

An Analytical Study on Factors of Consumer Buying Behaviour and Its Influence on Consumer Perception

By

Dr. Giri Yogeshwari L

Dean, Faculty of Commerce and Management, Sanjay Ghodawat University, Kolhapur.

Email: Giri.Yog@Gmail.Com

Abstract

The goal of this article is to use empirical methods to examine the determinants of green personal care product purchases in India. To ensure the robustness and validity of the suggested framework, an empirical study is conducted in this research. An first explanation of the "Attitude- Behavioural" Gap issue statement has been provided. In addition, the process used to develop the proposed framework has been laid out, along with a detailed discussion of the Green Buying Behaviour (GBB) initiatives that inspired it. Data analysis of the suggested framework is now underway, following the formation of hypotheses using methods such as reliability analysis, factor analysis, bivariate correlation, and multiple linear regressions. There was a positive and statistically significant link between GBB and all seven efforts; however, Green Environmental Attitude (GEA) was the most predictive, followed by Green Brand Preference (GBP) and Green Functional Attribute (GFA). The dependability of the framework was found to be rather good. Seven separate efforts accounted for 70% of the observed variation, proving the model's significance. This research is ground-breaking since no one has ever evaluated all of the discovered elements together in any of the previously established frameworks. Because of this, the framework takes a novel and adaptable approach. Second, a novel and distinct working connection was found between the initiatives and GBB, with Intention to Pay being researched as an Independent Variable, although in the majority of the literature it has been treated as a mediating variable. At the end of the study, the primary predictors of GBB are discussed, along with how they interact with one another to either favourably or adversely affect GBB. Policymakers and managers would benefit from these activities as they develop and execute marketing strategies to promote GBB. It will also aid in their comprehension of the significance of each highlighted project.

Keywords: Consumer behavior, consumer perception, green products, attitude, variables

Introduction

There are several internal and external elements that have a role in influencing consumer purchasing decisions. All of these elements interact to form customers' impressions of things and their subsequent choices to buy them. Here is a summary of some important elements and how they affect customer opinion: Consumers' choices and opinions may be affected by a number of demographic factors, including their age, gender, income, employment, level of education, and family status. Consumer behaviour and preferences are influenced by a person's lifestyle, which includes their routines, hobbies, political leanings, and ethical standards. Different consumers will be attracted to various items and brands based on their own characteristics and sense of identity. Consumers are motivated to make purchases based on two psychological factors: (2) their necessities and (3) their desires.

Consumers' mental representations of a product after being exposed to various amounts of information about it. Included in this category are things like focus bias, memory lapses, and

