MILLENNIAL PERCEPTION TOWARDS THE PURCHASE DECISIONS OF GREEN PRODUCTS –A DESCRIPTIVE STUDY

Dr. K. Vasuki[1] ✉ iD, Dr. K. Shoba[2] ✉ iD and Dr. V. Balaji[3] ✉ iD

[1] Associate Professor & Head, Department of Commerce, Sir Theagaraya College, Chennai, 600 021, India
[2] Assistant Professor of Commerce, Sir Theagaraya College, Chennai, 600 021, India
[3] Assistant Professor, Department of Commerce, Sir Theagaraya College, Chennai, 600 021, India

ABSTRACT

The study is executed to assess the millennial perception towards the purchase decisions of green products in Chennai city. The study used both primary and secondary data. The secondary data obtained through research articles, magazines, and daily newspapers. The primary data was gathered from the millennial that are purchasing the green products in Chennai city. The sample size of the study is 591. A simple convenience sampling method was used. The study found that the factors i.e., Environmentally Friendly, Environmental Responsibility, Healthy, Natural products, and environmentally protection, and Social Appeal significantly influenced green products' purchase decisions among the millennial in the study region. The study also originates that there is significant difference among the age group of millennials concerning the purchase decisions of green products certain aspects like Environmentally friendly, and Healthy. The study results also exhibited that the male and female millennial have similar perception on purchase of green products in the study region.

Keywords: Green Products, Millennial, Purchase Decisions

1. INTRODUCTION

Humans have a natural sense of attachment to wild things Babu et al. (2021). People groups are centered on shoppers the all through the latest decade, client use of work and items has extended hugely across the world. It leads fatigue of natural resources and ruthless environmental damage Joshi and Rahman (2015). The solemn repercussion of ecological harm is worldwide warming, increased environmental pollution, and refuse in plants and fauna Chen and Chai (2010). Many nations universal beginning to appreciate this risk and have initiated working on decrease the dangerous impact on trade activities on the surroundings. This comprehension and apprehension on the environment and civilization have led to appearance of 'sus-

tainable development, it highlights the need to encourage sustainability the structure of development that diminishes the unenthusiastic impact on surroundings and civilization. Sustainable growth additional supports eco-modernism and green consumption. Eco modernism focuses on include ecological sustainability practices at any phase of creating services Veleva and Ellenbecker (2001). 'Green consumption' is generally transmitted to environmentally responsible consumption. The consumers consider the environmental influence of purchase, using, and disposing of assorted products or using different green services Moisander (2007). Due to enhancing the awareness level of global warming, consumers preferred to consume green products. In the course of recent many years, the current circumstance firmly proves that the Environmental issues are expanded because of a worldwide temperature alteration, environmental change, loss of biodiversity, contamination, and consumption of normal assets. Individuals additionally transform into more cognizant about natural issues and changing their conduct for safe environmental factors. Indian buyers in various class items and administrations from naturally generous associations and is getting hard to please in their conduct of procurement in articulations of preference for results of green, nature of item, their vivacious qualities, and their duty in the stores of the item Singh (2013). Green products defined the products manufactured with utilization of toxic mechanism and environmentally cordial process; it specialized the distinguished organization Kumar et al. (2020). The consumers felt that the green products satisfy needs lacking damaging the surroundings and contribute more sustainable globe. The green products are environmentally better-quality and have a low environmental impact. Therefore, the present research focused on assessing the millennial perception on purchase of green products.

2. MILLENNIAL PREFERENCES FOR PURCHASE OF GREEN PRODUCTS

The millennial of green products is portrayed the ecological significances of consumption models and suggest to modify their purchase intentions and behavior of utilization for declining the environmental characteristic. The millennial purchase decision originates from being the core subject in the existing study on the behavior of millennial related to green products. The choice to buy supports the green organizations', eating green commodities, and possible to use additional for green products. Mainly two imperative factors are anxiety the purchase decision of green products.

