Table 3 presents the regression weights for the relationships between observed and latent variables. The coefficient values indicate the magnitude of the influence of one variable on another, while holding other variables constant. Each relationship is assessed based on its statistical significance (p-value).The coefficient value for the influence of the Demographic Profile on Commitment and Intent to Purchase Green Products is 0.342, indicating that for every one standard unit change in the demographic profile, commitment and intent to purchase green products would increase by 0.342 units. The t-value of 14.870 with a P-value of 0.000 signifies a significant impact of the demographic profile on purchase behavior.The coefficient value for the influence of Social Responsibility and Environmental Care Factor (SRECF) on Commitment and Intent to Purchase Green Products is 0.526, showing a positive influence. The t-value of 16.976 with a P-value of 0.000 confirms the significant impact of SRECF on purchase intent.The coefficient for the influence of Environmental Reputation and Commitment Factor (ERCF) on Commitment and Intent to Purchase Green Products is 0.413, meaning a one standard unit change in ERCF leads to a 0.413 unit increase in commitment to purchase green products. This relationship is significant with a t-value of 14.276 and a p-value of 0.000.The coefficient for the influence of Trustworthiness in Environmental Claims Factor (HSQPF) on Commitment and Intent to Purchase Green Products is 0.237, with a t-value of 9.115 and a p-value of 0.000, indicating a significant positive effect on commitment and intent to purchase.The coefficient for the influence of Information and Perception Concerns about Green Products Factor (ERAAF) on Commitment and Intent to Purchase Green Products is 0.182, which is significant, with a t-value of 5.871 and a p-value of 0.000.The coefficient for the influence of Influences of Social and Personal Values on Product Selection Factor (EBTCBF) on Commitment and Intent to Purchase Green Products is 0.162, showing a positive relationship. This relationship is also statistically significant with a t-value of 5.785 and a p-value of 0.000.

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The coefficient for the influence of Commitment and Intent to Purchase Green Products Factor (PIPSF) on Purchase Intention is 0.305, with a significant t-value of 7.274 and a p-value of 0.000, indicating a strong positive effect on purchase intention.
The coefficient for the influence of Trustworthiness in Environmental Claims Factor (HSQPF) on Purchase Intention is 0.295, with a t-value of 6.556 and a p-value of 0.000, showing a significant positive influence.
The coefficient for the influence of Environmental Reputation and Commitment Factor (ERCF) on Purchase Intention is 0.213, with a significant t-value of 5.446 and a p-value of 0.000.
The coefficient for the influence of Influences of Social and Personal Values on Product Selection Factor (EBTCBF) on Purchase Intention is 0.219, with a t-value of 6.636 and a p-value of 0.000, indicating a significant positive relationship.
The coefficient for the influence of Purchase Intention on Consumption Behavior is 0.524, with a t-value of 18.708 and a p-value of 0.000, showing a significant positive impact on consumption behavior.
The coefficient for the influence of Commitment and Intent to Purchase Green Products Factor (PIPSF) on Consumption Behavior is 0.456, with a t-value of 20.727 and a p-value of 0.000, indicating a strong positive relationship.
The coefficient for the influence of Trustworthiness in Environmental Claims Factor (HSQPF) on Consumption Behavior is 0.149, with a t-value of 4.388 and a p-value of 0.000, suggesting a moderate positive influence.
The coefficient for the influence of Environmental Reputation and Commitment Factor (ERCF) on Consumption Behavior is 0.126, with a t-value of 4.340 and a p-value of 0.000, indicating a positive but smaller influence.
Each of these coefficients demonstrates a significant relationship between the latent and observed variables, underlining the key factors influencing consumer behavior toward green product purchase decisions. All the relationships are statistically significant, with p-values less than 0.05.