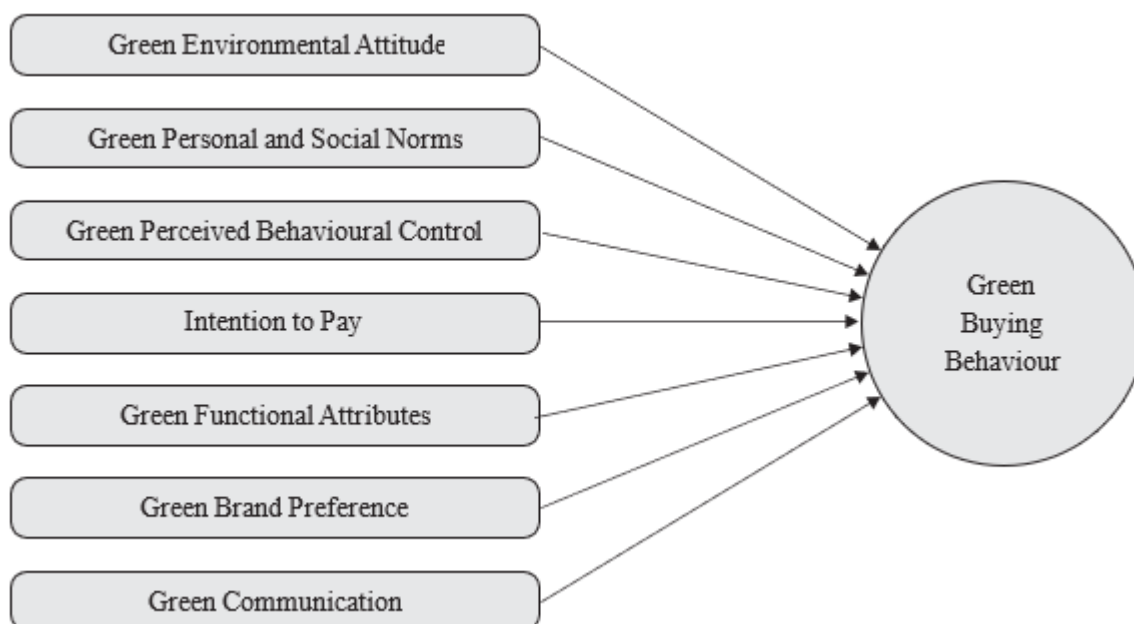
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the like. How customers learn about and recall goods, companies, and marketing messages is influenced by their experiences and education. Reference groups such as families, friends, coworkers, and online communities all have a role in shaping individuals' perspectives, attitudes, and actions. Consumers' tastes and opinions are influenced by their culture and the subcultures to which they belong due to shared conventions, values, beliefs, and socialisation experiences. Consumers from various socioeconomic backgrounds may have varying tastes and perspectives.

Marketing and advertising are external factors that may influence how consumers see a company's goods or services. The time, place, and company in which a customer makes a purchase choice are all examples of situational circumstances that might colour their opinion. Consumers' ability to spend money and their estimation of a product's worth may be affected by macroeconomic factors such as unemployment, inflation, and wage growth. The Buying Choice Procedure: The customer realises they have an issue or need that must be addressed. Consumers look for knowledge about available options, often through the internet but sometimes via word of mouth and other channels. Consumers evaluate available alternatives by contrasting several characteristics (such as cost, quality, and popularity) between them.

The customer picks which product to buy after considering their options. What happens after a customer makes a purchase may have a significant impact on their opinion of the product and their propensity to buy it again. The opinions customers have about a product are influenced by the aforementioned elements. The degree to which a product is considered acceptable or attractive, for instance, may vary depending on cultural standards. Consumers' interpretations and reactions to marketing communications are affected by psychological elements including perception and motivation. Factors unique to each individual, such as their background and character qualities, may give rise to divergent tastes and perspectives. The amount to which individuals place value on items and brands is influenced by their social context, which includes their peer group and socioeconomic status.

Fig 1: *Consumers' Propensity to Buy Green: A Theoretical Framework*



Research Methodology

The empirical study was conducted in accordance with Flynn et al.'s (1990) systematic method to empirical research. The systematic procedure begins with testing the validity of the theoretical framework. Therefore, the purpose of this exploratory research was to empirically examine green purchasing behaviour in Indian business in light of the suggested paradigm. To achieve this, a nation-wide cross-sectional survey of the urban population in the country's first- and second-tier cities was done.

Methodology for Data Collection and Questionnaire Development

There are three parts to the questionnaire: A, B, and C. Section A was created to gather consumer demographic information for use in creating a profile of respondents, while other sections served similar functions. In Section B of the survey, respondents were asked to answer structured questions on their level of familiarity with various brands. This section of the questionnaire was designed to test respondents' familiarity with green brands, the personal hygiene items they regularly use, and their awareness of a select group of businesses engaged in green marketing. Section C, the evaluation of the usefulness and relevance of each item/element under the 7 initiatives, was constructed utilising a five-point likert scale (structured questionnaire). In order to maximise the potential of each initiative, we asked respondents to fill out a questionnaire and give a score between 1 and 5 for how important they felt each aspect under those initiatives was.

