An Analytical Study On Consumption Values And Customers' Green Purchase Intention: A Case Of University Students In Haryana

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Abstract

In current scenario the green products are play vital role for the environment. Exclusively using a green product will convert consumer comprehend an enhancement in the extent to which consumer get importance by the society, which supervise the warm glow emotions and consequently increase the joy of completing the customer experience. This study aims is to examine influence of consumption values on customers' green purchase intention. To investigate the proposed relationship, we collected the required data from 250 respondents using a structure questionnaire. We examine the internal consistency and composition of latent variables using exploratory factor analysis and cronbach's alpha. Further, we deployed multi-regression technique to investigate the influence of consumption values on customers' green purchase intention. The findings of this study documented that functional value and social value derived from green products significant influence the intention to purchase green products. In addition, we found that emotional value does not significantly influence the purchase intention. Therefore, our findings provide significant practical implications for consumers, producers and marketers of green products, and government authorities. This research paper will help to determine the awareness and willingness of the consumer to buy green products. This study also focus on further research opprotunites.

Keywords: Consumption values, Purchase intention, Green products, India.

1. Introduction

The previous decade has seen expanded regard for green utilization in scholastic literature (Sreen et al., 2020). Be that as it may, most of the literature has centered on understanding a person's green buying conduct by socioeconomics (Diamantopoulos et al., 2003), mental convictions (Ajzen, 1991) or by expanding normal decision speculations through the incorporation of additional develops that expect to clarify the attitude-behavior gap (Gleimand Lawson, 2014). While these considers give experiences into purchasers' convictions, research inspecting how buyers' convictions create and sustain is inadequate. Examination has inspected virtues as precursors to conviction development (Sreen et al., 2018),nonetheless, it disregards the foundations like government and society, which play an indispensable job in the arrangement of belief and behaviour (Gleim et al., 2018). We carefully examine the previous studies and found that the study of the Consumption values and customers' green purchase intentionfor green products in India has not been empirically investigated. Therefore, this study investigates the influence of consumption values on customer's green purchase intention for green products using the

responses of universities students (see **Figure 1**). The rest of the article is organized as follows. Section 2 reviewed the previous studies. Section 3 explains the research methodology. Section 4 discusses the empirical results. Section 5 concludes the finding of the article.

Figure 1: Theoretical research model
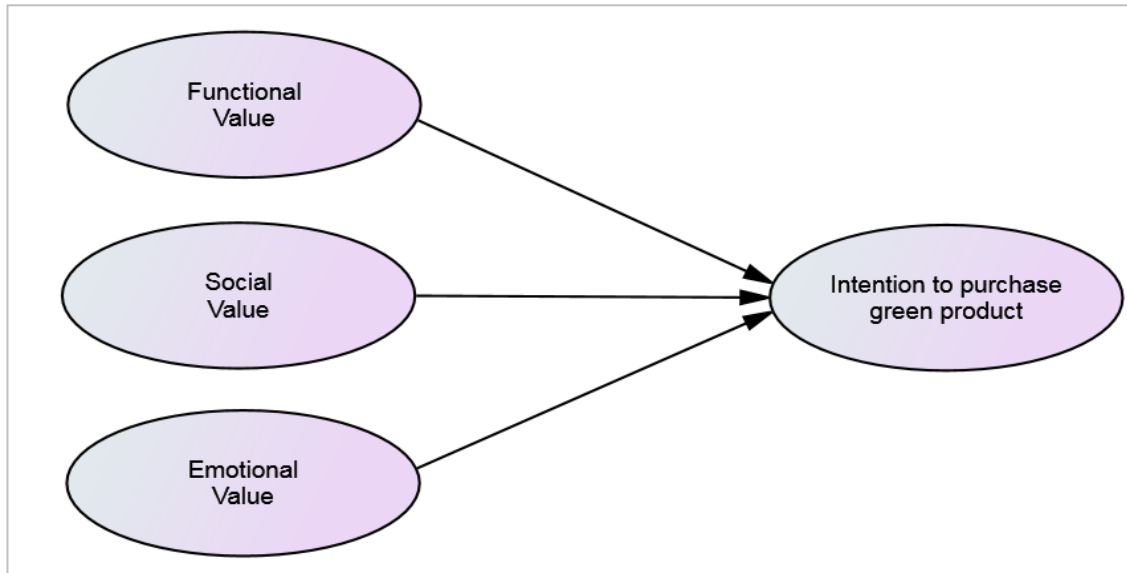
2. Objectives of the study
- To study the awareness level of the green products.
- To explore the significance of the green products.

3. Literature review

The underlying assumption of consumption values theory is to consider the consumer purchase decision as an integrated function of diversified consumption values.Past studies explain that that academician and authors applied theory of consumption values to products and brand decision choices, customer purchasing choices, thus numerous regions to survey buyer getting, conduct and inspiration (Sheth et al., 1991). To assess customers' perceived value towards green products, Amin and Tarun (2020) adopted only functional, emotional and social value among all the five consumption values. Moreover, previous study provided that epistemic values and conditional values are documented less important in regard of goods purchase intention and behavior **(Amin and Tarun, 2020; Sweeney and Soutar, 2001).**

In context of green products consumption, Lin **and Huang (2012) and Biswas and Roy (2015)** investigated the connection between consumption values and purchase intention towards green products.

