INFLUENCE OF PSYCHO-SOCIAL FACTORS AFFECTING GREEN PRODUCT PURCHASE BEHAVIOR IN GOA : AN EXTENSION OF THEORY OF PLANNED BEHAVIOR

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INTRODUCTION

❑ Environmental protection is a pressing concern for the entire globe. Increase in consumption is leading to depletion of resources, pollution and waste generation, wherein, human being are acting the link between consumption and disposal problems.

❑ Green Products seek to protect or enhance the environment during production, use, or disposal by conserving resources and minimizing the use of toxic agents, pollution, and waste. Basically that follows the principle of 3R's.

LITERATURE REVIEW

➢ TPB is one of the most well-accepted socio-psychological theory that predicts human behavior (Naik et al., 2019) Ajzen's (1991) Theory of Planned behavior is an extension of the Theory of Reasoned Action by introducing a third independent variable i.e., perceived behavioral control, which is thought to have both direct as well as indirect effect via intention (Naik et al., 2019).

➢ Through literature reviews we have found that subjective norm has a significant impact on green product purchase behaviour (Jhanji & Kaur, 2019 ; Liobikiene et al. 2016 ; Alphonsa Jose & Sia, 2022).

➢ The importance of green product information depicted by the reluctancy of consumers to purchase green products because of the risks they perceive regarding quality & price due to lack of information (D"Souza, Taghian, & Khosla, 2007; Follows & Jobber, 2000).

LITERATURE REVIEW

➢ Perceived behavioural control positively influences green product purchase behaviour (Carrión Bósquez et al., 2023). Carrión Bósquez et al. (2023) ; Liobikiene et al. (2016) studied that perceived behavioural control is influenced by two sub factors i.e., price and convenience level.

➢ Attitude towards green product purchase behavior has a positive influence on consumers' green product purchase when high quality of green products rather than low quality of green products (Cheung & To, 2019 ; Alphonsa Jose & Sia, 2022).

➢ Some literatures state that environmental concerns have a positive impact on green product purchase behavior (Parguel et al., 2015) whereas there are papers that state, Environmental concern partially mediated the negative relationship (Ramtiyal et al., 2023)
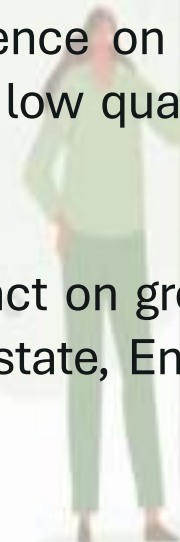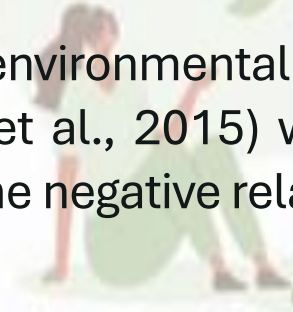
RESEARCH GAP

❑ The literature study discloses that most studies on the influence of variables have been conducted individually, with few articles examining the combination of these set of psycho-social factors.

❑ With an increase in literacy rate and access to information, individuals are becoming more conscious of environmental problems and preservation. Due to this an individual's behavior towards purchasing can change in a short span of time.

RESEARCH QUESTIONS

RQ1: 'Do psycho-social factors influence consumer's green product purchase intention (GPPI)?' The main part of the study is to understand which of the psycho - social factors are affecting the purchasing behavior of a consumer.

RQ2: 'Does purchase intention lead to purchasing behavior for green products?' Here we study whether purchase intention is causing purchasing behavior for green products.

OBJECTIVES OF THE STUDY

Objective 1: To determine the impact of psycho-social factors on green product purchase intention among consumers.

Objective 2: To investigate the relationship between consumers' green product purchase intention and green product purchasing behavior.

FORMATION OF HYPOTHESIS

H_1: Subjective norm has a significant impact on green product purchase behavior.

