Evaluating the Factors Influencing Consumers' Green Purchase Intention

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Abstract. The rising awareness of environmental issues has led to a significant shift in consumer behaviour, with an increasing number of individuals opting for green products and brands, which in turn have encouraged the marketers to rethink their marketing strategies towards green marketing or sustainable marketing. This empirical study thus, aims to examine the factors that influences consumers' intentions towards purchasing the green or eco-friendly products, particularly in the fast-moving consumer goods (FMCG) industry. The research being descriptive and explanatory in nature, utilised primary data that was collected from a sample of 386 consumers through convenience sampling method in the Kamrup Metropolitan district of Assam. The consumers were surveyed through the store or mall intercept method, using a structured questionnaire, to measure the factors' effect on consumers' purchase intention. Hence, the research focuses on four major factors namely, environmental concern, green product experience, health consciousness, and green promotional activities, to fulfil the purpose of the study. The data gathered were statistically analysed using factor analysis and regression analysis to assess the significance of the variables and impact of these factors on the green products' purchase intention of consumers. The findings reveal that collectively all these four factors positively and significantly influence consumers' intention to purchase green FMCG or non-durable products, with environmental concern and health consciousness emerging as the most significant predictors.

Keywords: Environmental concern, Green marketing, Green product experience, Green promotional activities, Green purchase intention, Health consciousness.

1. INTRODUCTION

Growing consumer awareness of environmental issues and demand for sustainable products have been seen in the recent years (Ottman, 2011). The increasing number of people choosing green brands and products has prompted marketers to reconsider their approach to marketing in favour of sustainable marketing practices (Leonidou et al., 2013). In response to this need, green Fast-Moving Consumer Goods (FMCGs) and brands have arisen, providing sustainable and eco-friendly products and solutions. The intention to purchase green products has become a crucial focus in the study of sustainable consumption (Chen & Chang, 2012; Chaturvedi et al., 2020). Hence, the paper explores various factors that influence consumers' decisions to buy green FMCG products. Research points to a range of factors affecting purchase intentions, including personal beliefs, attitudes, environmental awareness, brand equity, trust, price sensitivity, social and economic influences (Joshi & Rahman, 2015) among others, of which, the study takes into consideration the key factors as also identified by Paul et al., 2016, namely, environmental consciousness, health awareness, prior experience with green products, and eco-friendly promotional efforts, which are discussed in detail.

Research suggests several factors that influences consumers' purchase intention towards purchasing green products, ranging from personal beliefs, attitudes, environmental awareness, brand equity, trust, price considerations to external social and economic influences, out of which some key factors have been taken into consideration for this study, namely, awareness or consciousness of environmental concerns, health consciousness, experience towards the green products, green or eco-friendly promotional activities, etc., which are discussed as follows.

2. REVIEW OF EXISTING LITERATURE

The review of literature synthesizes current research on the factors influencing consumers' purchase intentions towards green FMCG products.

2.1. Environmental Concern

Environmental concern and conservation is found to be a key predictor of green purchasing behaviour, emphasizing that consumers who are more environmentally conscious are more inclined to buy green FMCG products or eco-friendly products (Chan and Lau, 2000; Laroche et al., 2001; Gadenne et al., 2011). People develop an ecological mindset and ecological ideals as they become aware of the harm being done to the environment (Bravo et al., 2020). They can also connect the reasonableness of green products' higher costs to the environmental advantages they provide. As a result, by acquiring and using green products, people demonstrate their support for environmental concern and acknowledge the role that these items play in enhancing the quality of the environment (Escalas and Bettman, 2005).