2.1 ENVIRONMENTAL PROTECTION

The shoppers willing to purchase eco-accommodating products are likewise able to pay more for such merchandise than basic products. Along these lines, it tends to be inferred that clients' premium to think about eco-accommodating merchandise and their eagerness to suggest others demonstrate an uplifting perspective, though their reluctance to purchase eco-accommodating products whenever estimated higher

calls for consideration and ought to be centered around the social advertising efforts pointed toward changing their conduct for eco-accommodating merchandise Ram et al. (2021). Shore up natural stronghold is central reasons for clients to perform earth benevolent in purchasing choices. The clients recognize the obligation of stocks of green in expanding the greatness level of the air, and shopper's exhibit environmental wellbeing by purchasing and claiming results of green. The customers can communicate the accuracy of prevalent level costs of items classification of green advantages recommended by them and develop a positive impression of purchasers' pieces of knowledge.

2.2 RESPONSIBILITY OF ENVIRONMENT

The environmental responsibility constrain is related to buyer's commitment level on the safety challenges and personage focuses on attractive the excellence of the impression. Realizing the uncooperative impact of ambiance on consumers know errands for ecological protection. The client motivated by environment believes about the fineness of globe and inhabitants make to be over all connected in environmental fortification. The consumer's environmental uneasiness is sympathy and confidence in the survival of environmental quandary at the character level to perform environmentally congenial.

2.3 PERSONAL EXPERIENCE OF USAGE OF GREEN PRODUCTS

The marketers contemplate on attitudinal issues, they desire to deal organically created food products to developed civilization Boobalan et al. (2021). The Consumers understand green products as a further influential changeable to influence green product business decisions. The clients struggle to study green effects on individuals and improve comprehension related to ingredients of green products Laroche et al. (2001). Moreover, the users share the in turn and familiarity of green products with companions Anand (2011). The product measurement facilitates them to identify the environmental improvements of green items and outcomes productively increasing a disposition towards green items Babu et al. (2021) .

2.4 SOCIAL APPEAL

Consumers boost and comprehend the connotation of products; the users interrelate with others and gather related sequences Nath et al. (2012). Consumer's portion of a civilization or social group, gain and give to the details, and recognize others consider for scrupulous items Seenivasan et al. (2018) and evaluate the products plinth on the examinations and judgment of others Manaktola and Jauhari (2007) . Besides, the buyers are frequently magnetized to the product that improves self-intelligence, and the loom wants to be differentiated by others. Thus, the extensive relevance creates influence in mounting the favorite of products. Nevertheless, users are set to purchase products that go after the perceptions of civilization and construct their

social identities Gurău and Ranchhod (2005). In the society environmental affable, users lengthily distinguish the reputational and fashionable lifestyle method to execute environmentally-friendly Laroche et al. (2001). It has the symbolic connotation of principles, thoughts, and eco-objectives. It shows to important practical conclusions for buyers, i.e., pro-social of reliable, exclusive companion, and position.

3. METHODOLOGY

The study executed to assess the millennial perception towards the purchase decisions of green products in Chennai city. The study used both primary and secondary data. The secondary data obtained through research articles, magazines, and daily newspapers. The primary data was gathered from the millennial that are purchasing the green products in Chennai city. Overall, 600 questionnaires distributed across the Chennai city. Out of 600 responses, nine responses rejected due to inadequate information provided by the respondents. Therefore, 591 samples used for the final study. The study used a convenience sampling method. The responses are collected from the millennial through structured questionnaires. The study used simple frequency distribution, one-sample t-test, and independent t-test, and Analysis of variance (ANOVA).