Most recent, **Zaidi et al. (2019)** examined the effect of consumption values on green purchase intention via moderated mediation of greenwash perceptions and green trust.

In addition, **Gugkang et al. (2014**) applied consumption theory to examine the effect on purchase intention towards sustainable products.The authors documented that"functional value""price", "epistemic", "conditional" and "emotional value"singnificantly influence the intention to purchase green products. In context of China, **Awuni and Du (2016)** examinedimpact of consumption values on green purchase intention of young adults and documented that"social" and "emotional values" significantly green purchase intention. Therefore, our study examines the influence of functional, social, and emotional values on intention to purchase green products.

Tanushree,(2010), The author state that the organic food is one of emerging green product. Organic product are easy to use and less harmful for the consumer and organic food include high level of nutrients.

Roy and Dhumal, (2011), stated that the essentialness of the green product and how it is so important for the upcoming generation. The author also explain the participation of Indian government in organic food and green products.

3. Characteristic of Green products.
➢ Green products grown in very hygienic conditions and without usage of any harmful or toxic chemicals.

➢ As we know the green products are biodegradable in nature and we can easily reuse the green products.

➢ One of vital characteristic of green product is that the green product is comes with eco-friendly packing.

4. Significance of green products and Innovations.
➢ Green product designed for sustainable development and green products also helpful for minimize the environmental issues.

➢ Green products is considered more durable products , they consume less energy and helpful for reducing the unnecessary bills.

➢ Green product has low maintenance cost and easy to use.

➢ One of the essential point is that the green products are biodegradable and these products are help for reducing the wastage.

➢ Green product are play a vital role for reducing the usage of plastics based products.

4. Methodology

3.1 Sample

We collected the required data from the students of state and private universities in boundary of state of Haryana using purposive sampling technique. Initially, we distributed 400 questionnaire among university' students using an offline mode. Of the 400 questionnaire, 260 questionnaires were returned by survey respondents. Further, 10 of the 250 questionnaires were discarded due to poor incomplete responses. Therefore, data from 250 students were further analyzed using the IBM SPSS V.24.

3.2 Measurement

We used a pre-tested questionnaire to collect the required data. The function value, social value, emotional value and intention to purchase green products were measured using the scale proposed by Amin and Tarun (2020). The scale included 3 items, 5 items, 5 items, and 3 items for emotional value, functional value, social value, and intention to purchase green products, respectively. Further, the realibility of scales were measured using the Cronbach's alpha.

3.3 Participants' profile

A total of 250 valid responses were returned by respondents with a response rate of 62.50%. **Table 1** shows the demographic characteristics of surveyed respondents. We found that 54% (n=135) of survey respondents were males followed by 46% females (n=115). In regards to academic phase, 42.40% of respondents were studying in final of their course followed by 57.60% in final year. Further, we found that 71.20% of respondents were belong to nuclear family, whereas, 28.80% respondents belong to joint family. In context to university ownership, we found that 76% (n=190) respondents were studying in state funding universities followed by 24% (n=60) respondents from private university.

4. Results and discussion

4.1 Factor analysis
First, we examine the internal consistency and composition of latent variables. We deployed exploratory factor analysis using principle component analysis (PCA) with

varimaxrotation with Kaiser Normalization to extract the variables. **Table 2** presents the results of factor analysis. We found that three factors were merged corresponding to functional value, social value, and emotional value as suggested by Amin and Tarun(2020). Further, one factor emerged corresponding to intention to purchase green products. In addition, the factor loading ranged from 0.774 to 0.889 which validate the internal validity of items and greater the threshold 0.50 (Fornell and Larcker, 1981). We also checked reliability of latent variables using Cronbach's alpha against the threshold suggested by (Fornell and Larcker, 1981). We found value of Cronbach's alpha 0.890, 0.912, 0.883, and 0.780, respectively, for latent variables i.e. functional value, social value, emotional value, and intention to purchase green product.

Table 1: Demographics of respondents

Variable	Category	Frequency	Percentage
Gender	Male	135	54.00
	Female	115	46.00
Academic phase	Previous year	106	42.40
	Final year	144	57.60
Family type	Nuclear	178	71.20
	Joint	72	28.80
University ownership	Private university	190	76.00
	State University	60	24.00

Notes: N=250
Source: The authors.

4.2 Correlation between latent variables

Table 2 shows the correlation between measured variables to further analyze. We found significant correlation between variables at different level of significance. The assumption of multi-variation analysis achieved by examined the correlation between variables. The results of correlation matrix allow us to further analyze the data.

Table 2: Internal consistency of latent variables

Variables	Code	FunVal	SocVal	EmoVal	ITPGP	Cronbach's α
Functional value (FunVal)	FunVal1	0.885				0.890
	FunVal2	0.776				
	FunVal3	0.774				
	FunVal4	0.886				
	FunVal5	0.811				
Social value (SocVal)	SocVal1		0.786			0.912
	SocVal2		0.865			
	SocVal3		0.776			
	SocVal4		0.886			
	SocVal5		0.787			
Emotional value (EmoVal)	EmoVal1			0.776		0.883
	EmoVal2			0.899		
	EmoVal3			0.887		
Total explained variance = 67.11%; KMO measure = 0.811; Bartlett's Test of Sphericity (p<0.000).						