H_2: Attitude towards green product purchase has a significant impact on green product purchase behavior.

H_3: Perceived behavioral control has a significant impact on green product purchase behavior.

H_4: Environmental concern has a significant impact on green product purchase behavior.

H_5: Green product information has a significant impact on green product purchase behavior.

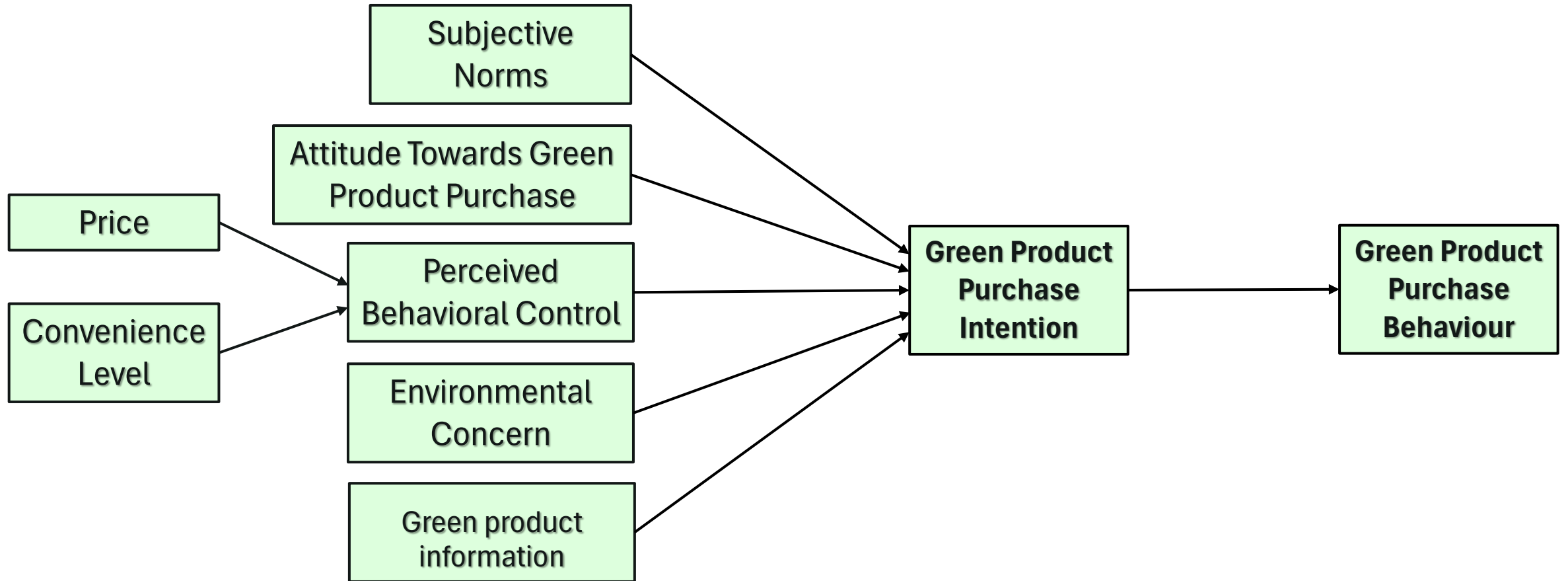H_6: Green product purchase intention has a significant impact on green product purchase behavior.

CONCEPTUAL MODEL

Source: (Carrión Bósquez et al., 2023; Naik et al., 2019; Liobikiene et al., 2016; Cheung & To, 2019)

METHODOLOGY

❏ Method of sampling: Convenience sampling and snowball sampling

❏ Data collected: 306

❏ Tools and technique used: Structural Equation Modelling (SEM), Descriptive analysis using Smart PLS and Jamovi software.