According to several studies, consumers who are concerned about the environment are more likely to purchase items that have a lower environmental effect (Tanner and Kast, 2003; Vermeir and Verbeke, 2006; Hao et al., 2019; Taufique et al., 2019). Furthermore, according to Qi et al. (2020), the Covid-19 epidemic has

increased consumer attention to the need for more ecologically friendly and sustainable products. Scholars have recently begun to explore how customers' claimed environmental awareness may increase their desire to purchase organic food (Cachero-Martínez, 2020; Tandon et al., 2020). As a consequence, the following hypothesis can be postulated:

H_{1a} *Environmental Concerns of consumers positively influence the consumers towards purchasing green FMCG products.*

2.2. Green Product Experience

Peattie (1995) highlighted that the reliability and effectiveness of green products are essential for consumer retention. Additionally, individuals seek to acquire knowledge about green products and its functionalities, environmental effects, ingredient lists, etc. (Laroche et al., 2001) and impart their expertise and information on eco-friendly items to their peers (Khare, 2014; Cheah and Phau, 2011). Product evaluation helps individuals comprehend the environmental advantages of green products as a byproduct of the learning process, which successfully develops a bias towards green products (Navarro and Martinez, 2010). As a result, consumers who care about the environment are more likely to purchase green products if they have a favourable experience with them because they want to promote sustainability (Ottman et al., 2006).

As highlighted by Kim and Chung (2011), labels with green certifications or standards affects consumer behaviour as it can increase their propensity to select green items over non- certified alternatives, emphasising that buyers who value sustainability in their purchases are more likely to choose certified items. Berens et al. (2005), addressing the significance of brand image in consumer behaviour, stresses that companies that are seen as socially and ecologically sensitive, can attract environmentally conscientious customers and acquire a competitive edge. Therefore, past positive experiences with green products lead to stronger purchase intentions (Lin and Huang, 2012). Hence, based on the literature, the following hypothesis can be formulated:

H_{1b} *Green product experience of consumer positively influences the consumers towards purchasing green FMCG products.*

2.3. Health Consciousness

The point at which people participate in health behaviours is directed by health consciousness, which stands for responsible health-oriented decisions (Pham et al., 2019). Health benefits, health alertness, health involvement, personal health responsibility, physical fitness, healthy eating, health information seeking, health motivation, health value, healthy lifestyle, healthy actions, health concern, health knowledge, and health self-monitoring are just a few of the health dimensions that researchers have previously detailed as having an impact on consumers' purchasing decisions (Patel et al., 2020, Xu et al., 2020). They are motivated to engage in healthy practices and be self-aware of their health in order to improve and preserve their health and quality of life and prevent illness (Newsom et al., 2005).

A study by Stern et al. (1999) indicated that health-conscious consumers are more likely to support companies that demonstrate commitment to environmental sustainability. They are also more likely to choose green products due to their perceived benefits to personal and environmental health (Chen and Chai, 2010). Consumers also associate green products with health benefits due to their natural and organic ingredients and thus, health consciousness is a strong determinant of green product purchase intentions (Paul and Rana, 2012). The following hypothesis is being formed based on the arguments.

H_{1c} *Health consciousness of consumers positively influence consumers towards purchasing green FMCG products.*

2.4. Green Promotional Activities

Promoting green products through eco-labelling, environmental advertising campaigns, and educational programs is crucial for increasing consumer awareness about the benefits of purchasing environmentally friendly products. These promotional efforts enhance customers' understanding of environmental issues and positively impact their purchase intentions (Polonsky & Rosenberger, 2001). By emphasizing the environmental benefits, promotions can elevate the perceived value of green products compared to conventional alternatives, making consumers more willing to pay a premium for them (Thogersen, 2006). According to Ottman (2008), businesses must clearly communicate environmental information to foster trust in their green claims. Furthermore, highlighting the benefits and uses of eco-friendly products raises consumer awareness. Well-designed green advertisements also play a significant role in shaping customers' purchase decisions (Zinkhan & Carlson, 1995). Consumers are attentive to green advertising messages, which resonate with their evolving lifestyles. Sharma (2011) notes that companies have adapted their production processes to support these eco-friendly lifestyles through ads that reinforce corporate environmental responsibility. Such advertisements influence consumer attitudes, perceptions, and contribute to a positive brand image (Cox, 2008).

