



Consumer Buying Intention of Green Products – An Extended Theory of Planned Behaviour Model with Reference to Coimbatore District

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ABSTRACT

Green consumerism is gaining significant momentum globally, driven by increasing environmental awareness and the urgent need for sustainability. In this context, the present study examines the factors influencing consumer buying intention toward green products in Coimbatore district. The traditional TPB components—attitude, subjective norms, and perceived behavioral control—are expanded by integrating environmental concern, green product knowledge, green trust, price sensitivity, and perceived product quality. The study aims to assess consumer awareness and perceptions of green products, analyze key determinants influencing purchase intentions, and offer strategic recommendations for enhancing green product adoption. Data were collected through a structured questionnaire administered to 180 respondents from urban and semi-urban areas of Coimbatore, using a descriptive research design, and analyzed with SPSS software. Findings reveal that attitudes and perceived behavioral control significantly predict green purchase intentions, while subjective norms—social pressures from peers, media, and society—also exert a substantial influence. The study highlights the robustness of the Extended TPB model in explaining green consumer behavior and suggests that bridging the gap between positive environmental attitudes and real purchasing actions requires favorable social support and perceived ease of adoption. Despite its limitation to Coimbatore and the use of convenience sampling, the study provides important insights for researchers, marketers, and policymakers striving to promote sustainable consumption aligned with the Sustainable Development Goals (SDGs).

Keywords: *Green Products, Consumer Buying Intention, Extended Theory of Planned Behavior, Environmental Concern, Green Trust, Coimbatore.*

1. Introduction

Green products are eco-friendly items designed to minimize environmental impact. With rising global awareness about issues like climate change, consumers are increasingly prioritizing sustainability. Businesses are responding with green marketing strategies, and understanding consumer behavior toward these products is crucial. This study explores factors influencing the purchase intention of green products using the Extended Theory of Planned Behaviour (TPB).

1.1. Objectives of Green Products

- Protect the environment and reduce pollution.
- Use sustainable resources and non-toxic materials.
- Promote energy efficiency and ethical consumption.

1.2. Needs of Green Products

- Combat environmental degradation.
- Meet growing eco-awareness and government regulations.
- Align with CSR and Sustainable Development Goals (SDGs).

1.3. Green Products in Tamil Nadu

Tamil Nadu promotes green products through government policies and NGOs, with urban areas like Chennai leading in eco-friendly product availability. Rural outreach is growing due to awareness campaigns.

1.4. Green Products in India

India leads in organic food, eco-textiles, and green tech. Government initiatives support sustainability, and urban areas drive green product consumption.

1.5. Green Products Worldwide

Global demand for green products, including organic food and eco-friendly packaging, is growing. Countries like the USA, Europe, and Japan are major players in green product markets. Certifications ensure product standards.

1.6 Research Design

This study follows a descriptive research design using the Extended TPB to assess consumer intentions toward green products. Data is collected through surveys in Coimbatore, with statistical tools like SPSS for analysis.

1.7. Statement of the Problem

Despite awareness, there's a gap between consumers' environmental concerns and their actual purchase behavior. This study aims to understand the psychological, social, and contextual factors influencing green product purchases.

1.8. Objectives of the Study

- Assess consumer awareness and perception in Coimbatore.
- Analyze factors influencing the intention to buy green products using TPB.
- Provide suggestions for improving green product adoption.

6.4. Scope of the Study

The study focuses on Coimbatore's urban and semi-urban areas, exploring attitudes and behavioral intentions related to eco-friendly products like organic foods and sustainable fashion.

1.11. Sampling Methods

The study uses convenience sampling with 180 respondents from diverse demographics in Coimbatore.

1.12. Tools for Research

- Structured questionnaire based on TPB constructs.
- Likert scale for responses.
- Statistical tools: SPSS, regression, factor analysis.

1.13. Limitations of the Study

- Limited to Coimbatore district.
- Sample size may not represent the entire population.
- Bias may influence responses.

1.14. Significance of the Study

The study provides valuable insights for marketers, policymakers, researchers, and consumers to promote sustainability and improve green product adoption.