			Frequency	%
Gender	Female		162	52.9
	Male		144	47.1
Age	18 to 25		199	65.0
	26 to 44		84	27.5
	45 to 59		16	5.2
	60 and above		7	2.3
Qualification	HSSC & below		37	12.1
	Graduation		163	53.3
	Post-Graduation		102	33.3
	Others		4	1.3
Occupation	Student		125	40.8
	Employed		139	45.4
	Unemployed		23	7.5
	Business		19	6.2
Monthly Income	Below 60,000		180	58.8
	60,001 to 1,20,000		78	25.5
	1,20,001 & above		48	15.7
Location	North Goa		182	59.5
	South Goa		124	40.5

DEMOGRAPHIC PROFILE

FACTOR LOADINGS, CA, CR & AVE

	Loadings	CA	CR	AVE					
Green Product Purchase Behavior (GPPB)		**0.825**	**0.831**	**0.873**	Subjective Norms (SN)		**0.825**	**0.840**	**0.895**
GPPB1	0.747				SN1	0.865			
GPPB2	0.755				SN2	0.879			
GPPB3	0.612				SN3	0.834			
GPPB4	0.761				**Perceived Behavioral Control (PBC)**		**0.811**	**0.815**	**0.876**
GPPB5	0.724				CL1	0.762			
GPPB6	0.776				CL2	0.862			
Green Product Purchase Intension (GPPI)		**0.888**	**0.889**	**0.922**	CL3	0.803			
GPPI1	0.841				P1	0.768			
GPPI2	0.887				**Environmental Concern (EC)**		**0.824**	**0.838**	**0.883**
GPPI3	0.873				EC1	0.843			
GPPI4	0.859				EC2	0.873			
Attitude Towards Green Product Purchase (ATGPP)		**0.792**	**0.839**	**0.863**	EC3	0.748			
ATGPP1	0.872				EC4	0.766			
ATGPP2	0.869				**Green Product Information (GPI)**		**0.872**	**0.875**	**0.921**
ATGPP3	0.600				GPI1	0.904			
ATGPP4	0.770				GPI2	0.883			
					GPI3	0.889			

DISCRIMINATE VALIDITY

Heterotrait-monotrait ratio (HTMT)-Matrix

	ATGPP	CL	EC	GPI	GPPB	GPPI	P	SN
ATGPP								
CL	0.659							
EC	0.831	0.710						
GPI	0.776	0.588	0.885					
GPPB	0.756	0.720	0.880	0.703				
GPPI	0.760	0.611	0.782	0.737	0.795			
P	0.640	0.630	0.678	0.656	0.582	0.662		
SN	0.834	0.715	0.816	0.794	0.798	0.813	0.689	

