

# DIVULGING YOUNG POPULATION'S WILLINGNESS TO PURCHASE GREEN PRODUCTS



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## ABSTRACT

Over the past few years, the concern for growing consumer interest in green products has rapidly expanded throughout the world. This study investigates the factors influencing consumers' purchase intention of green products. The target population of this study is the young users who are basically students from several universities in Framingham, USA. For this study, data were gathered through Google form sent by email, along with a cover letter for the respondents' convenience. The respondents made up the final sample size of the research. They were sent invitations to participate, and their responses were gathered after their approval. A five-point Likert scale was used where '1' stands for 'Strongly Disagree' and '5' stands for 'Strongly Agree' to determine the item-wise questionnaire. The final sample size was  $n=514$ . Moreover, to evaluate the hypotheses, a 5% significance level and SPSS software was used to analyze the data for research. The outcome of this study shows that health consciousness, environmental awareness, and green product knowledge have a positive and significant impact on consumers' intention to buy green products. These variables can explain 46.80% of the variance in predicting behavioral intentions to purchase green products. It is found that among the three determinants, health consciousness ( $\beta = 0.413$ ) had the highest impact on the purchase intention of green products among young people compared to other variables. This research might provide significant clues to the manufacturers of green products that can severely influence consumers to buy eco-friendly goods for their well-being.

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## INTRODUCTION

The rapid growth of the global economy and the quick development of industrial sectors have resulted in a significant increase in global consumption worsening environmental degradation. As consumers become more conscious of the environmental impact of their purchase habits, they tend to seek out sustainable products, with the products to benefit. Although meeting human wants remains a crucial element of consumer behaviour, the conservation of the environment has become a primary concern. Participating in green consumption is a practical way to improve environmental sustainability. Aware of the worsening environmental conditions, environmentally conscious consumers prioritise products with minimal ecological impact when purchasing. Consumers have a crucial role in promoting the green revolution, as their involvement in environmentally friendly consumption has good effects on the environment, economy, and society (Nekmahmud & Fekete-Farkas, 2020). More attention is being paid to purchasing eco-friendly products to reduce customers' environmental impact (Adrita, 2020). However, despite significant efforts and increasing consumer concerns regarding environmental issues, the market share for environmentally friendly items remains significantly restricted (Wang et al., 2019). Internationally, the drive towards sustainable development compels consumers to reassess their outlooks and priorities, which are becoming more closely linked to the acquisition of products. As a result, green consumerism has become a topic of discussion, acknowledged for its complexities and vulnerability to several factors, such as housing issues that greatly affect consumers' inclination to buy ecologically friendly products. Simultaneously, developing nations increasingly express

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a growing concern for the environment, impacting their attitude towards environmentally friendly items. The USA, a developed country in North America, is seeing tremendous progress in its industrial sectors, making it vulnerable to environmental deterioration and the release of greenhouse gases due to the excessive use of fossil fuels. As a result, people in this area are becoming more vocal about the negative impact on the environment and the consequences that come with it. This study aims to clarify the factors that significantly impact customers' tendency to make environmentally conscious purchases, specifically by examining their purchasing intentions in the context of USA.

The article outlines its structure, including the introduction. The literature review section examines relevant prior studies. The materials and methods section describe the research design and procedures. The results and discussions present and interpret the findings and the conclusions summarize key insights and implications.

## **LITERATURE REVIEW**

Green products are items that are produced using Clean or Green technologies, which are essentially ecologically beneficial technology (Chanda et al., 2023). These goods offer consumers and the environment advantages by reducing their impact on environmental degradation. At the same time, they help save natural resources by speeding up recycling operations (Costa et al., 2021). According to Chen and Chai (2010), green products involve tactics such as recycling, using recycled materials, reducing packaging, and minimising the use of harmful substances to impact the environment positively. Fraccascia et al. (2018) defined green products as those typically made from materials with low adverse effects on the environment, making them easier to dispose of and recycle. This strategy guarantees long-term economic expansion and promotes a conducive atmosphere for the overall welfare of individuals. Within the literature on consumption behaviour, green products are defined as goods produced using techniques that employ less natural resources, demonstrate diminished adverse environmental effects, and produce minimum waste (Policarpo & Aguiar, 2020). In their procurement process analysis, researchers identified purchasing intention as a crucial element influencing the entire buying process (Prentice et al., 2019). Hence, we consider health consciousness, environmental consciousness, and green product knowledge as the determinants of intent to purchase green products in the USA.