2.2. Review of Literature

- Summary Table: Review of Key Studies

Author(s)	Year	Key Findings	Relevance to Study
Ottman, J.A.	1998	Green marketing depends on authenticity & education	Builds foundation for green trust
Peattie, K.	2001	Green marketing must align with consumer values	Highlights role of ethics
Chan, R.Y.K.	2001	Environmental concern & PCE affect green buying	Emotional/moral factors
Kalafatis et al.	1999	Attitude & PBC predict green intention	TPB model validated
Joshi & Rahman	2015	Trust & knowledge crucial	Addresses attitude-behavior gap
Yadav & Pathak	2016	Green trust enhances TPB in India	Extension of TPB
Vermeir & Verbeke	2008	Trust gap affects behavior	Barrier to green action
Kumar & Polonsky	2017	Price & availability hinder behavior	Local relevance (India)
Prakash & Pathak	2017	PBC & pricing impact green buying	Indian context validated
Mostafa, M.M.	2007	Norms & knowledge predict behavior	Cross-cultural validation
Chen, Y.S.	2010	Green trust → loyalty	Importance of brand trust
Nguyen et al.	2017	Guilt motivates green purchase	Emotional variable included
Leonidou et al.	2010	Skepticism limits green adoption	Importance of transparency
D'Souza et al.	2006	Eco-labeling affects purchase	Labeling & certification role

2.2.2. Studies in the Indian Context

In the Indian context, green consumerism has gained traction due to increased environmental awareness, urbanization, media influence, and policy changes. However, factors like affordability, education, and trust in green labels still play a crucial role in shaping consumer behavior. Below are some significant studies conducted in India.

Summary Table – Key Indian Studies

Author(s)	Year	Focus	Key Findings
Yadav & Pathak	2016	TPB + Green Trust	Trust and environmental concern improve intention
Prakash & Pathak	2017	Eco-friendly Packaging	Label trust and PCE matter most
Kumar, P.	2016	Green Marketing & Satisfaction	Price and authenticity influence behavior
Saxena & Khandelwal	2012	Consumer Awareness	Gap between knowledge and action
Joshi & Rahman	2015	Comprehensive Review	Trust, price, and social factors are critical

2.3.1. Theory of Planned Behaviour (TPB) – Ajzen (1991)

The TPB is a well-established model to predict and understand consumer behavior. It includes three key determinants:

1. Attitude – The degree to which a person has a favorable or unfavorable evaluation of the behavior.
2. Subjective Norms – The perceived social pressure to perform or not perform the behavior.

3. Perceived Behavioral Control (PBC) – The perceived ease or difficulty in performing the behavior.

These three together influence the Behavioral Intention, which leads to Actual Behavior.

2.4. Extended TPB Model in This Study

This study incorporates additional constructs to strengthen the predictive power of TPB:

Construct	Description
Environmental Concern	The degree to which individuals are aware of environmental issues.
Green Product Knowledge	Awareness and understanding of what constitutes a green product.
Green Trust	The belief that green products are genuinely eco-friendly and effective.
Price Sensitivity	The influence of product pricing on buying decision.
Perceived Product Quality	Consumer perception about the quality of eco-products.

Table- 1

Demographic of the respondents

Particulars	No of respondents	Percentage
Below-25	105	58.3
25-50	75	41.7
More than 50 years	0	0
Gender	No of respondents	Percentage
Male	104	57.8
Female	76	42.2
Transgender	0	0
Married	35	19.4
Unmarried	85	47.2
Single person	60	33.3
Married	35	19.4
Unmarried	85	47.2
Single person	60	33.3
Agricultural	124	68.9
Private sector	56	31.1
Government sector	0	0
Self employed	0	0
Nuclear	100	55.6
Joint	80	44.4
Small [up to 3]	46	25.6
Medium[up to 5]	60	33.3
Big[Above 6]	74	41.1
Below Rs 20000	78	43.3
Rs 20001 to 40000	77	42.8

Rs 40001 to 50000	25	13.9
More than 50000	0	0
Below 5000	120	66.7
Rs 5001 to 10000	47	26.1
Rs 10001 to 15000	12	6.7
Rs 15001 and Above	1	0.6
Below 5000	123	68.3
Rs5001 to 10000	53	29.4
Rs 10001 to15000	4	2.2
Total	180	100
Relatives /Family members	52	28.9
Friends / Neigh bours/colleagues	76	42.2
Social media or electronic media	52	28.9
Less than 1 year to 2	79	43.9
2 year to 5 year	65	36.1
More than 5 years	36	20.0
Very frequency	143	79.4
Moderately	33	18.3
Less frequent	4	2.2
Food	112	62.2
Non-food	47	26.1
Both	21	11.7