Intention to purchase	ITPGP1		0.887	0.780
green product (ITPGP)	ITPGP2		0.899	
	ITPGP3		0.774	

Total explained variance = 45.22%; KMO measure = 0.891; Bartlett's Test of Sphericity (p<0.000).

Notes: Factor loadings are shown in italic. N=250.
Source: The authors.

Table 3: Correlations matrix

Variables	FunVal	SocVal	EmoVal	ITPGP
FunVal	1			
SocVal	0.210**	1		
EmoVal	0.332**	0.101*	1	
ITPGP	0.511***	0.491***	0.523***	1

Notes: N=420. *, **, *** correlation is significant at 0.05, 0.01. and 0.001, respectively. FunVal=functional value; SocVal=social value; EmoVal=emotional value; ITPGP=intention to purchase green product.
Source: The authors.

4.3 Consumption values and intention to purchase green products

To investigate the influence of consumption values on intention to purchase green products, we deployed multiple regression technique using the IBM SPSS V.24. The coefficient of constant was found significant and positive (β=0.701, p<0.05), implied that value dependent will be positive in absence of predictors of dependent variables. Further, the coefficients of functional value (β=0.342, p<0.001) and social value (β=0.311, p<0.01) were found significant and positive, implied that functional value and social value derived from green products significant influence the intention to purchase green products. In addition, we found that emotional value does not significantly influence the purchase intention(β=0.021, p>0.05). Therefore, our results reveal that functional value and social value are significant predictors of intention to purchase green products.

Table 4: Results of regression model

Variable	Unstandardized coefficients	Standard error	t-value	Standardized coefficients
Constant	0.701	0.222	3.158*	-
FunVal	0.481	0.051	9.431***	0.342
SocVal	0.430	0.061	7.049**	0.311
EmoVal	0.088	0.083	1.060	0.021

Notes: Dependent variable = intention to purchase green product (ITPGP). FunVal=functional value; SocVal=social value; EmoVal=emotional value. R^2=41.113. *, **, *** coefficient is significant at 0.05, 0.01 and 0.001, respectively.
Source: The authors.

5. Conclusion and implications

Our study applied theory of consumption values and examined the consumption values on intention to purchase green products. Using the sample of 250 respondents, our findings documented that functional value and social value have significant and positive, implied that functional value and social value derived from green products significant influence the intention to purchase green products. In addition, we found that emotional value does not significantly influence the purchase intention. Therefore, our results reveal that

functional value and social value are significant predictors of intention to purchase green products. Therefore, our findings provide significant practical implications for consumers, producers and marketers of green products, and government authorities. Using the findings of our study, marketers and producers could design new strategies for green marketing practices across the world. Further, the results of our study may also assist the firms to design and encourage the consumption values of the sustainable products thereby attractiveindividuals to purchase green products as a part of their green way of life.

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Annexure A: Questionnaire

Section A

Demographic Profile of Student (tick)

1. Gender:
        Male
        Female

2. Academic phase:
        Previous Year
        Final Year

3. Family type:
        Nuclear
        Joint

4. Select your university:

        Private University
        State University

Section B

This section of questionnaire has been developed to assess Consumption values towards green products; please specify (√) your opinion on each of them:

Strongly disagree (SD) = 1; Disagree (D) = 2; Neutral (N) = 3; Agree (A) = 4; Strongly Agree (SA) = 5

Code	Functional value	SD	D	N	A	SA
FunVal1	The green product has consistent quality					
FunVal2	The green product is designed well					
FunVal3	The green product has acceptable standard of quality					
FunVal4	Price of the green product is reasonable					
FunVal5	The green product is a good product for the price					
Social Value						
SocVal1	Buying the green product would help me to feel acceptable					
SocVal2	Purchase of green product may improve the way that I am perceived					
SocVal3	Purchasing the green products will be perceived as a contribution to the society					
SocVal4	Consumption of green products will improve the social status					
SocVal5	Purchase of green products will help me to be environmentally concerned					

	Emotional value					
EmoVal1	Buying the green product instead of conventional products would feel like making a good personal contribution to something better					
EmoVal2	Buying the green product instead of conventional products would feel like the morally right thing					
EmoVal3	Buying the green product instead of conventional products would make me feel like a better human being					

Section C

This section of questionnaire has been developed to measure intention to purchase green product; please specify (√) your opinion on each of them:

Strongly disagree (SD) = 1; Disagree (D) = 2; Neutral (N) = 3; Agree (A) = 4; Strongly Agree (SA) = 5

Code	Items	SD	D	N	A	SA
ITPGP1	I intend to purchase green product because of its environmental concern					
ITPGP2	I expect to purchase this product in the future because of its environmental performance					
ITPGP3	Overall, I am glad to purchase this product because it is environmental friendly nature					