Consumers increasingly emphasise their health, actively searching for food choices that provide both mental gratification and physical sustenance to minimise potential negative impacts on their overall well-being (Glanz et al., 1998). Individuals who want to maintain a high standard of living often participate in health-conscious activities and use preventative measures to protect their health and overall well-being (Michaelidou & Hassan, 2008). Individuals prioritising their health in everyday activities are classified as "health-conscious" consumers (Yadav & Pathak, 2017). Customers often prioritise health factors while purchasing (Xu et al., 2020; Hossain & Alam, 2022; Rose & Shanthi, 2024). Choosing organic products, as demonstrated by Parwez et al. (2022), is associated with multiple health benefits. Ditlevsen et al. (2019) argue that consumers' main reason for buying organic products is frequently based on health considerations. In this sense, health consciousness refers to the degree to which individuals actively engage in and oversee health-related activities (Moorman & Matulich, 1993). Health consciousness refers to the degree to which an individual incorporates health issues into their daily activities (Wang et al., 2019). Considering health factors is crucial when making decisions regarding the acquisition of green products (Wandel & Bugge, 1997), including the act of acquiring such environmentally friendly products (Ritter et al., 2015). Consumers' increased health awareness positively influences their desire to buy environmentally friendly items, highlighting the connection between personal well-being and eco-conscious consumer decisions. Research has shown that customers are increasingly becoming more conscious of health concerns and prefer buying natural and health-focused food products (Iqbal et al., 2021). Consumers' health consciousness substantially influences the purchase intention of organic food products. Therefore, our argument suggests that individuals who are more aware of their health are likely to actively seek out green items that do not offer any health hazards. As a result, they may gain a more extensive understanding of this endeavour.

Environmental consciousness refers to individuals' recognition of environmental concerns and their proactive commitment to addressing them (Wang et al., 2016). Environmental consciousness comprises factors related to an individual's tendency towards engaging in pro-environmental behaviour. With advancements in research and the easy availability of information to consumers, citizens have been interested in sustainability-related issues and their environmental effects. This encompasses those who previously had limited interest in environmental matters, impacting consumers' intentions to purchase (Kushwah et al., 2019). Environmental consciousness, a component of social consciousness, is an internal factor that reflects psychological characteristics that influence individuals' tendency towards engaging in pro-environmental behaviours (Sharma & Bansal, 2013). It encompasses values, emotional responses, personality traits, and attitudes (Kautish & Sharma, 2018). Mishal et al. (2017) conducted a study on environmental knowledge and customer attitudes towards green products, which found a favourable association between the two factors. Environmental consciousness covers an individual's comprehension of environmental challenges and their associated actions (Lin & Niu, 2018). Hence, customers' adoption of green products promotes principles and convictions that benefit the environment. Environmental consciousness refers to a particular aspect of personal values that guide consumer behaviour to benefit the environment (Abd'Razack et al., 2017). In addition, persons who possess environmental consciousness exhibit traits and attitudes such as loyalty and a strong feeling of dedication (Law et al., 2017). Pagiaslis and Krontalis (2014) confirmed that environmental awareness substantially and directly influences consumers' inclination to buy ecologically sustainable products. Consumers with a deep understanding and awareness of the environment are likelier to have positive attitudes toward green practices. This, in turn, leads to more competition in the market, driven by consumer behaviour that prioritises environmental consciousness (Law et al., 2017). Assarut and Srisuphaolarn (2010) conducted a study demonstrating that an individual's environmental awareness indirectly impacted purchasing intentions by influencing

attitudes towards environmentally friendly products. Therefore, our argument advocates that individuals who are more aware of the environment are likely to look for green products that do not affect the environment.