- Age: Majority (58.3%) of respondents are below 25 years old.
- Gender: Most respondents are male (57.8%).
- Marital Status: Nearly half (47.2%) are unmarried.
- Occupation: Majority (68.9%) are from agricultural background.
- Family Type: More respondents belong to nuclear families (55.6%).
- Family Size: 41.1% have big families (more than 6 members).
- Monthly Income: 43.3% earn below Rs. 20,000 per month.
- Monthly Expenditure: 66.7% spend below Rs. 5,000 monthly.
- Monthly Savings: 68.3% save less than Rs. 5,000.
- Source of Awareness: Most (42.2%) learned about green products through friends/neighbors/colleagues.
- Experience with Green Products: 43.9% have used green products for 1 to 2 years.
- Usage Frequency: 79.4% use green products very frequently.
- Type of Green Product Used: 62.2% use green food products.

Table-2**Respondents of Duration of buying Green Products compared with Major source of influence**

Duration Of buying	Major source of influence			Total
	Relatives / Family Members	Friends / Neigh bours / Colleagues	Social media / electronic media	
Less than 1 year (Short)	22 (27.8%)	14 (17.7%)	43 (54.4%)	79 (100%)
2 to 5 years (Medium)	18 (27.7%)	40 (61.5%)	7 (18.8%)	65 (100%)
More than 5 years (Long)	12 (33.3%)	22 (61.1%)	2 (5.6%)	36 (100%)
Total	52 (28.9%)	76 (42.2%)	52 (28.9%)	180 (100%)
Duration of buying	Monthly Income			Total
	Below Rs. 20,000	Rs. 20,001 to 40,000	Rs. 40,001 to 60,000 Total	
Less than 1 year (Short)	27 (34.2%)	39 (49.4%)	13 (16.5%)	79 (100%)
2 to 5 years (Medium)	29 (44.6%)	26 (40.0%)	10 (15.4%)	65 (100%)
More than 5 years (Long)	22 (61.1%)	12 (33.3%)	2 (5.6%)	36 (100%)
Total	78 (43.3%)	77 (42.8%)	25 (13.9%)	180 (100%)

Table -2**Respondents of Duration of buying Green Products compared with frequency of buying**

Duration of buying	Frequency of buying			Total
	Very Frequency (Daily or Twice a Week)	Moderately Frequent (Twice in a month)	Less Frequent (Once in a month)	
Less than 1 year (Short)	73 (92.4%)	3 (3.8%)	3 (9.0%)	79 (100%)
2 to 5 years (Medium)	40 (61.5%)	25 (38.5%)	0 (0%)	65 (100%)
More than 5 years (Long)	30 (83.3%)	5 (13.9%)	1 (2.8%)	36 (100%)
Total	143 (76.4%)	33 (18.3%)	4 (2.2%)	180 (100%)
Duration of buying	Type of purchased			Total
	Food	Non-Food	Both	
Less than 1 year (Short)	41 (51.9%)	27 (13.9%)	11 (13.9%)	79 (100%)
2 to 5 years (Medium)	44 (67.7%)	15 (23.1%)	6 (9.2%)	65 (100%)

More than 5 years (Long)	27 (75.0%)	5 (13.9%)	4 (11.1%)	36 (100%)
Total	112 (62.2%)	47 (26.1%)	21 (11.7%)	180 (100%)

Ecological Concern					
Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
Worried about the worsening the quality of environment	56 (31.1%)	29 (1.1%)	43 (23.9%)	52 (28.9%)	180
Environment is my major concern	74 (41.1%)	20 (11.1%)	35 (19.4%)	51 (28.3%)	180
Emotionally involved in environmental protection	104 (57.8%)	6 (3.3%)	17 (9.4%)	53 (29.4%)	180

Willingness to Pay						
Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Environmental friendly products with higher sale price	77 (42.8%)	4 (2.2%)	31 (17.2%)	2 (1.1%)	66 (36.7%)	180
Identity environmental label products huiher	69 (38.3%)	5 (2.8%)	20 (11.1%)	4 (2.2%)	82 (45.6%)	180
Green products reduce of the environment	74 (41.1%)	3 (1.7%)	33 (18.3%)	0 (0.00%)	70 (38.9%)	180

Green Purchase Attitude					
Particulars	Strongly Disagree	Disagree	Neutral		Total
Environmental sustainable reducing pollution and improving the environment	64 (35.6%)	10 (5.6%)	20 (11.1%)	86 (47.8%)	180
Environmentally sustainable products help in conserving natural resources	72 (40.0%)	4 (2.2%)	24 (13.3%)	80 (44.4%)	180
I feel good environmentally sustainable products	55 (30.6%)	4 (2.2%)	22 (12.2%)	99 (99.0%)	180
Ecological Responsibility					

Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
Responsible for protecting our environment	48 (26.7%)	4 (2.2%)	28 (15.6%)	100 (55.6%)	180
Environmental protection starts with me	61 (33.9%)	8 (4.4%)	19 (10.6%)	92 (51.1%)	180
Environmental protection is responsibility of the government	58 (32.2%)	6 (3.3%)	19 (10.6%)	97 (53.9%)	180
Electronic Influence					
Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
Influenced by TV advertising to buy environmental products	72 (40.0%)	5 (2.8%)	18 (10.0%)	85 (44.4%)	180
products due influence of my friends through social media	80 (44.4%)	7 (3.9%)	22 (12.2%)	71 (39.4%)	180
Ecological Knowledge					
Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
Environmental sustainable products primary means to reduce pollution	70 (38.9%)	8 (4.4%)	15 (8.3%)	87 (48.3%)	180
Environmental sustainable products to reduce wasteful use of resources	72 (40.0%)	7 (3.9%)	23 (12.8%)	78 (43.3%)	180
Environmental sustainable products is to conserve natural resources	56 (31.1%)	4 (2.2%)	19 (10.6%)	101 (56.1%)	180
Subjective Norms					
Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
My friends expect me to engage in environmentally sustainable products usage behaviour	61 (33.9%)	2 (1.1%)	17 (9.4%)	100 (55.6%)	180
My family expects to engage environmental sustainable products usage behaviour	53 (29.4%)	4 (2.2%)	13 (7.2%)	110 (61.1%)	180

My society expects me engage environmentally sustainable products usage behaviour	58 (32.2%)	3 (1.7%)	19 (10.6%)	100 (55.6%)	180
Convenience					
Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
Try to place the plastic bottle batteries to trash	58 (32.2%)	1 (0.6%)	15 (8.3%)	106 (58.9%)	180
Environmental friends products easily available	84 (46.7%)	3 (1.7%)	19 (10.6%)	74 (41.1%)	180
Easily get environmentally sustainable products	64 (35.6%)	6 (3.3%)	12 (6.7%)	98 (54.4%)	180
Behavioral Control					
Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
Decision making purchasing green products	98 (54.4%)	8 (4.4%)	14 (7.8%)	60 (33.3%)	180
Choose green products	71 (39.4%)	8 (4.4%)	15 (8.3%)	86 (47.8%)	180
Time and opportunities to purchase green products	86 (47.8%)	5 (2.8%)	24 (13.3%)	65 (36.1%)	180
Purchase Intention					
Particulars	Strongly Disagree	Disagree	Neutral	Strongly Agree	Total
Use environmental sustainable products	85 (47.2%)	4 (2.2%)	12 (6.7%)	79 (43.9%)	180
Buy environmental sustainable products in a store	92 (51.1%)	4 (2.2%)	18 (10.0%)	66 (36.7%)	180
Environmental sustainable products store purchase it	85 (47.2%)	6 (3.3%)	13 (7.2%)	76 (42.2%)	180

5.1 Age of the Respondents

- 58.3% of the respondents are under 25 years old, while 41.7% are aged between 25 and 50, showing a significant presence of younger individuals in the study.

5.2 Gender of the Respondents

- 57.8% of the respondents are male, and 42.2% are female, with males forming the majority in the study.

5.3 Marital Status of the Respondents

- 47.2% of the respondents are unmarried, followed by 33.3% single and 19.4% married, indicating a young, unmarried demographic.

5.4 Education of the Respondents

- 38.9% have completed school education, 21.1% have no formal education, and 16.7% have professional qualifications, reflecting a mix of educational backgrounds.

5.5 Occupation of the Respondents

- 68.9% are involved in agricultural activities, and 31.1% work in the private sector, showing a strong connection to agriculture.

5.6 Types of Family of the Respondents

- 55.6% of respondents come from nuclear families, while 44.4% belong to joint families.

5.7 Family Size of the Respondents

- 41.1% of respondents have large families, followed by 33.3% with medium-sized families and 25.6% with small families.

5.8 Monthly Family Income of the Respondents

- 43.3% belong to the middle-income group, 42.8% to the lower-income group, and 13.9% to the high-income group, showing that most respondents fall within the middle and lower-income brackets.

5.9 Monthly Expenditure of the Respondents

- 66.7% report high monthly expenditure, followed by 26.1% with moderate expenditure and only 6.7% with low expenditure.

