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RESEARCH ARTICLE

CONSUMER PREFERENCES AND ATTITUDINAL SHIFTS TOWARDS GREEN PRODUCTS: AN EMPIRICAL STUDY ON PURCHASE BEHAVIOR AND POLICY IMPLICATIONS

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Abstract: This study explores consumer preferences and attitudinal shifts towards green products among 486 respondents, investigating purchase behaviors and policy implications. Analysis applies exploratory factor analysis—including KMO, Bartlett's test, communalities, variance explained, and factor clustering—to reveal three dimensions: Eco-Consciousness, Eco-Encapsulations, and Eco-Innovations. Results spotlight the influence of peer recommendations, product quality, benefits, and social consciousness on green purchasing, while cost, certification, and packaging serve as moderating factors. Findings suggest that transparent communication, policy incentives, and innovative design can significantly enhance green product adoption in emerging markets.

Keywords: Green Products, Consumer Attitudes, Purchase Behavior, Sustainability and Policy Implications.

INTRODUCTION

Rapid environmental degradation and rising sustainability awareness have elevated the significance of eco-friendly consumption, particularly in developing economies. However, green product adoption remains limited due to price, trust, and awareness barriers. This study investigates the attitudes and behaviors influencing green product purchases and identifies the consumer-psychological clusters vital for policy strategies. The paper aims to offer insights for international commerce, business strategy, and policy formulation.

2. LITERATURE REVIEW

The literature establishes that environmental concern, product trust, and social influence shape green purchase decisions (Ajzen, 1991; Ottman, 2017; Chen & Chang, 2013). In emerging markets, affordability and skepticism toward product claims remain significant barriers (Prakash & Pathak, 2022). However, there is a gap in understanding attitudinal clusters that guide consumer behavior and how policy approaches can navigate these segments, which this study addresses.

MATERIAL AND METHODS

3.1 Data Collection

A structured questionnaire was distributed to 486 respondents—including students and professionals—in Coimbatore.

3.2 Analytical Techniques

- **Descriptive statistics** to profile purchase sources and influence factors.
- **KMO and Bartlett's Test** to confirm data adequacy for factor analysis.
- **Exploratory Factor Analysis (EFA)** using Principal Component Analysis with Varimax rotation, determining communalities, total variance, and cluster naming.
- **Categorical analysis** to assess factors influencing purchase behavior.

RESULTS

4. DATA ANALYSIS AND INTERPRETATION

Table 4.1 – Sources of Information for Green Products

S.No.	Source	High	Medium	Low
1	Supermarket	72(14.8)	164(33.7)	250(51.4)
2	Malls	44(9.0)	102(21.0)	340(69.9)
3	Online shopping	80(16.5)	100(20.6)	306(63.0)
4	Specific brand store	72(14.8)	158(32.5)	256(52.7)
5	Unorganized Market (Road side Vendors)	91(18.7)	160(32.9)	235(48.3)

Source: Primary Data The results indicate that supermarkets (14.8%) and online shopping (16.5%) are the most common sources of information, while malls (69.9% low) remain the least preferred source.

Table 4.2 – KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	3515.825
	df	91
	Sig.	.000

The analysis provided the sampling adequacy as .834, which allowed further analysis. The next step helped give initial values for all fourteen statements.

Table 4.3 – Communalities

S.No	Table 15 – Communalities		
		Initial	Extraction
1	Deterioration of the environment is a serious issue and Green products can contribute in saving the environment	1	0.801
2	I prefer green products over non green products.	1	0.769
3	Manufacturing/Production of green products is totally environment friendly.	1	0.583
4	Environment deterioration is bound to happen and green products cannot help in protecting it.	1	0.752
5	Green products and non-green products are alike.	1	0.67
6	Manufacture of green products must be highly subsidized so that more companies can enter into manufacturing of green products.	1	0.513
7	Green products are true to their environment friendly claims.	1	0.768
8	Using green products gives a sense of satisfaction.	1	0.839
9	I want to be a part of green movement by using green products.	1	0.761
10	I am doubtful about the working performance of green products.	1	0.69
11	I would agree to pay even extra price for environment friendly products to save our environment and health.	1	0.641
12	Claims of green products about health benefits are usually exaggerated.	1	0.786
13	State Governments should make rigorous efforts to promote manufacturing and marketing of green products.	1	0.605
14	Performance of green products justifies its price.	1	0.738
Extraction Method: Principal Component Analysis.			