The information was gathered via the use of a structured questionnaire. A total of 650 surveys were sent using a multi-pronged strategy including email, telephone, and in-person collection at different retail locations. Each factor was given a score between one and five on a five-point likert scale, with one indicating the least importance and five the utmost. To get reliable findings, researchers need at least five participants per variable or a sample size of 100 (Hair et al., 2006). A total of 330 participants were included in this analysis. Since this number is more than the bare minimum of 300 (30 variables * 10), it may be used in any statistical test. Approximately 400 questionnaires were returned out of a total of 650 that were distributed. There were incorrect or partial replies. After the data was cleaned up, a sample size of 330 questionnaires was chosen for the research; this was more than enough to achieve a response rate of 100%.

Findings from Analysing the Data

Statistical analysis of the survey results was performed with the help of SPSS (Statistical Package for the Social Sciences). Here, we show the results of statistical testing conducted on the suggested structure.

Analysis of Reliability

Some of the best writers advise checking the inter-item correlations before calculating the Cronbach's alpha for a set of measures. That's why we built a correlation matrix between the items. For a study's items or components to have an inter-item correlation of less than 0.2 indicates that they were poorly selected (Nunnally, 1988). Our research showed that between .441 and .817, the inter-item correlation for all of the components was sufficient. This satisfies the necessary conditions quite well. All initiatives had an adequate or high alpha value, meaning that everything included inside those initiatives was suitable for statistical analysis. Some of the

alpha values may have been enhanced by eliminating a few items from the scales; however, no items were eliminated since they met the condition of being greater than 0.7. Values of alpha ranged from .732 at the low end to .923 at the high end.

In all appearances

(Sharma & Kodali, 2011) state that "a measure is said to have face validity if the elements are associated to the perceived purpose of the measure" (Kaplan & Sacuzzo, 1993). Throughout the procedure, researchers relied extensively on their own instincts and expertise. Seven initiatives were found to have face validity after a comprehensive literature review and domain analysis of research examining the elements influencing eco-friendly purchasing habits. The inputs from the experts added even more confidence.

Error-Free Construction

It determines whether or whether the operational definitions of an outcome, such as environmentally conscious purchasing habits, are adequate. Whether or whether all the items (elements) inside a summated scale will load a single or same initiative/Pillar/construct, or if it measures more than one construct, may be determined by doing factor analysis on a single scale.

All of the detected variables were subjected to principal component analysis with varimax rotation so that we could confirm and investigate the specifics of a hypothesised factor structure.

The sample size was sufficient for analysis according to the Kaiser-Meyer-Olkin (KMO) measure, which yielded a value of $KMO = .658$ ((Field, 2009), (Hair, et al., 2006)). The sphericity test performed by Bartlett is significant ($\chi^2 = 3324.322$, $p .001$). This means that the items or variables have a high enough correlation to proceed with component analysis. Factor analysis's validity was confirmed by the anti-image correlation matrix, which also showed that MSA for each item was over the critical value of 0.5. In addition, the average communality value was determined to be more than 0.7, which is widely accepted as an adequate sample size (MacCallum, et al., 2001).

Table 4: *Results of Factor Analysis*

Component	Total Variance Explained					
	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.389	14.734	14.734	3.389	14.734	14.734
2	2.922	12.706	27.440	2.922	12.706	27.440
3	2.234	9.714	37.154	2.234	9.714	37.154
4	2.117	9.205	46.359	2.117	9.205	46.359
5	1.849	8.037	54.396	1.849	8.037	54.396
6	1.768	7.688	62.084	1.768	7.688	62.084
7	1.690	7.347	69.430	1.690	7.347	69.430
8	1.260	5.480	74.911	1.260	5.480	74.911