Product knowledge refers to the understanding and information about a particular product, which helps stakeholders make informed decisions (Stanton & Cook, 2019). The information retained in the memory of customers has a substantial impact on their assessment and choices when making purchases (Wang et al., 2019). Environmental value is derived from environmental awareness, leading to green purchasing, as stated by the theory of green purchase behaviour (Han, 2020). Similarly, acquiring information about ecologically sustainable items through environmental advertising enhances customers' awareness and comprehension of such products, impacting their purchasing decisions in favour of eco-friendly options. Likewise, customers' understanding of environmentally friendly items can strengthen their intent to purchase green products. Increased understanding of environmentally friendly and green products, driven by a greater awareness of the environment, influences consumers' choices to buy green products (Zameer & Yasmeen, 2022). A robust understanding of products significantly contributes to environmentally conscious purchasing behavior (Harahap et al., 2018). Previous studies have shown a robust association between awareness of environmentally friendly items and the level of trust or belief in the effectiveness of such products (Vermeir & Verbeke, 2008). Consumers who deeply understand the characteristics, features, and usefulness of environmentally friendly items tend to feel more assured when assessing these products, directly impacting their intentions to buy them (Harris & Goode, 2010). Moreover, green product knowledge indirectly affects the green purchase willingness of the consumers (Wang et al., 2019). Therefore, our argument suggests that individuals who are more aware of green products are likely to buy green products that do not affect the environment actively.

The literature review offers a summary of scholarly works, imparting valuable insights and delineating connections among the influence exerted by health consciousness (HLTHCN), environmental consciousness (ENCN) and green product knowledge (GNPKN) on the purchase intention of green products.

This research aims to measure the impact of HLTHCN, ENCEN, and GNPKN on green product purchase intention among young people in the USA. Based on the above literature review, we propose the following hypotheses:

*H1:* There will be a positive connection between health consciousness (HLTHCN) and intent to purchase green products (IPGP).

*H2:* There will be a positive connection between environmental consciousness (ENCN) and intent to purchase green products (IPGP).

*H3:* There will be a positive connection between green product knowledge (GNPKN) and intent to purchase green products (IPGP).

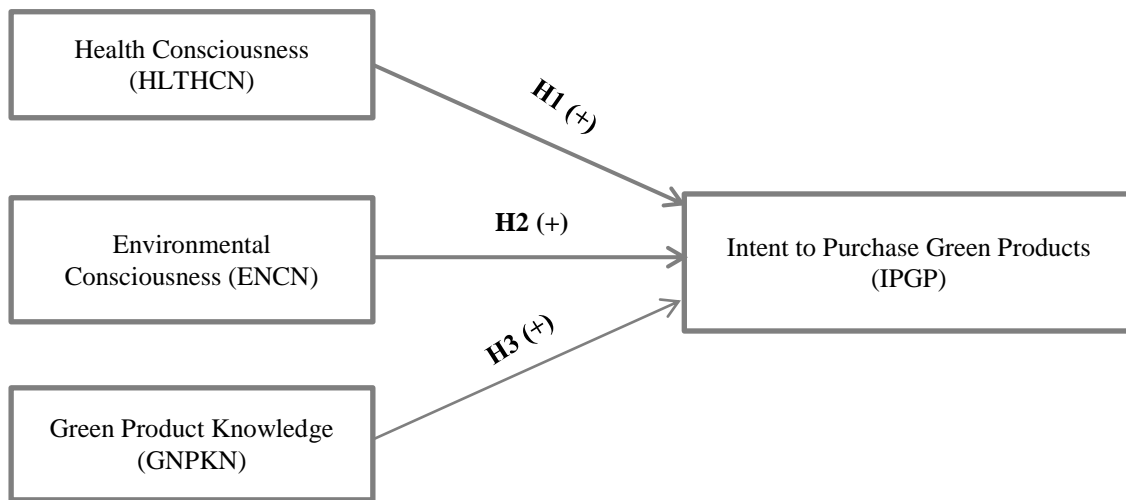


Figure 1. Study Framework

## MATERIALS AND METHODS

This study aimed to analyse consumer behaviour in the USA about the propensity to buy ecologically green items. The research technique used is effective for its overall objective and employs a scaling methodology for its analytical approach. The study sample consisted of university students located in Framingham, USA. The reason for choosing this particular demographic, rather than the larger population, stemmed from the expectation that its members would have a higher level of exposure to and knowledge of green products. In order to streamline the process of gathering data in Framingham, USA, a total of 600 questionnaires were given to university students using google forms sent via email. These questionnaires were accompanied by a cover letter and were shared across many internet platforms. Participants were motivated to increase the response rate by providing incentives, such as mobile recharge vouchers, as a reward for completing the survey. The authors obtained 514 responses from participants, out of which 86 contributions were considered ineligible due to inappropriate entries and were subsequently eliminated from the analysis. The response rate was 86 percent. The survey consisted of two sections, which included four separate concepts and demographic information about the participants. The study utilised four scales: health consciousness, environmental consciousness, green product knowledge, and purchase intention. To evaluate