Green packaging is another important element of the modern marketing mix, serving multiple functions including protection, promotion, and conveying environmental value. Agyeman (2014) highlights the substantial influence of packaging on green product purchase decisions, making it essential for packaging to be both attractive and safe. Businesses should prioritize using eco-friendly packaging that does not pose health risks

(Lamberti & Escher, 2007), and it can also provide a competitive advantage (Delgado, Gómez-Rico & Guinard, 2013; Jerzyk, 2016). These arguments provides for formulating the following hypothesis:

H_{1d} *Green promotional activities positively influence consumers towards purchasing green FMCG products.*

2.5. Green Product Purchase Intention

Purchasing intention refers to what consumers plan and consider when deciding to buy a product, while behavioural intention describes the potential actions that lead to the actual purchase decision (Agyapong et al., 2018). In the context of green consumption, consumers' ecological intentions such as their preference for healthier options, environmental consciousness, and sustainability, shape their product choices. Consumer behaviour often shifts with market trends (Surya & Om, 2018), and marketing practices allow consumers to assess the quality, price, value, and availability of products across competitors.

Forsberg and Lofvenberg (2011) define green consumers as those who value the environment and express a willingness to purchase or actually buy FMCGs that are socially deemed desirable. Similarly, Jaiswal et al. (2020) note that green consumers typically prefer products that are sustainable and environmentally friendly. However, as Handayani (2017) points out, transitioning from environmental awareness to truly green consumption is challenging, with fewer consumers taking action despite their willingness. Psychological factors, such as altruism, environmental concern, and perceived consumer effectiveness, play a key role in shaping green consumer behaviour (Straughan & Roberts, 1999). Additionally, Hartmann & Apaolaza-Ibanez (2012) argue that perceptions of green products significantly influence purchase decisions.

3. METHODOLOGY OF STUDY

The research is descriptive and explanatory in nature that employs a quantitative research methodology. The study aims to examine and evaluate the influence of the factors (as discussed above) on consumers' purchasing intention of the green FMCGs. Primary data has been collected from a total of 386 consumers of eco-friendly non-durable goods or fast-moving consumer goods (FMCGs), in the Kamrup Metropolitan district of Assam, that were selected conveniently and purposively through the store-intercept survey method from the existing 10 hypermarkets of the district. The respondents were surveyed through structured questionnaire, about their perception towards the four key factors identified in the literature, namely, environmental concern, green product experience, health consciousness, and green promotional activities. The collected data is analyzed using factor analysis and regression analysis to determine the significance and impact of these factors on consumers' purchase intentions. Thus, the following hypotheses as identified above, have been undertaken to fulfil the purpose of the study:

H_{1a} *Environmental concerns of consumers positively influence the consumers towards purchasing green FMCG products.*

H_{1b} *Green product experience of consumers positively influences the consumers towards purchasing green FMCG products.*

H_{1c} *Health consciousness of consumers positively influences consumers towards purchasing green FMCG products.*

H_{1d} *Green* promotional activities positively influence consumers towards purchasing green FMCG products.

The figure below represents the conceptual framework that supports the testing of the hypotheses. These four factors represent the independent variables in the research, and green product purchase intention is the dependent variable.
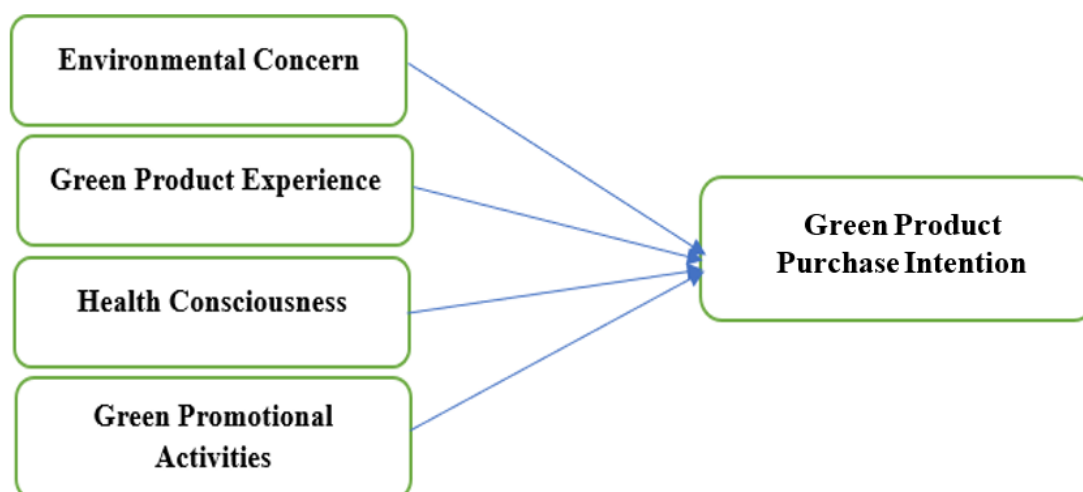

