

Purchase Intention of Youth towards Green Products

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1. Introduction

Environmental harm and its effects on human sustainability are among the pressing challenges that have attracted the attention of academics, the government, and international organisations (Haytko & Matulich, 2008). According to Steg and Vlek (2009), human conduct has a significant impact on the quality of the environment. Human activity has the potential to seriously harm the planet and endanger future generations of both humans and other creatures (Lehman & Geller, 2004). According to Mendleson and Polonsky (1995), the movement towards environmental consciousness has altered consumer behaviour and increased demand for green products.

In today's society, marketing-related activities are all-pervasive. As a component of marketing concerns, the "environment," and especially the "green environment," affects human roles and behaviours. In most countries, consumers are becoming increasingly worried about the environment. This growing eco-friendly consumer behaviour trend benefits both consumers and industry, as 'green marketing' improves the industry's competitive advantage and corporate social responsibility credentials. This trend in consumer and producer behaviour toward "becoming green," which is backed by corporate social responsibility ideals, has proven crucial to natural resource conservation and long-term use. Increasing numbers of consumers are expressing their desire to support 'environmentally friendly' companies and products, accelerating the 'going green' industry. Green marketing has lately emerged as a crucial strategy for enhancing environmental sustainability while preserving industrial growth prospects. Nothing else, according to Elkington (1994), can better serve the 'triple bottom line,' which includes the good of the earth, people, and profit. Going green, on the other hand, has its challenges, notably in terms of implementation.

Existing and potential buyers and sellers of green products are discovering a new market. They make people more inclined to purchase conventional or traditional products, as well as instil a pro-environmental attitude and intention. Green products are critical for economies to survive in the long run, but customers must be drawn to them for sustainable practises to take root. Consumer attitudes, on the other hand, can be fickle and change over time, making them unpredictable. In these circumstances, determining consumer preferences for conventional and green products would be challenging. Young people represent our societies and country's future, and they appear to have a different attitude and concept than earlier generations. As a result, they consider not just the immediate but also the long-term consequences of their actions, and they may decide to live their lives as green consumer products. Furthermore, before making a purchase, young clients are more likely to use technology or social media to get additional information. In this context, it is imperative to understand the viewpoints of young people on environmental behaviour, as they will be the future consumers

and representatives of society. The procurement of green products by young clients has not been thoroughly investigated. The goal of this research is to see how purchase intention affects purchase behaviour.

2. Theoretical framework

Environmentally conscious consumers consider purchasing products with environmentally friendly features in the hopes of reducing environmental degradation. Green purchasing refers to the practise of consumers switching from conventional to environmentally friendly products. Green purchase intention, according to Rashid (2009), is the chance and inclination of a consumer to acquire green items over non-green ones. Chekima et al. (2016) define green purchase intention as a person's ecologically friendly action in response to their environmental worries; hence green purchase intention is the basis for real green purchase activity.

The theory of planned behaviour

The Theory of Planned Behaviour (TPB) was developed by Ajzen in 1985 when he added one more predictor to the existing Theory of Reasoned Action (TRA), which was consistent with the predictors in theory (Perugini 2001). To explain human behavioural intention, the TPB added a non-volition determinant to the TRA (Ajzen 1991). Research findings done by Paul et al. (2016) showed that when adding relevant variables in the TPB model can enhance its explanatory capability and can thus improve understanding of the purchase intentions towards green products. TPB, according to Han et al. (2010), helps researchers explore socio-psychological aspects such as personal and societal determinants, as well as non-volitional determinants of intention. Three dimensions—attitude, subjective norm, and perceived behavioural control—formed a human behavioural intention, according to the idea, influencing their actions. Early research has shown that, in addition to the TPB, other elements influence behavioural intention, but they do not involve the TPB framework (Armitage and Conner 2001; Donald et al. 2014). TPB can be extended by adding additional constructs or altering the variables' route, according to Ajzen (1991) and Perugini and Bagozzi (2001), two constructs such as environmental concern and willingness to pay were included to evaluate their impact on purchase intentions towards green products.