the hypotheses, we employed recognised and trustworthy multi-item assessment scales that had been previously validated. The questionnaire was created using scales borrowed from preexisting studies. The items for each construct were assessed using a 5-point Likert Scale, where “1” represented a position of “Firm Disagreement” and “5” indicated a stance of “Firm Agreement” on the scale.

Table 1. Reliability and Validity Analysis

Construct	Items	Loading	Cronbach ( $\alpha$ ) value
Health Consciousness (HLTHCN)	HLTHCN1	0.748	0.785
	HLTHCN2	0.846	
	HLTHCN3	0.847	
	HLTHCN4	0.945	
Environmental Consciousness (ENCN)	ENCN1	0.793	0.936
	ENCN2	0.883	
	ENCN3	0.925	
	ENCN4	0.849	
Green Product Knowledge (GNPKN)	GNPKN1	0.984	0.873
	GNPKN2	0.749	
	GNPKN3	0.725	
Intent to Purchase Green Products (IPGP)	IPGP1	0.703	0.847
	IPGP2	0.937	
	IPGP3	0.839	
	IPGP4	0.937	

Data analysis is conducted using a three-step approach. First, a preliminary test is performed to remove measures within each construct that do not adequately explain the variation in the relevant construct. Following that, Confirmatory Factor Analysis is conducted to evaluate the reliability and validity of the model. Finally, hypotheses are analysed via SPSS software. The reliability of the collected data from the questionnaire was assessed using Cronbach’s alpha. The results revealed that the Alpha coefficient was 0.77, which is considered a satisfactory number, indicating a high level of reliability for the current study. The measurement scales are displayed in Table 1. Health consciousness (HLTHCN) and environmental consciousness (ENCN) were taken from Parashar et al. (2023), green product knowledge (GNPKN) was taken from Wang et al. (2019), and intent to purchase green products (IPGP) was taken from Islam et al. (2023).

### RESULTS AND DISCUSSIONS

The tabulated data (in table 2) presents the demographic characteristics of the respondents, including students from several universities in Framingham, USA. The information includes factors pertaining to age, gender, and educational qualifications. Among the respondents, there are 372 individuals aged between 18 and 30, accounting for 72.4% of the total. A total of 98 individuals, representing 19.1%, fall within the age range of 31 to 40 years.

Table 2. Demographic Information

Items	N	%
<i>Age (in years)</i>		
From 18 to 30 years	372	72.4%
From 31 to 40 years	98	19.1%
More than 40 years	44	8.5%
<i>Gender</i>		
Male	365	71.1%
Female	149	28.9%
<i>Education</i>		
Bachelor Degree	432	84%
Postgraduate Degree	82	16%
**n=514		

There are 44 respondents in a demographic segment that is over 40 years old, which represents 8.5% of the total sample. There are 365 male responders, making up 71.1% of the total. In contrast, the group of female participants consists of 149 individuals, accounting for 28.9% of the total sample. The number of individuals with a Bachelor’s degree is 432, which accounts for 84% of the total respondents. The number of individuals having a Postgraduate Degree is 82, accounting for 16% of the total respondents. The total sample size is indicated as n=514 respondents. This detailed demographic analysis provides extensive insights into the makeup of the surveyed student population in Framingham, USA.

Table 3. Descriptive Analysis of the Study variables

Variables	N	Mean	Std Deviation
Health consciousness (HLTHCN)	514	4.746	0.3647
Environmental consciousness (ENCN)	514	4.637	0.4362
Green product knowledge (GNPKN)	514	4.735	0.4039
Intent to purchase green products (IPGP)	514	4.879	0.3573

Table 4. Analysis of the Normality Test

Variables	Skewness	Kurtosis
Health consciousness (HLTHCN)	0.462	-0.473
Environmental consciousness (ENCN)	0.274	-0.542
Green product knowledge (GNPKN)	-0.242	0.454
Intent to purchase green products (IPGP)	-0.345	0.433

Table 3 displays the descriptive statistics for the study variables associated with the purchase intention of green products among USA’s individuals. The results of the normality assessment fall within the specified range (see Table 4), and are thus considered acceptable.