Figure 1: Theoretical framework of the research; source: authors (Self).

4. RESULTS OF ANALYSIS AND DISCUSSION

Using factor analysis (FA) combined with principal component analysis (PCA) and varimax rotation, the factors that influence the purchase of green product are determined. Using the orthogonal rotation varimax, it was

assumed that every factor existed separately from the others. Reruns with factor loadings less than 0.5 were eliminated. A stable score is defined as more than 0.4 (Guadagnoli and Velicer, 1988). The suitability of the data for factor analysis was assessed using Bartlett's Test of Sphericity and the KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy. In comparison to the benchmark values, the exploratory factor analysis results, which are displayed in the table below, indicate that the Kaiser-Meyer-Olkin measure of sample adequacy is satisfied, as it is 0.621 which indicates that the sample is adequate.

The homogeneity of the correlation matrix is tested by Bartlett's test. The homogeneity hypothesis is denied in this case, which suggests that the variables in the matrix of correlation have enough relationships to be useful in component analysis. When relationships between variables are strong enough to be useful in component analysis, Bartlett's test yields a significant result. Accordingly, when the significance value is less than 0.05, Bartlett's test is suitable (Bartlett, 1954). In the table below the bartlett's test was found to be highly significant 0.000 (Bartlett's sign <0.001) with an approximate chi square of 988.232.

Table 1: KMO and Bartlett's test outcome.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.621
Bartlett's Test of Sphericity	Approx. Chi-Square	988.232
	df	66
	Sig.	0.000

Principal component analysis starts with the premise that all variations are common or that, before extraction, all communalities are 1. The communalities value, which shows how much of the variance is explained by similarities and the communalities value must be more than 0.5 which is to be considered for study. It is evident from the table below that each of the components has a communality value more than 0.5. The higher the value of the communality, the more the extracted variables account for the variance of the item.

Table 2: Communalities.

Factors	Initial	Extraction
EC1	1.000	.653
EC2	1.000	.705
EC3	1.000	.757
GPE2	1.000	.754
GPE3	1.000	.733
HC2	1.000	.733
HC3	1.000	.753
GPA2	1.000	.684
GPA3	1.000	.658
GPPI1	1.000	.659
GPPI2	1.000	.627
GPPI3	1.000	.668
Extraction Method: Principal Component Analysis.		

In the table, total variance explained, every component that could be extracted from the study, together with its eigenvalues, the cumulative variance of the factor and the factors that came before it, and the percentage of variation attributed to each factor. Observe that the variation is explained by the first component (19.658%), the second factor (17.670%), and the third factor (15.330%) and fourth component (9.720%). By combining all the components (62.378%) of variance is explained. In this research eigenvalue criterion is not accepted as the research requires 5 factors to be taken into consideration. The second half of this table shows the variance described by the recovered components before rotation. And the last part of the table explains the eigenvalue and variations after the rotation.

Table 3: Total Variance Explained (Extraction Method: Principal Component Analysis).

