



Consumer Purchase Intention towards Eco-Friendly Green Products - Conceptual Frame Work.

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ABSTRACT:

The healthcare industry also needs eco-friendly and sustainable products because people are now aware of how harmful pollution can be to our health. So, companies have made new products that are good for us and the planet. These products can be medical tools, cleaning supplies, things we use for personal care, and packaging. They are made from materials that are safe and can be reused or break down on their own. This means there is less waste and it helps us and the planet. Using these products can help patients get better, reduce waste, and stop climate change. It is important for the healthcare industry to keep using these products to keep everyone healthy and protect the environment.

KEYWORDS: Eco-friendly green products, health care, consumer, awareness , environmental

INTRODUCTION:

In recent years, the demand for eco-friendly and sustainable products has increased significantly, and the healthcare industry is no exception. With growing awareness about the detrimental effects of environmental degradation on human health, there has been a concerted effort to develop and implement eco-friendly green products in healthcare. These products are designed to promote health and well-being while minimizing their impact on the environment. From medical equipment to cleaning agents and packaging materials, there is a wide range of eco-friendly green products available in healthcare. By adopting these products, healthcare providers can reduce waste generation, promote sustainability, and create a healthier environment for their patients and staff. In this article, we will delve deeper into the benefits and importance of eco-friendly green products in healthcare and explore how they can help promote sustainability while enhancing patient care.

CONCEPT OF ECO -FRIENDLY GREEN PRODUCT:

DEFINITION:

“Eco-friendly green products in healthcare refer to products that are designed to promote health and well-being while minimizing their environmental impact. These products are made from renewable and biodegradable materials and are free of harmful chemicals and toxins, making them safer for patients and healthcare workers. They encompass a wide range of products, including medical equipment, cleaning agents, personal care items, and packaging materials. The use of eco-friendly green products in healthcare helps to reduce waste generation, promote sustainability, and create a healthier environment for patients and staff”.

REVIEW OF LITERATURE:

Peter Ansu-Mensah (2021), the study looked at how aware university students were of green products and whether it influenced their intention to buy them. It also looked at how factors like price, availability, value, and quality impacted their decision.

They surveyed 478 students and found that quality had the biggest positive impact on their intention to buy green products, while availability had the least impact. The study suggests that price, value, and quality have a greater influence on students' decision to buy green products than availability. The study also discusses its implications and potential for further research.

Ali Tezer, H Onur Bodur (2019), This study looks at how using environmentally-friendly products affects people's enjoyment of the things they use them with, even if they didn't intentionally choose to use or buy the green product. For example, if someone uses headphones made from recycled materials, the study looks at how that affects their enjoyment of listening to music. The study did five experiments in real-life situations where people used green or conventional products. They found that using a green product actually makes people enjoy the thing they're using it with more, compared to using a conventional product.

WiwikHandayani , Rendra Abdi Prayogo (2017), This study looks at how people feel about buying environmentally-friendly products, and how that affects whether they actually buy them or not. When people are deciding whether to buy green products, they think about the good and bad things about them. The problem is that some people don't understand why it's important to buy green products. The study thinks that people's feelings about green products will affect whether they buy them or not. They used a method called Partial Least Squares (PLS) to test this idea. The study found that people who feel good about green products are more likely to buy them. So, companies should tell people about the good things about green products, to help them understand why they're important. This might help people feel better about buying them. They call this the "greenconsumptioneffect". People feel like society values them more when they use green products, which makes them feel good and enjoy the experience more. This effect is even stronger for people who feel like society doesn't value them much. However, the effect disappears if the green product has a low environmental impact. The study suggests that companies should promote green products that make people enjoy the experience more. This could be especially helpful for service providers who want to improve their customers' experience.

Shamsi, M. S.* and Siddiqui, Z. S. (2017), The environment is being harmed by the increasing production and consumption of goods due to growing markets and consumer volumes. This issue is being recognized by governments, producers, and consumers. Industries are developing products that are environmentally friendly and cause less harm, such as products that can be recycled and are healthy to dispose of, known as green products. The government and non-governmental organizations are promoting the manufacturing, marketing, and consumption of such products.

This study aims to understand how consumers behave towards green products and their purchase intentions. The study investigates the relationship between green product usage, purchase intention, and demographic variables like age, gender, income, and education. The researchers collected primary data using structured questionnaires and analyzed it using descriptive statistics and Pearson's chi-square test for independence. The study found that environmental sustainability and personal consciousness of consumers are motivating factors for green product usage, while unavailability, unawareness, and installation/usage cost are demotivating factors. Consumers intend to purchase green products regardless of their demographics. However, the only demographic variable that has a relationship with green product usage is educational qualification.