4. ANALYSIS AND DISCUSSION

Table 1 **MillennialDemographic Profile**   n=591

	Frequency	%
Gender		
Male	315	53.3
Female	276	46.7
Age (Years)		
22-26	171	28.9
27-29	163	27.6
30-34	149	25.2
35-38	108	18.3
Marital Status		
Married	380	64.3
Single	211	35.7
Educational qualification		
Up to HSC	70	11.8
UG	212	35.9
PG	172	29.1
Professional	137	23.2
Monthly Income (Family)		
< Rs.40,000	156	26.4
Rs.40,001 - Rs.80,000	227	38.4
Above Rs.80,000	208	35.2

Continued on next page

Table 1 continued

Occupational Status		
Salaried	234	39.6
Business	140	23.7
Professional	126	21.3
Home maker	91	15.4

Table 1 reveals outcome personal profile of millennial. Out of 591 millennial, majority 315(53.3%)of the millennial are male category, and 276(46.7%) of the millennial are female category. Regarding the age group of millennials, majority 28.9% of the millennial in the age group between 22-26 years. It followed by 27.6% of the millennial between 27-29 years, 25.2% of the millennial 30-34 years, and 18.3% were35-38 years. Marital status concern, 64.3% of the millennial are married, and 35.7% are unmarried. Regarding millennial educational qualification concern, the majority, 35.9% of the millennial educational background, is under-graduates. It is followed by 29.1% of the millennial is post-graduation, 23.2% of the millennial educational background is professional, and 11.8% of the millennial educational background is up to HSC. Regarding the family monthly income, majority 38.4% of the millennial monthly income between Rs.40, 001 - Rs.80, 000, followed by 35.2% of the millennial are above Rs.80, 000, and 26.4% of the millennial educational background is up to Rs.40, 000. Regarding the occupation of millennial, the majority of the millennial are salaried (39.6%), followed by business (23.7%), professional (21.3%), and Homemaker (15.4%).

Hypothesis 1

The Millennial do not have the positive perception on purchase decisions of green products in the study region

Table 2 One-sample t-test Results for factors influencing toward the Purchase of decisions of Green Products (n=591)				
Factors	**Mean**	**SD**	**t**	**p**
Environmentally Friendly	3.35	1.332	15.492	<0.001**
Healthy	3.31	1.380	14.204	<0.001**
Natural products	3.39	1.281	16.902	<0.001**
Environment Protection	3.40	1.272	17.117	<0.001**
Product Recycling	3.29	1.331	14.359	<0.001**
Social Appeal	3.36	1.273	16.404	<0.001**

Table 2 exhibits the results of One-sample t-testresults for factors influencing toward the Purchase of decisions of Green Products. The study results reveals that the t & p-value for predominant factors i.e., Environmentally Friendly (t=15.492 & p=<0.001), Healthy (t=14.204 & p=<0.001), Natural products (16.902 & p=<0.001), environmentally protection (t=14.117 & p=<0.001), Product Recycling (t=14.359 & p=<0.004) and Social Appeal (t=16.404 & p=<0.004). The p-value of entire factor

is <0.01. Therefore, the framed $H_{0=1}$ rejected and concluded that factors i.e., Environmentally Friendly, Environmental Responsibility, Healthy, Natural products, and environmentally protection, and Social Appeal significantly influenced green products' purchase decisions among the millennial in the study region.

Hypothesis-2

The Male and Female Millennial have the similar Perception on Purchase Decision of Green Products in the study area

Table 3 Independent t-test Results of Male and Female Millennial have the similar Perception on Purchase Decision of Green Products

	Gender	N	Mean	SD	t	p
Environmentally Friendly	Male	315	3.43	1.258	1.625	.105
	Female	276	3.25	1.407		
Healthy	Male	315	3.31	1.381	.032	.975
	Female	276	3.30	1.381		
Natural products	Male	315	3.34	1.281	-.973	.331
	Female	276	3.45	1.282		
Environment Protection	Male	315	3.48	1.209	1.705	.089
	Female	276	3.30	1.338		
Product Recycling	Male	315	3.25	1.313	-.686	.493
	Female	276	3.33	1.352		
Social Appeal	Male	315	3.42	1.224	1.323	.186
	Female	276	3.28	1.325		
Overall score	Male	315	3.3727	.79501	.780	.436
	Female	276	3.3192	.87289		