Attitude and purchase intention

The degree to which an individual views the action in issue favourably or negatively is referred to as attitude (Ajzen 1991). Attitude determines whether the desired behaviour is appropriate and whether the actor is willing to follow through with it (Leonard et al. 2004). Attitude is a psychological emotion that is elicited by a consumer's evaluation and leads to a favourable behavioural intention toward a specific thing (Chen and Tung 2014). The strongest indicator of consumer intention toward the green product was attitude (Maichum et al. 2016). The more positive people are about behaviour, the more likely they are to engage in it (Ajzen 1991). In the prior body of information in the domain of green marketing, attitude influences purchasing intention (Chen and Tung 2014; Kim and Han 2010; Zhou et al. 2013). In a research of energy-efficient household appliances in Vietnamese customers, consumers with a positive attitude toward environmental protection are more likely to purchase green items (Nguyen, Lobo, and Greenland 2016). The mindset was said to be the most powerful motivation in organic food consumption. Thus, we propose to hypothesize that;

H1: There is a significant relationship between the attitude of youth and their purchase intention towards green products.

Environmental Concern and Purchase Intention

Environmental concern, according to Alibeli and Johnson (2009), is defined as a person's awareness of environmental issues and readiness to address them. Environmental concerns, on the other hand, according to Kalafatis et al. (1999), could entail raising consumer awareness of the fact that natural resources are limited and the environment is in danger. Environmental concerns, according to Diamantopoulos et al. (2003), are a crucial component in consumer decision-making. Concerns about the environment are a primary driver of environmental attitudes (Yadav & Pathak, 2016). Environmental concern has been linked to attitudes toward

green consumers in Canada (Hanson, 2013). According to Yadav and Pathak (2016), environmental concerns have a substantial impact on young Indian consumers' attitudes toward green products. According to Maichum et al. (2016), environmental concerns have a direct impact on Thai customers' attitudes toward green products.

Lee et al. (2014) discovered that there is a positive association between environmental concern and green purchase intention in environmental behaviour. Environmental concern is one of the primary elements that determine attitudes and buying intentions toward green products (Mostafa, 2009). Environmental concern has a positive significant effect on green purchase intention among Indonesian students, according to Irawan and Darmayanti (2012). Furthermore, some researchers have looked into the link between environmental concern and the desire to buy green items (Albayrak et al., 2013; Aman, et al., 2012). Thus, it is hypothesized that

H2: There is a significant relationship between environmental concern of the youth and their purchase intention towards green products.

Willingness to pay and purchase intention

According to Ajzen (1991), being willing to pay a premium price for an environmentally friendly product is linked to pro-environmental behaviour. The high price works as a deterrent to purchasing and has a negative influence. Consumers who are more environmentally conscious and concerned are willing to pay a higher premium for green products (Cronin et al. 2011; Shen, 2012). Much research in this area has concentrated on industrialised countries, where people are more concerned about the environment. Nonetheless, a recent poll conducted in India, a developing country where customers are price sensitive, discovered that willingness to pay a premium price is also a strong predictor of purchase intention for eco-friendly packaged items (Prakash & Pathak 2017). Furthermore, willingness to pay for an environmentally friendly product was found to have a positive impact on intention and purchase behaviour among young millennial consumers in India (Chaudhary 2018); the findings highlighted the importance of willingness to pay in forming the intention to purchase environmentally friendly products. The findings were strikingly similar to Yadav and Pathak (2017) findings indicating willingness to pay is one of the motivators for purchasing environmentally friendly products. Thus, it is hypothesized that

H3: There is a significant relationship between Willingness of youth to pay and their purchase intention towards green products.