D A W Sintowoko and S Hidayat (2017), This study reviewed literature on eco-friendly product design to develop a comprehensive table of empirical studies and identify the variables, including design product, concept, and results. From the 23 previous studies, it was found that pro-environmental design concepts were used in various fields, such as education, health, and engineering. The study discussed the findings and contributions of previous research, identified gaps in the literature, and suggested potential topics for future eco- friendly product design research. The study aimed to encourage the implementation of eco- friendly concepts and practical values through the identified variables.

Mokha Anupreet Kaur (2017), Green marketing involves the promotion of products and services that are perceived to be environmentally safe. This form of marketing differs from traditional marketing because it focuses on promoting environmentally-friendly products, and is also referred to as ecological or environmental marketing. As it gains momentum worldwide, green marketing plays a vital role in raising consumer awareness about eco-friendly products and their impact on the environment, thereby influencing their purchasing decisions.

Jacob Cherian & Jolly Jacob (2012), People are becoming more aware of environmental issues, which are changing how they live. Many are trying to live a greener lifestyle to reduce their impact on the environment. This change is still developing and not yet widespread. Companies have noticed this change and are trying to take advantage of the green market industry to gain an advantage in the competitive market.

OBJECTIVES OF STUDY:

1. To study the consumer purchase intention towards eco-friendly green products at Trichy
2. To study on consumer attitude towards eco-friendly green products at Trichy
3. To know the consumer attitude towards health consciousness at Trichy
4. To study the consumer attitude towards environment consciousness and appearance consciousness at Trichy

SCOPE OF STUDY:

This study would help the consumers purchase intention towards eco-friendly green products and helping the environment towards the environment consciousness, health consciousness and appearance consciousness.

This study would helpful for identifying the present situation of environment linking it with future.

RESEARCH METHODOLOGY:

Research methodology is a systematic approach used to address research problems. This chapter describes the different approaches that have been applied to gather required information in order to perform successful research study. The present study is descriptive in nature. The study indent to improve the level of understanding eco-friendly green products and purchase indent of the customer and also examine consumer awareness about the environment. A research design depends on the purpose and nature of the research problem.

Descriptive study:

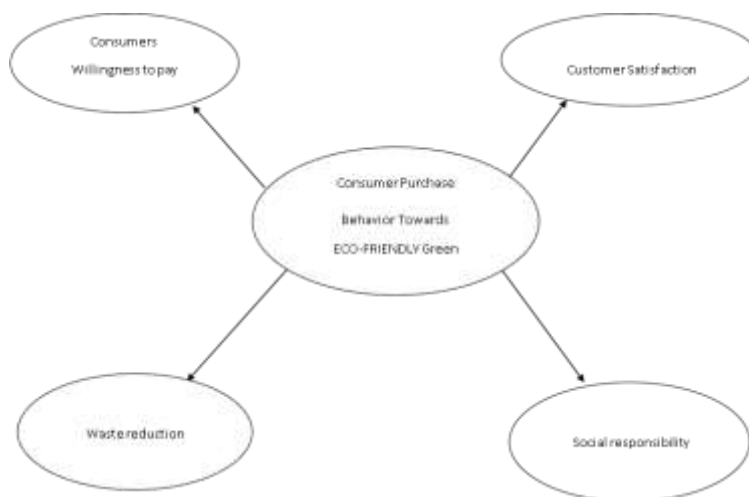
The descriptive analysis is used for this research design. Descriptive research design is used to detect the awareness and purchase behavior towards the eco-friendly green products and to analyze their factor influencing the consumer buying behavior. The descriptive study is one in which information is collected without changing environment i.e., nothing is manipulated.

Area of the study:

Tiruchirappalli, also known as Trichy is city is located in the Indian state of Tamil Nadu.

Methods of Data Collection:

The data were collected in the form of both primary and secondary sources.

CONCEPTUAL FRAMEWORK:**CONCLUSION:**

To summarize, the research shows that consumer interest in eco-friendly green products has increased due to growing environmental awareness. Product attributes, pricing, brand image, and attitudes towards the environment are key factors that influence consumer purchase intention, while demographic factors have a limited impact. This trend towards sustainable consumption is expected to continue, and businesses should adapt by developing eco-friendly green products that meet consumer needs and promote environmental sustainability.

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