Table 3 highlights theindependent t-test Results of Male and Female Millennial have the similar Perception on Purchase Decision of Green Products. The study inferred that the p-value of whole factors are >0.05, therefore the null hypothesis accepted at 5% level and concluded that the male and female millennial have the similar perception on purchase decisions of green products. The study also found that the male millennial (3.3727) is significantly satisfied with the purchase decisions of green products than the female millennial (3.3192)

Hypothesis-3

The different Age group of Millennial has similar Perception of Purchase Decision of Green Products in the study region

Table 4 ANOVA test for Perception of Purchase Decision of Green Products among the different Age group of Millennial

Factors		Sum of Squares	df	Mean Square	F	Sig.
Environmentally Friendly	Between Groups	22.091	3	7.364	4.221	0.006**

Continued on next page

Table 4 continued

	Within Groups	1024.106	587	1.745		
	Total	1046.196	590			
Healthy	Between Groups	37.590	3	12.530	6.773	<0.001**
	Within Groups	1085.977	587	1.850		
	Total	1123.567	590			
Natural products	Between Groups	5.387	3	1.796	1.094	0.351
	Within Groups	963.324	587	1.641		
	Total	968.711	590			
Environment Protection	Between Groups	3.505	3	1.168	.720	0.540
	Within Groups	951.845	587	1.622		
	Total	955.350	590			
Product Recycling	Between Groups	10.201	3	3.400	1.929	0.124
	Within Groups	1034.472	587	1.762		
	Total	1044.673	590			
Social Appeal	Between Groups	5.060	3	1.687	1.042	0.374
	Within Groups	950.493	587	1.619		
	Total	955.553	590			
Overall Score of factors	Between Groups	1.011	3	.337	.486	0.692
	Within Groups	407.406	587	.694		
	Total	408.417	590			

Table 4 describes the exhibits the results ofANOVA test for Perception of Purchase Decision of Green Products among the different Age group of Millennial in the study region. The p-value of 'Environmentally Friendly, and Healthy factors are <0.01. The hypothesis supported and concluded that there is significant difference among the age group of millennials concerning the purchase decisions of green products certain aspects like Environmentally friendly, and Healthy. The rest of the factors namely Natural products, Environment Protection, Product Recycling, and Social Appeal p-values are >0.05. Based on the p-values the hypothesis not supported and concluded that there is no significant difference among the different age group of millennials in the study area.

5. CONCLUSION

The study proposed to assess the millennial perception towards the purchase decisions of green products. It is scrutinized from the existing study; the green marketing is instrument for defensive the environment for future. It will appear with severe change in the world wide. It makes stringent roles since green marketing is indispensable to save world from the contamination. The study also exhibits that the enhancing environmental mindfulness of millennial motivated the buying decisions of green products. The continuous improvement in green category study, present research has contemplated on eating patterns. The study found that the factors i.e., Environmentally Friendly, Environmental Responsibility, Healthy, Natural products, and environmentally protection, and Social Appeal significantly influenced green products' purchase decisions among the millennial in the study region. The study also originates that there is is significant difference among the age group of millennials concerning the purchase decisions of green products certain aspects like Environmentally friendly, and Healthy. Furthermore, the study described that the that there is no significant difference among the different age group of millennials concerning the Natural products, Environment Protection, Product Recycling, and Social Appeal. The study results also exhibited that the male and female millennial have similar perception on purchase of green products in the study region.

REFERENCES

Anand. (2011). A Study Of Determinants Impacting Consumers Food Choice With Reference To The Fast Food Consumption In India. *Society And Business Review*, *6*(2), 176–187.