Table 5: Results of Bivariate Correlation Analysis

Dependent Variable	Independent Variables	Correlation Values
Green Buying Behavior	Conservationist Way of Thinking	.881*
	Personal and Cultural Green Norms	.500*
	Feeling in Charge and Being Green Behaviorally	.308*
	Paying Green's Intent	.285*
	Ability to Function Green	.650*
	Consumers Prefer Green Brands	.673*
	Sustainable Connections	.515*

** Correlation is significant at the 0.01 level (2- tailed)

Analysing using Regression

It's a method used in statistics to examine the interplay between several factors. There is an effort to create a mathematical equation that describes the relationship between GBB (the Criteria) and one or more independent variables (the Predictors). The effect or contribution of each recognised initiative to the total variance explained may then be calculated, and the model's overall fit (variance) can be calculated. The value of (R²), also known as the coefficient of determination, which ranges from 0 to 1 consistently, may be used to evaluate the quality of a multiple regression equation. Its value is more meaningful the closer it approaches near 1. The following displays the outcomes of said regression analysis.

Table 6: Results of Regression Analysis (Model Summary).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df 1
1	.917 ^a	.842	.838	.17709	.842	244.647	7

a. Dependent Variable: BB

b. Predictors: (Constant), COM1, ITP2, PBC, AA1, PSN1, BP11, A1

Table 7: Coefficients Table of Regression Analysis

Model	Unstandardized Coefficients		Coefficients ^a		T	Sig.	Correlations Zero-order
	B	Std. Error	Standardized Coefficients Beta				
(Constant)	-.809	.165			-4.893	.000	
1	A1	.622	.035	.609	18.025	.000	.881
	PSN1	.107	.021	.129	5.073	.000	.500
	PBC	.004	.021	.005	.210	.834	.308
	ITP2	.066	.024	.063	2.714	.007	.285
	AA1	.131	.031	.123	4.192	.000	.650
	BP11	.125	.031	.125	4.100	.000	.673
	COM1	.114	.027	.110	4.269	.000	.515

The foregoing findings show that the seven independent factors account for 84.2% of the variation in environmentally conscious consumer behaviour. The F-statistic was statistically significant at the 1% level ($p > 0.01$), indicating that the suggested model is reasonable. The results show that a correlation exists between Green purchasing habit and the seven selected independent variables and that the model as a whole is statistically significant. This led to the development of the following equation.

Discussion

The findings of hypothesis testing, and this part gives a detailed explanation of those results in relation to the hypotheses linked with the numerous components found in the literature that impact GBB. All constructs have Cronbach's alpha values greater than 0.7, indicating that the reliability study confirmed internal consistency. Therefore, everything included within the frameworks was taken into account. None of our factors were invalid in Factor Analysis. Therefore, the unidimensionality of each construct was shown by the Factor Analysis, demonstrating the validity of the respective constructs. In the end, seven variables were uncovered which together accounted for 70% of the variation. The criteria validity was proven by finding significant Pearson's correlation coefficients (r) between green purchasing habit and 7 constructs. There seems to be no multicollinearity in the data, since the highest value of Pearson's correlation coefficient (0.881) between the dependent and independent variable is below the threshold value of 0.9.

Conclusion

In this study, we introduced the notion of Green Marketing and discussed the recommended framework. Finally, the framework's reliability and validity were examined. Analysis of the framework was performed, and the survey data were analysed for insights into a variety of green marketing-related topics, including what variables impact or encourage customers to purchase a green product. We applied a number of different statistical methods, including descriptive analysis, reliability analysis, factor analysis, correlation analysis, and multiple regression. SPSS was used to do the analysis on the data. A total of 330 replies were used to evaluate the viability of the suggested framework. It was determined that the framework is trustworthy. The examination of validity indicated a high degree of dependability. Using this organised framework and a few issues identified through empirical investigation, researchers hope to create a Green Marketing grid that will help businesses better position themselves in the eyes of consumers and increase brand recognition and loyalty. In their subsequent work, the researchers plan to provide this grid with a Delphi approach validation of the grid.

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