5.10 Monthly Savings of the Respondents

- 68.3% save moderately each month, with 29.4% saving more and 2.2% saving very little.

5.11 Major Source of Influence of Respondents

- Peer groups influence 42.2% of respondents, with family and digital platforms influencing 28.9%, reflecting growing importance of peers and social media.

5.12 Duration of Buying Green Products

- 43.9% of respondents have been buying green products for 1-2 years, while 36.1% buy for 2-5 years, and 20% have been purchasing them for over 5 years.

5.13 Frequency of Buying Green Products

- 79.5% buy green products very frequently, 18.3% buy moderately, and only 2.2% buy less frequently.

5.14 Type of Green Product Often Purchased

- 62.2% prefer green food products, 26.1% buy non-food products, and 11.7% purchase both types of green products.

5.15 Duration of Buying Green Products vs. Major Source of Influence

- Short-term buyers are mostly influenced by social media (54.4%), while long-term buyers rely on friends and neighbors (61.5%).

5.16 Duration of Buying Green Products vs. Monthly Income

- Short-term buyers predominantly earn ₹20,001–40,000, while medium-term buyers mostly fall in the ₹20,000 and below category.

5.17 Duration of Buying Green Products vs. Frequency of Buying

- Among long-term green product buyers, 61.5% buy frequently, and 38.5% buy moderately, indicating a shift to more regular purchases over time.

5.18 Duration of Buying Green Products vs. Types Purchased

- 51.9% of new buyers prefer food-based green products, and 67.7% of long-term buyers show a preference for food-based items, indicating a growing interest in sustainable food.

5.19 Ecological Concern

- Respondents show a rising level of ecological concern, as reflected in their responses, suggesting greater environmental awareness.

5.20 Willingness to Pay

- A majority of respondents are willing to pay more for green products, indicating a positive inclination towards sustainability.

5.21 Green Purchase Attitude

- 99% of respondents have a positive attitude toward buying green products, showing strong consumer support for eco-friendly choices.

5.22 Ecological Responsibility

- Respondents display a high sense of ecological responsibility, showing a commitment to sustainable practices.

5.23 Electronic Influence

- Digital media has a moderate influence on respondents' decisions to purchase green products, with peer influence growing over time.

5.24 Ecological Knowledge

- Respondents demonstrate a good understanding of ecological issues, indicating a well-informed consumer base.

5.25 Subjective Norms

- Family and friends influence green purchasing decisions, with 61.1% agreeing that these social groups expect them to make eco-friendly choices.

5.26 Convenience

- While 58.9% are committed to proper waste disposal, 46.7% find eco-friendly products hard to access through friends, and 35.6% feel they are not easily available.

5.27 Behavioral Control

- A majority of respondents feel capable of engaging in environmentally friendly behaviors, with 54.4% expressing confidence in their control over their actions.

5.28 Purchase Intention

- High purchase intention for green products is evident, with a significant portion of respondents planning to buy more green products in the future.

5.29. Theoretical Implications:

This study enhances understanding of green consumer behavior by integrating factors like ecological concern, social influence, and behavioral control. It confirms that environmental attitudes alone don't always lead to actual purchases, in line with the Theory of Planned Behavior (TPB). The study

emphasizes the role of subjective norms and emotional involvement in shaping purchase intentions, offering valuable insights for future research in environmental psychology and consumer studies.

5.30. Practical Implications:

For marketers, the study suggests targeting emotional and social motivations in campaigns. Producers should focus on making eco-friendly products affordable and accessible, especially for low and middle-income groups. Policymakers should prioritize public education, eco-label regulations, and financial incentives to bridge the gap between green intentions and actual behavior. These insights can help create a more sustainable, environmentally responsible marketplace.

5.31. Scope for Future Research:

Future research could expand the sample size and include diverse geographical regions, income brackets, and educational backgrounds for greater generalizability. Longitudinal studies could track changes in attitudes and behaviors over time, and qualitative methods like interviews or focus groups could offer deeper insights. Future studies may also explore the impact of emerging technologies (mobile apps, e-commerce) and compare green consumer behavior across different cultures or countries.

5.32. Conclusion:

The study highlights a growing awareness of green products, particularly among younger and educated consumers. While ecological concern and social influence are key factors, barriers like affordability and convenience still limit widespread adoption. To close the intention-behavior gap, collective efforts from the government, industries, and communities are essential, promoting both environmental sustainability and responsible consumer behavior.

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