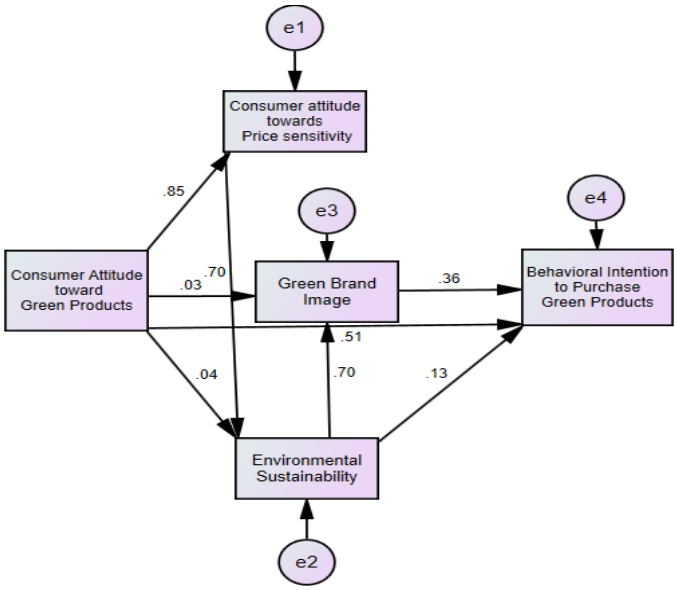

Fig. 1 Standardized SEM Model

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Each of these coefficients demonstrates a significant relationship between the latent and observed variables, underlining the key factors influencing consumer behavior toward green product purchase decisions. All the relationships are statistically significant, with p-values less than 0.05.

FINDINGS OF THE STUDY

Health, Safety, and Quality Perception Factor (HSQPF)

The first dominant factor, HSQPF, explains **35.723%** of the variance. It includes eight variables related to the health and safety benefits of green products, such as "Safer to consume" (0.787), "Adopting the trend by purchasing these products" (0.765), and "How would you rate the overall appeal of green products compared to regular products?" (0.705). Among these, "Safer to consume" had the highest factor loading, making it the most significant variable in this factor.

Purchase Intention and Price Sensitivity Factor (PIPSF)

The second dominant factor, PIPSF, explains **19.658%** of the variance. It includes four variables related to the purchasing intent and price sensitivity of consumers, such as "How do you view the act of purchasing green products?" (0.839) and "Sidestep unhealthy fertilizers mixed products" (0.627). "How do you view the act of purchasing green products?" was found to have the highest factor loading within this factor.

Factor analysis of the 15 Consumer Attitude toward Price Sensitivity of Green Products (CAPSGP) variables revealed two dominant factors:

Price Sensitivity and Financial Considerations Factor (PSFCF)

This factor emerged as the most dominant, explaining **38.761%** of the variance. It includes eight variables related to consumers' price sensitivity and financial constraints when purchasing green products, such as "Budget constraints affecting choice of sustainable options" (0.839), "Willingness to pay a premium for sustainable alternatives" (0.825), and "Comparison of prices between eco-friendly and conventional products" (0.724). Among these, "Budget constraints affecting choice of sustainable options" was identified as the most significant variable in this factor.

Product Differentiation and Consumer Loyalty Factor (PDCLF)

The second dominant factor, explaining **20.733%** of the variance, includes seven variables related to product differentiation and consumer loyalty. Key items in this factor include "Reaction to price discounts on green products" (0.480), "Perceived differentiation among the products" (0.814), and "Brand loyalty" (0.724). The variable "Perceived differentiation among the products" had the highest factor loading, making it the most important variable in this factor.

Factor analysis on the 15 variables related to Consumer Perception towards Environmental Sustainability (CPESF) revealed two dominant factors that explain a significant portion of the variance in consumer attitudes:

Environmental Responsibility and Awareness and Actions Factor (ERAAF)

This factor is the dominant one, explaining **36.491%** of the variance. It includes 10 variables related to environmental responsibility, such as "Purchase environmentally safe products" (factor loading: 0.781), "Avoid product with harmful ingredients" (0.748), and "Supporting conserving natural resources" (0.738). The highest factor loading in this group is for "Purchase environmentally safe products," indicating its central role in this factor.

Eco-Brand Trust and Consumer Behavior Factor (EBTCBF)

The second factor, which explains **19.879%** of the variance, includes 5 variables that focus on trust in eco-brands and consumer behavior, such as "Confident in the credibility of green brands" (0.810), "Avoid product with harmful ingredients" (0.782), and "Purchase environmentally safe products" (0.772). "Confident in the credibility of green brands" had the highest factor loading in this group, highlighting its significance.

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Factor analysis of 14 Green Brand Image Factors (GBIF) identified three dominant factors, explaining 66.824% of the total variance:

Environmental Reputation and Commitment Factor (ERCF)

This factor is the most dominant, explaining **26.313%** of the variance. It includes seven variables related to the brand's environmental reputation, such as "Brand is well known for its environmental care" (factor loading: 0.762), "Considered as a standardized brand that has a commitment to the environment" (0.725), and "Socially responsible" (0.697). The variable "Brand is well known for its environmental care" has the highest loading, making it the most important factor in this group.

Trustworthiness in Environmental Claims Factor (TECF)

This factor explains **26.135%** of the variance and includes five items focusing on trust in the brand's environmental claims, such as "Regarded as the best benchmark of environmental commitments" (0.855), "Brand's environmental argument is generally trustworthy" (0.833), and "Trustworthy when it comes to environmental promises" (0.699). The item "Regarded as the best benchmark of environmental commitments" had the highest factor loading, highlighting its importance in shaping consumer perceptions of trust.