Table 5. Correlation Matrix

Variables	HLTHCN	ENCN	GNPKN	IPGP
Health consciousness (HLTHCN)	<b>1.000</b>			
Environmental consciousness (ENCN)	0.463**	<b>1.000</b>		
Green product knowledge (GNPKN)	0.349**	0.444**	<b>1.000</b>	
Intent to purchase green products (IPGP)	0.306**	0.348**	0.531**	<b>1.000</b>

\*\*p < 0.05 (n=514)

Table 5 illustrates the correlation matrix, highlighting the relationships between independent variables and intent to purchase green products (IPGP). Health consciousness (HLTHCN) (r = 0.306, p < 0.01), environmental consciousness (ENCN) (r = 0.348, p < 0.01), and green product knowledge (GNPKN) (r = 0.531, p < 0.01) show significant positive correlations with IPGP. These correlations indicate that higher levels of health consciousness, environmental consciousness and greater knowledge of green products are associated with a stronger intent to purchase green products.

Table 6. Regression Coefficient Analysis

	$\beta$ value	t- value	Sig.	Tolerance	VIF
HLTHCN	0.413	6.634	0.000**	0.748	2.083
ENCN	0.337	5.637	0.000**	0.874	1.937
GNPKN	0.273	4.865	0.000**	0.937	2.182

R<sup>2</sup> = 0.468 or 46.8%

Durbin Watson value= 2.382

Dependent variable: Intent to Purchase Green Products (IPGP)

\*p < 0.10; \*\*p < 0.05 (n= 514)

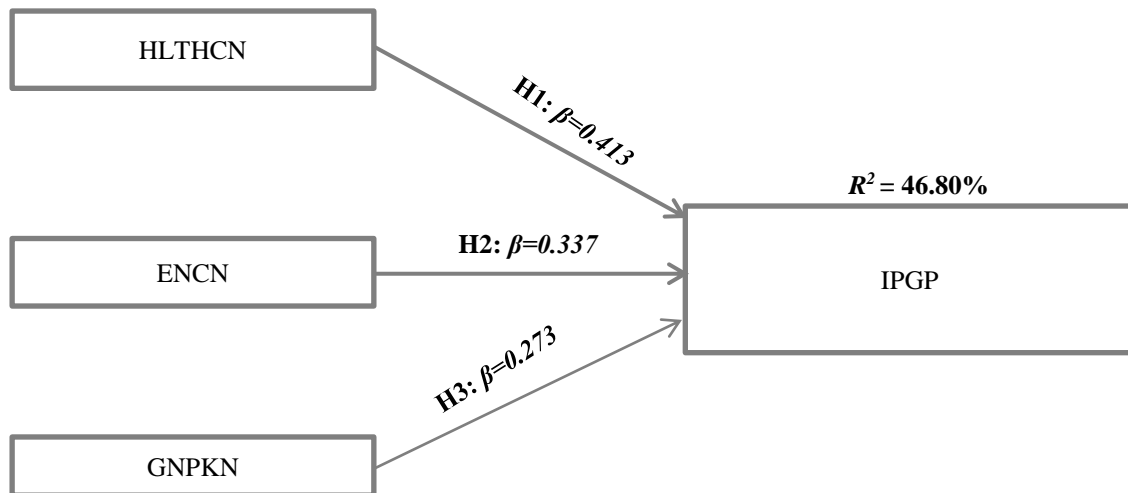


Figure 2. Regression Results

In this research, Table 6 (six) and figure 2 (two) shows the test of hypotheses. Table 6 (six) also indicates that R<sup>2</sup>=0.468 or 46.8% determines the variance on intention which encirclements three variables like health consciousness (HLTHCN), environmental consciousness (ENCN), and green product knowledge (GNPKN) where these are accepted at a 5% significance level.