Component	Initial eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.359	19.658	19.658	2.359	19.658	19.658	2.044	17.037	17.037
2	2.120	17.670	37.328	2.120	17.670	37.328	1.835	15.291	32.328
3	1.840	15.330	52.658	1.840	15.330	52.658	1.518	12.651	44.979
4	1.166	9.720	62.378	1.166	9.720	62.378	1.517	12.646	57.625
5	0.901	7.505	69.883	0.901	7.505	69.883	1.471	12.259	69.883
6	0.714	5.946	75.830						
7	0.641	5.340	81.169						
8	0.578	4.820	85.990						
9	0.502	4.185	90.175						
10	.491	4.089	94.264						
11	.366	3.054	97.318						
12	.322	2.682	100.000						

After performing exploratory factor analysis, 12 statements that were taken into consideration out of 15 statements as they were below the acceptable level of coefficient. It has been found that under environmental concern, all the factors load in factor 1, green product experience loads in factor 3, health consciousness factors load on factor 4, green promotional activities load in factor 5 and lastly green product purchase intention load in factor 2.

Table 4: Rotated Component Matrix.

Factors	Statements (Measuring Items)	Component				
		1	2	3	4	5
Environmental Concern	I prefer green products because I believe it can Contribute towards Environmental protection and benefits.	0.758				
	I like to purchase green products because they come in recycled or recyclable packaging.	0.837				
	I know a lot about the environment and climate change.	0.841				
	I purchase green products from brands that I know, trust and that have positive brand images.			0.840		
Green Product Experience	I prefer green products having eco-labels and environmental certification.			0.835		
	I consider health concerns in all aspects of your daily life.				0.819	
Health Consciousness	I purchase green products because of its herbal contents/ingredients.				0.856	
	I tend to purchase green products because of their appealing promotion or advertisement.					0.804
Green Promotional Activities	I am influenced by the green claims made by the brands					0.771
	I prefer researching to find various environmentally friendly FMCG alternatives.		0.714			
Green Product Purchase Intention	I'll purchase eco-friendly FMCG products.		0.758			
	I am willing to pay more for eco-friendly FMCG products		0.803			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

The multiple linear regression aims to model the linear connection between the explanatory (independent) factors and response (dependent) variables. The dependent variable, green product purchase intention was regressed on predicting variables of environmental concern, green product experience, health consciousness, and green promotional activities. The independent variables significantly predict green product purchase intention $F (4, 381) = 911.160$, $p < 0.001$, which indicates all the four factors under the study has a significant impact on green product purchase intention. Moreover, $R^2 = 0.905$, depicts that the model explains 90.5% of the variance in green product purchase intention.

Table 5: Multiple Regression Results.

Hypothesis	Regression	Beta	T value	P value	Results
H_{1a}	Environmental concern $\square$ Green product purchase intention	0.162	7.984	0.000	Supported
H_{1b}	Green product experience $\square$ Green product purchase intention	1.106	34.693	0.000	Supported
H_{1c}	Health consciousness $\square$ Green product purchase intention	0.065	2.053	0.041	Supported
H_{1d}	Green promotional activities $\square$ Green product purchase intention	0.079	2.655	0.008	Supported
R^2	0.905				
$F_{(4,381)}$	911.160				

Additionally, coefficients are further assessed to ascertain the influence of each of the factors on the dependent variable. H_{1a} evaluates if environmental concern significantly and positively affects green product purchase intention of FMCG products, the results revealed that environmental concern has a positive significant impact on the purchase of green FMCG products ($\beta = 0.162$, $t = 7.984$, $p < 0.001$). Hence, H_{1a} was supported, which means when customers are more environmentally concerned, they tend to purchase green FMCG products. This result is in line with the findings of Jobber (2000) and Kumar & Ghodeshwar (2015), where they have a favourable inclination towards buying eco-friendly items.

H_{1b} evaluates if green product experience significantly and positively affects green product purchase intention of FMCG products, the results revealed that green product experience has a positive significant impact towards purchase of green FMCG products ($\beta = 1.106$, $t = 33.693$, $p < 0.001$). Hence, H_{1b} was supported, which means when customers have a good green product experience, they tend to purchase green FMCG products. This result is in line with studies by D'Souza et al. (2006) and Kim and Chung (2011), Kumar & Ghodeshwar (2015), and which discovered a beneficial relationship between customers' experiences with green items and their propensity to make environmentally responsible purchases.