PATH COEFFICIENT ANALYSIS

Hypothesis	Relations	β	t-statistics	p-values	Hypothesis status
H1	SN->GPPI	0.277	3.573	0.000*	Supported
H2	ATGPP->GPPI	0.164	1.858	0.063	Not supported
H3	PBC->GPPI	0.179	2.662	0.008*	Supported
H4	EC->GPPI	0.172	2.573	0.010*	Supported
H5	GPI->GPPI	0.109	1.536	0.125	Not Supported
H6	GPPI->GPPB	0.685	14.73	0.000*	Supported
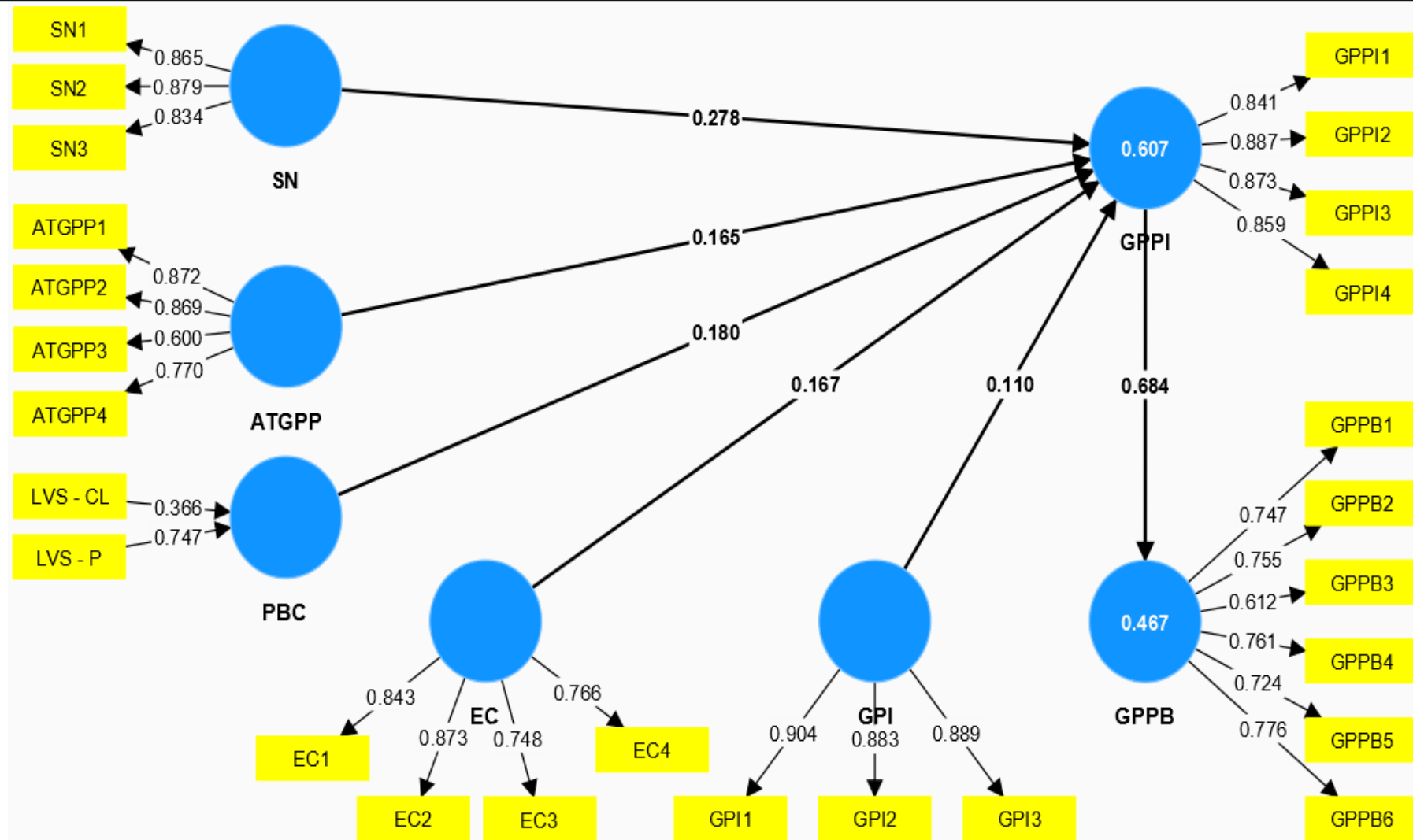
	R^2	Adjusted – R^2	Q^2
GPPI	0.607	0.601	0.584
GPPB	0.467	0.466	0.506

CONCLUSION & LIMITATIONS

❑ Of the constructs affecting buying behavior we saw SN having the highest impact via intention, there is a need from corporates and government to on the above.

❑ The drop in R^2 indicates that though consumers are intending to towards green products we don't see it manifesting in their buying behavior.

❑ Overall, the study adds to the current literature on green consumerism and has practical implications for firms and government that want to encourage sustainable purchasing patterns. By identifying critical characteristics impacting green product purchasing behavior, the study provides useful insights for establishing tailored efforts to encourage ecologically friendly choices among consumers.

❑ A limitation to this study is that it is confined to Goa, where if we talk about India itself, there is a likelihood of a better results.