Babu, R. S., Balaji, V., & Gajenderan, V. (2021). FACTORS INFLUENCING TOWARDS THE PRUCHASE INTENTIONS OF READY-TO-EAT FOOD PRODUCTS AMONG THE CONSUMERS IN CHENNAI CITY. *International Journal of Research -GRANTHAALAYAH*, *8*(12), 172–181. Retrieved from https://dx.doi.org/10.29121/granthaalayah.v8.i12.2020.2702 10.29121/granthaalayah.v8.i12.2020.2702

Boobalan, K., Nawaz, N., M., H. R., & Gajenderan, V. (2021). Influence of Altruistic Motives on Organic Food Purchase: Theory of Planned Behavior. *Sustainability*, *13*(11), 6023–6023. Retrieved from https://dx.doi.org/10.3390/su13116023 10.3390/su13116023

Chen, T., & Chai, L. (2010). Attitude Towards The Environment And Green Products: Consumers' Perspective. *Management Science And Engineering*, *4*(2), 27–39. Retrieved from Http://50.22.92.12/Index.Php/Mse/Article/View/1324

Gurău, C., & Ranchhod, A. (2005). International Green Marketing: A Comparative Study Of British And Romanian Firms. *International Marketing Review*, *22*(5), 547–561. Retrieved from //Doi.Org/10.1108/02651330510624381

Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour And Future Research Directions. International Strategic Management Review. Retrieved from Https://Doi.Org/10.1016/J.Ism.2015.04.001

Kumar, V., Shanthini, A., & Nawaz, N. (2020). Determinants Influencing Towards the Consumption of Green Products among the Consumers: A Structural Equation Approach. *Indian Journal of Public Health Research & Development*, *11*(2), 680–680. Retrieved

from https://dx.doi.org/10.37506/v11/i2/2020/ijphrd/194887 10.37506/v11/i2/2020/ijphrd/194887

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, *18*(6), 503–520. Retrieved from https://dx.doi.org/10.1108/eum0000000006155 10.1108/eum0000000006155

Manaktola, K., & Jauhari, V. (2007). Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. *International Journal of Contemporary Hospitality Management*, *19*(5), 364–377. Retrieved from https://dx.doi.org/10.1108/09596110710757534 10.1108/09596110710757534

Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, *31*(4), 404–409. Retrieved from https://dx.doi.org/10.1111/j.1470-6431.2007.00586.x 10.1111/j.1470-6431.2007.00586.x

Nath, V., Kumar, R., Agrawal, R., & Gautam, A. (2012). Green Behaviors Of Indian Consumers Performance Management View Project Building Disaster Resilience Through Corporate Social Responsibility View Project GREEN BEHAVIORS OF INDIAN CONSUMERS. *International Journal Of Research In Management*, *2*(11). Retrieved from //Doi.Org/10.13140/RG.2.1.4805.4006

Ram, V., Thumiki, R., Nawaz, N., Gajenderan, V., & Balaji, V. (2021). Evaluating Customers ' And Retailers ' Eco - Behaviour For Identifying Focus Areas In Social Marketing Campaigns. *Academy Of Strategic Management Journa*, *20*(1), 1–13.

Seenivasan, N., , & and, S. S. (2018). Effect of humic acid on Helicotylenchus multicinctus (Cobb, 1893) Golden, 1956 infesting banana (Musa spp.). *Fruits*, *73*, 22–30. Retrieved from https://dx.doi.org/10.17660/th2018/73.1.3 10.17660/th2018/73.1.3

Singh, G. (2013). Green: The New Colour Of Marketing In India. *ASCI Journal Of Management*, *42*(2), 52–72.

Veleva, V., & Ellenbecker, M. (2001). Indicators Of Sustainable Production: Framework And Methodology. *In Journal Of Cleaner Production*, *9*, 10–15. Retrieved from //Doi.Org/10.1016/S0959-6526(01)00010-5