H_{1c} evaluates if health consciousness significantly and positively affects green product purchase intention of FMCG products, the results revealed that health consciousness has no significant impact on the purchase of green FMCG products ($\beta = 0.065$, $t = 2.053$, $p = 0.41$). Hence, H_{4c} was supported. The findings are in line with the results of Gunawardana (2020) who found that health consciousness i.e., lifestyle can significantly impact the purchase intention of consumers.

H_{1d} evaluates if green promotional activities significantly and positively affect green product purchase intention of FMCG products, the results revealed that green promotional activities have a positive significant impact on the purchase of green FMCG products ($\beta = 0.079$, $t = 2.655$, $p = 0.008$). Hence, H_{1d} was supported, which means, when customers are more attracted by green promotional activities, they are more tend to purchase green FMCG products. The study's conclusions are in line with those of Codini et al., (2018), and Waqas et al., (2020) who suggest that consumers plan to purchase green products when they are engaged in promotional activities.

4.1. Practical Implications of the Research

The research provides practical insights for FMCG companies and policymakers to enhance green purchase intentions. Businesses can develop targeted marketing strategies by emphasizing eco-friendly and health benefits, invest in sustainable product innovation, and launch green promotional campaigns to educate consumers. Highlighting health consciousness and tailoring strategies to regional preferences can further strengthen consumer engagement. Policymakers can use these findings to incentivize sustainable practices and raise awareness. Additionally, aligning corporate social responsibility (CSR) initiatives with environmental and health concerns can improve brand image and foster consumer trust, contributing to both market growth and sustainability efforts. By implementing these strategies, businesses can not only enhance their market share but also contribute to the broader goal of sustainability, fostering a positive impact on the environment and society.

4.2. Future Scope of the Study

The current study focuses on consumers in the Kamrup Metropolitan district of Assam. Future research could expand to other regions of the country to examine whether the factors influencing green FMCG purchases vary by geographic location or cultural context. Conducting longitudinal studies could help in understanding how consumers' green purchase intentions evolve over time. This could provide insights into whether certain factors gain or lose significance as environmental awareness and green product availability increase. Future research could explore additional factors that may influence green purchase intentions, such as the role of social media, the influence of celebrity endorsements on green products, or the impact of government policies on green consumer behaviour. Comparative studies between different demographic groups (e.g., age, income, education level) or different types of green products could provide a more nuanced understanding of what drives green FMCG

purchases.

5. CONCLUSION

This chapter examined the factors influencing consumers' intentions to purchase green Fast-Moving Consumer Goods (FMCGs). The analysis identified four key factors, namely, environmental concern, green product experience, health consciousness, and green promotional activities. The results show that consumers who are more aware of environmental issues and the impact of their purchases on the environment are more likely to buy green FMCGs. This aligns with previous findings that highlight the importance of environmental awareness in driving eco-friendly purchasing behaviours. Positive experiences with green products significantly influence consumers' willingness to purchase these items as well. This factor emerged as the most influential, suggesting that building trust and a positive image for green products is crucial. Health-related concerns also play a significant role, although to a lesser extent. Consumers who prioritize health in their daily lives tend to prefer products with natural or herbal ingredients, reflecting a broader trend towards health and wellness. Alternatively, effective marketing and promotional strategies that highlight the environmental benefits of green products can significantly boost purchase intentions. Consumers are more likely to be swayed by appealing promotions and credible green claims made by brands. The multiple regression analysis confirmed that these factors collectively explain a significant portion of the variance in green product purchase intentions. The model demonstrated that all four factors positively and significantly impact consumers' decisions to buy green FMCGs, with green product experience being the strongest predictor.

In summary, to enhance the market penetration of green FMCGs, companies should focus on educating consumers about environmental issues, ensuring positive product experiences, emphasizing health benefits, and implementing effective green promotional activities. These strategies can help in building a strong consumer base committed to sustainable purchasing practices.

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