Perceived behavioural control and purchase intention

The apparent ease or difficulty with which an individual can accomplish a specific behaviour is known as perceived behavioural control (Ajzen, 1991). It has a direct effect on human behaviour (Han et al., 2010). Even if a person intends to do something certain, if the conduct is not under voluntary control, he or she may be unable to do so (Vermeir & Verbeke 2008). PBC is also divided into two types: internal and external PBC. Internal PBC refers to internal resources such as confidence, planning, necessary abilities, and the ability to respond to a situation (Armitage & Conner, 1999). The external PBC, on the other hand, defines a person's ability to overcome external constraints such as time and money and accomplish a behaviour (Kidwell & Jewell 2003; Sreen et al., 2018). Several researches in green products and sustainable consumption have verified PBC as a component of TPB. Internal and outward perceptions of ease or difficulty may impact whether a customer purchases a product. The barriers to purchasing environmentally friendly products, according to empirical studies, are price, product availability, and external constraints (Barbarossa & Pelsmacker, 2016). Thus, we propose to hypothesize that;

H4: There is a significant relationship between perceived behavioural control and purchase intention of youth towards green products.

3. Methodology

The aim of this study is to identify the intention of youth to buy green products, so the nature of this study is exploratory. In this study, we identify the variables that will help us to understand young consumers' attitudes and their intentions on buying green products. The study's sample population include all the students of Mizoram University. The instrument used for primary data collection was structured questionnaire. The questionnaire has been distributed to various departments of Mizoram University through their respective class representatives using Google forms and out of which 105 responses have been recorded. Thus, the final sample is 105 respondents. Data has been acquired from both primary sources and secondary sources. A structured questionnaire that was disseminated using Google Form was used to collect primary data. Websites, journals, and a number of other published sources of secondary data were used in the data collection.

4. Data analysis

4.1. Demographic profile of the respondents

Table 1: Demographic Profile of the Respondents

Sl. No	Variables	Category	Frequency	Percentage
1	Age	15- 20 yrs	5	4.8
		21-25 yrs	66	62.9
		26-30 yrs	32	30.5
		31-35 yrs	2	1.9
		Total	105	100.0
2	Gender	Male	56	53.3
		Female	49	46.7
		Total	105	100.0
3	The year in which the students is reading.	1 st year	24	22.9
		2 nd Year	47	44.8
		3 rd Year	7	6.7
		4 th Year	17	16.2
		5 th Year	10	9.5
		Total	105	100.0

Source: Primary survey

From the above table we can see that out of a sample size of 105 respondents, the age group between 21-25 holds the highest number of respondents, acquiring 62.9% and the aged group between 26-30 followed by acquiring 30.5%. Only 4.8% and 1.9% of the total respondents are aged between 15-20 and 31-35 respectively, which is very less. The above table also shows that 53.3% of the respondents are male that means majority of the respondents are male among 105 respondents, and 46.7% of the respondents are female. According to the table above, 44.8% of respondents are in their second year, 22.9% are in their first year, 16.2% are in their fourth year, 9.5% are in their fifth year and 6.7% are in their third year.

1.2. Testing of Hypotheses

H1: There is a significant relationship between the attitude of youth and their purchase intention towards green products.

Table 2: Correlation analysis

Variables	Correlation	Attitude Towards Green Products	Buying Intentions
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Attitude Towards Green Products	Pearson Correlation	1	.428**
	Sig. (2-tailed)		.000
	N	105	105
Buying Intentions	Pearson Correlation	.428**	1
	Sig. (2-tailed)	.000	
	N	105	105
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation

The above table shows a positive correlation between attitude towards green products and purchase intentions with a value of $r = .428$ which is significant at 0.01 level of confidence. Therefore, the null hypothesis has been rejected and the alternate hypothesis has been accepted.

H2: There is a significant relationship between environmental concern of the youth and their purchase intention towards green products.