Social Responsibility and Environmental Care Factor (SRECF)

This factor, explaining **14.376%** of the variance, includes two items: "Environmental concern meets expectations" (0.845) and "Keeps promises and commitments in terms of environmental protection" (0.806). "Environmental concern meets expectations" had the highest loading in this group.

Commitment and Intent to Purchase Green Products Factor (CIPGPF)

This factor is the most dominant, explaining **24.931%** of the variance. It includes eight variables that reflect strong commitment and intent to purchase green products, such as "Likely to purchase green products instead of conventional ones" (factor loading: 0.820), "Committed to buying green products when given the opportunity" (0.790), and "Purchase green products in the near future" (0.767). The highest factor loading in this group is for "Likely to purchase green products instead of conventional ones," indicating its central role in this factor.

Influences of Social and Personal Values on Product Selection Factor (ISPVPSF)

The second factor, explaining **16.851%** of the variance, includes seven variables related to social influence and personal values in product selection, such as "Brand's environmental argument is generally trustworthy" (0.773), "Like to try new or different products" (0.701), and "Being honest and humble matters to me when choosing products" (0.675). The variable "Brand's environmental argument is generally trustworthy" had the highest factor loading in this group, highlighting its significance in shaping consumers' green product purchase decisions.

Information and Perception Concerns about Green Products Factor (IPCGPF)

This factor explains **15.040%** of the variance and includes five items focusing on consumer concerns about the information and performance of green products, such as "Lack of standardized definitions and certifications" (0.757), "First impression of a green product matters a lot" (0.724), and "Performance concerns of green products" (0.705). "Lack of standardized definitions and certifications" has the highest factor loading, indicating its key role in consumer concerns regarding green products.

SUGGESTIONS OF THE STUDY:

Suggestions for Business

The results suggest that companies should try to figure out what makes people tick in terms of things like price sensitivity, trust in eco-brands, and environmental responsibility. To further demonstrate their dedication to sustainability, businesses should adjust their marketing campaigns to highlight the environmental benefits of their goods. Customers will have more faith in their brand if they see that it shares their commitment to environmental protection and promotes green practices. Businesses can also gain an advantage by focusing on certain customer categories revealed by cluster analysis and tailoring their marketing to meet the unique requirements and priorities of each segment. This has the potential to increase revenue and enhance consumer engagement.

Suggestions for Policymakers

By drafting legislation to encourage the purchase of environmentally friendly goods, policymakers can greatly contribute to the cause of sustainable consumerism. Providing eco-friendly items with incentives or subsidies might increase their accessibility, especially to middle-income groups, among consumers. Customers will have more faith in green product certifications and be able to make better informed purchases if standards for eco-labeling are improved and certifications are uniform and easy to understand. Another factor that will propel the green goods market forward is the push for manufacturers to incorporate environmental responsibility into their business models and embrace sustainable practices.

The Intention-Behavior Gap: A Comprehensive Overview

Despite the fact that many consumers have a favorable impression of eco-friendly items, the intention-behavior gap—the difference between shoppers' stated intentions and their actual purchases—must be addressed. Problems including price, product availability, and lack of awareness should be explored in future research to determine what stops customers from executing on their objectives. Businesses and lawmakers can use this information to devise plans to get customers to really buy environmentally friendly products by removing these obstacles.

Conclusion

In essence, the findings of this study throw light on the elements that motivate people to buy environmentally friendly goods. The research identified important variables that influence consumer attitudes and behavior towards eco-friendly products through a thorough analysis that included factor analysis, cluster analysis, regression modeling, and structural equation modeling (SEM). These variables include Health, Safety, and Quality Perception, Price Sensitivity, Social Responsibility, and Environmental Trust.

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Factors such as price sensitivity, faith in eco-brands, and environmental responsibility are shown to have a substantial impact on consumer commitment to buying green products. Prioritizing these variables increases the likelihood that a consumer will buy environmentally friendly products and shows a greater dedication to sustainable purchasing. In addition, the study used these criteria to identify important consumer clusters, which shed light on market segmentation in the green product arena.
The study adds to the existing body of knowledge by providing a comprehensive analysis of the perceptions and reactions of various consumer groups towards environmentally friendly products. It highlights the importance of both personal beliefs and larger environmental concerns in shaping these reactions. It also has real-world consequences for companies and governments who want to encourage sustainability via strategic advertising and legislative actions.

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