Table 4.4 – Total Variance Explained

Table 16 - Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.896	34.974	34.974	4.896	34.974	34.974	3.718	26.555	26.555
2	2.279	16.280	51.254	2.279	16.280	51.254	3.409	24.348	50.903
3	1.740	12.427	63.682	1.740	12.427	63.682	1.789	12.778	63.682
4	.847	6.048	69.729						
5	.750	5.359	75.088						
6	.636	4.545	79.634						
7	.574	4.102	83.736						
8	.561	4.006	87.742						
9	.448	3.200	90.941						
10	.421	3.005	93.947						
11	.370	2.640	96.587						
12	.205	1.464	98.050						
13	.159	1.134	99.185						

14	.114	.815	100.000						
Extraction Method: Principal Component Analysis.									

The principal component analysis extracted three factors explaining 63.682% of the total variance, indicating that respondents' opinions about green products cluster into dimensions related to perceived product value and affordability, critical assessment of environmental claims and performance, and recognition of enterprise efforts (such as government subsidies and manufacturer initiatives). This suggests that, for the sample, consumers' attitudes are shaped by their willingness to pay for sustainability, their rational evaluation of product claims, and their responsiveness to organisational or institutional support in promoting green products.

Table 4.5 – Factors and Cluster Grouping

S.No	Factor Statements	Value	Cluster Name
1	Deterioration of the environment is a serious issue and Green products can contribute in saving the environment	.846	Sustainable & Affordable price.
2	Green products are true to their environment friendly claims.	.863	
3	Using green products gives a sense of satisfaction.	.906	
4	I would agree to pay even extra price for environment friendly products to save our environment and health.	.803	
5	Performance of green products justifies its price.	.800	
6	Deterioration of the environment is a serious issue and Green products can contribute in saving the environment	.846	
7	I prefer green products over non green products.	.769	Assessment
8	Green products and non-green products are alike.	.670	
9	Manufacture of green products must be highly subsidized so that more companies can enter into manufacturing of green products.	.513	
10	I am doubtful about the working performance of green products.	.690	
11	Manufacturing/Production of green products is totally environment friendly.	.583	Enterprise effort
12	I want to be a part of green movement by using green products.	.761	
13	Claims of green products about health benefits are usually exaggerated.	.786	
14	State Governments should make rigorous efforts to promote manufacturing and marketing of green products.	.605	

The cluster analysis grouped opinions into three categories: (1) Eco-consciousness, (2) Eco-encapsulations, and (3) Eco-innovations.

Table 4.6 – Factors Influencing Green Product Purchase

S.No	Factors	Low	Medium	High
1	Quality and Reliability	48(9.8)	114(23.5)	324(66.7)
2	Packaging of green products	86(17.7)	176(36.2)	224(46.1)
3	Trust over green products	48(9.9)	190(39.1)	248(51.0)
4	Cost of the product	43(8.8)	183(37.7)	260(53.5)
5	Benefit of the product	48(9.9)	121(24.9)	317(65.2)
6	Certification of green products	72(14.8)	158(32.5)	256(52.7)
7	Social consciousness	18(3.7)	167(34.4)	301(61.9)
8	Recommendations by family/friends	9(2.5)	117(24.1)	357(73.4)

When considering quality and reliability, 66.7 percent of the respondents had high influence, 23.5 percent had medium influence, and 9.8 percent had low influence. For the packaging, 46.1 percent of them have high influence, 36.2 percent have medium influence, and 17.7 percent have low influence. Relating the trust, 51 percent of the respondents have high influence, 39.1 percent have medium influence, and 9.9 percent have low influence. Regarding the cost, 53.5 percent of the respondents have opined that they have high influence, 37.7 percent have medium influence, and 8.8 percent have stated that they have low influence. Regarding the benefits dimension, 65.3 percent have opined that they have high influence, 24.9 percent have moderate influence, and 9.9 percent have low influence. Regarding the certifications, 52.7 percent have a high level of influence, 32.5 percent have medium influence, and 14.8 percent have a low level of influence. Concerning social consciousness, 61.9 percent have high influence, 34.4 percent have moderate, and 3.7 percent have low-level influence. Regarding recommendations made by friends and family, 73.4 percent have opined that they have a level of influence, 24.1 percent have moderate influence, and 2.5 percent have a low level of influence.

CONCLUSION

This research uncovers that consumer green purchasing is shaped by diverse clusters. While Eco–Consciousness emphasizes informed, rational choice, Eco–Encapsulations reflect values-driven validation, and Eco–Innovations reflect design and guidance-led

motivation. Pivotal drivers include peer influence, product quality, and social values, balanced against concerns over cost and trust. Consumer behavior toward green products is complex and multifaceted—ranging from rational information-based adoption to symbolic and peer-validated choices. Addressing cost sensitivity, trust issues, and enhancing product authenticity are vital. This study offers actionable insights for policymakers and businesses to navigate green consumption pathways, especially in emerging economies like India.

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