Table 3: Correlation analysis between environmental concern and buying intention

Variables	Correlation	Environmental concern	Buying Intention
Environmental concern	Pearson Correlation	1	.605**
	Sig. (2-tailed)		.000
	N	105	105
Buying Intention	Pearson Correlation	.605**	1
	Sig. (2-tailed)	.000	
	N	105	105
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation

The above table shows a positive correlation between environmental concern and purchase intentions with a value of $r = .605$ which is significant at 0.01 level of confidence. Therefore, the null hypothesis has been rejected and the alternate hypothesis has been accepted.

H3: There is a significant relationship between willingness of youth to pay and their buying intention towards green products.

Table 4: Correlation analysis between willingness to pay and buying intention

Variables	Correlation	Willingness to Pay	Buying Intention
Willingness to Pay	Pearson Correlation	1	.643**
	Sig. (2-tailed)		.000
	N	105	105
Buying Intention	Pearson Correlation	.643**	1
	Sig. (2-tailed)	.000	
	N	105	105
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Author's calculation

The above table shows a positive correlation between willingness to pay and buying intentions with a value of $r = .643$ which is significant at 0.01 level of confidence. Therefore, the null hypothesis has been rejected and the alternate has been accepted.

H4: There is a significant relationship between perceived behavioural control and purchase intention of youth towards green products.

Table 5: Correlation analysis between perceived behavioural control and purchase intention

Variables	Correlation	Perceived Behavioural Control	Buying Intention
Perceived Behavioural Control	Pearson Correlation	1	.753**
	Sig. (2-tailed)		.000
	N	105	105
Buying Intention	Pearson Correlation	.753**	1
	Sig. (2-tailed)	.000	
	N	105	105

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

The above table shows a positive correlation between perceived behavioural control and purchase intention with a value of $r = .753$ which is significant at 0.01 level of confidence. Therefore, the null hypothesis has been rejected and the alternate hypothesis has been accepted.

5. Conclusion

The current research underlines the importance of comprehending the aspects that influence purchase intentions for environmentally friendly items. Consumers who express care about environmental issues are more likely to have a favourable attitude toward green products and are more inclined to buy them. Ecologically conscious consumers are more likely to purchase environmentally friendly products in order to reduce their environmental impact. According to Ajzen (1991), a person's attitude influences their desire to engage in a particular conduct. A consumer's mindset can determine whether or not he or she intends to purchase environmental products. Students' perceptions of ease help them establish intentions toward ecologically friendly products. In other words, people are more likely to buy environmentally friendly products if they have sufficient finances time, and availability. Consumers' intentions are hampered by perceived difficulty, internal and external constraints. Their decision to buy environmentally friendly products is not significantly impacted by outside influences from important people in their lives. The finding implies that students' intentions to purchase environmentally friendly products are unaffected by social pressure from powerful persons. Another conclusion reached is that students' decisions are not simply based on the opinions of others. The typical green product customer is thought to be price sensitive; nevertheless, the current study's findings reveal that willingness to pay has a major impact on intention among students. Young consumers are willing to pay a higher price for environmentally friendly products despite their limited purchasing power due to their youth. It could be because environmentally friendly items add value to the environmental problem.

6. Limitation of the study and Scope for further research

There are numerous strategies for improving the research's limitations. First and foremost, one method is to conduct an online poll that does not only target youngsters, but also include people of all ages, across different

generations like baby boomers and older millennial. The attitudes and perceptions of this age group toward green products may differ.

Another component that might be looked into for future research that isn't confined to a single university to pursue this topic is the possibility of a multi-university study. This can be accomplished by conducting research across universities and colleges in Mizoram. This is because, as compared to Youth consumers, different age groups have different thoughts and perceptions. As a result, their views about purchasing green items would be vastly different.

Furthermore, this study should undertake a survey of various groups in India, which means that it apart from Mizoram but also include all other Indian states. By involving adolescents from many states and cultural backgrounds, the outcome can be more accurate in the future.

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