In terms of regression analysis, hypothesis 1 (one) shows there is a causal connection between health consciousness (HLTHCN) and intent to purchase green products (IPGP) that is accepted at the rate of 5% significance level ( $\beta = 0.413$ , p < 0.05). The past study also supports this result as health consciousness act as a robust influencing factor of consumers’ behavioral intention in context of the purchasing green products (Xu et al., 2020; Hsu et al., 2916). The results of this study highlight the importance of individuals’ awareness and concern for their health in influencing their intentions to purchase environmentally friendly products in the USA’s market. The research underscores that health-consciousness influences



consumers' inclination to purchase environmentally-friendly products. The correlation between health consciousness and the intention to buy green items indicates that people who demonstrate increased consciousness and concern for their own well-being are more likely to make environmentally conscious buying decisions (Nguyen et al., 2020; Iqbal et al., 2021). This is consistent with the idea that health-conscious individuals view environmentally friendly items as a way to protect their health and well-being, contributing to the increasing popularity of eco-friendly consumption. Hypothesis 2 proves a causal connection, suggesting a positive relationship between environmental consciousness (ENCN) and the intention to buy green products (IPGP). This statement is supported by evidence at a 5% level of significance ( $\beta = 0.337, p < 0.05$ ). Previous studies support this discovery, highlighting the strong impact of environmental consciousness on customers' intentions to act, specifically when it comes to purchasing eco-friendly products (Mishal et al., 2017; Assarut & Srisuphaolarn, 2010). The presence of a direct relationship between environmental consciousness and the desire to buy environmentally friendly items underlines the importance of ecological factors in consumers' decision-making processes in the USA's market. Individuals that possess an intensified environmental consciousness are more likely to use green items, demonstrating a conscientious dedication to ecological responsibility (Zameer & Yasmeen, 2022; Wang et al., 2020). This promotes the claim that, in the specific context of USA, consumers who demonstrate greater levels of environmental awareness are more inclined to indicate a desire to buy environmentally friendly products. Hypothesis 3 (three) establishes a causal connection, signifying a positive relationship between green product knowledge (GNPKN) and the intention to buy green products (IPGP). This statement is supported by evidence at a 5% level of significance ( $\beta = 0.273, p < 0.05$ ). Previous studies support this discovery, accentuating the strong impact of green product knowledge on customers' intentions to purchase green products in USA. Past studies confirm this finding, emphasizing the strong impact of green product knowledge on customers' intentions to act, specifically when it comes to purchase environmentally friendly products (Wang et al., 2019; Chen & Deng, 2016). This study shows the significant influence of green product knowledge as a factor in affecting consumers' inclinations to participate in environmentally sustainable consumption habits (Suprihartini et al., 2022). The presence of a direct relationship between knowledge about environmentally friendly items and the desire to acquire them stresses the significance of making well-informed choices when it comes to adopting eco-friendly products in the USA market. Consumers who have a thorough knowledge of green products are more likely to show a willingness to buy, which demonstrates an informed dedication to making sustainable choices (Ahmed et al., 2020). This supports the claim that, in the specific context of USA, people who have a deeper understanding of environmentally friendly items are more inclined to express a desire to buy such products. In order to promote environmentally conscious purchasing habits, governmental and corporate activities should prioritise enhancing consumers' favourable views towards eco-friendly items. This can be accomplished by spreading positive information about environmentally friendly commodities and promoting sustainable lifestyles (Wang et al., 2019). Governments should take action to shape societal norms around environmentally-friendly consumption. This can be done by encouraging the use of green office supplies, offering ongoing financial support for green products, and improving infrastructure to make it easier for people to adopt green products. These measures will help increase consumers' sense of control over their behaviour concerning green consumption. Simultaneously, corporations should actively pursue technological innovation in order to create new environmentally-friendly products that offer improved performance while being more cost-effective.

## CONCLUSIONS

This study aimed to identify the factors influencing customers' decisions to buy green products in the USA, thereby addressing a gap in the literature. The analysis reveals that health- and environmentally-conscious consumers generally favour green products and are likely to purchase them for consumption. The findings suggest that factors such as health consciousness, environmental consciousness, and green product knowledge are critical determinants of purchase intent of green goods among health-conscious consumers in the USA. Specifically, this study focuses on analyzing the level of understanding of green products and how it influences the intention to purchase—a factor that has not been previously investigated in studies on green product consumption behavior in the USA.

Managers should prioritise highlighting the health advantages linked to eco-friendly products in marketing initiatives, demonstrating how these items positively impact individuals' overall health and wellness. Integrating themes that align with health-conscious principles can increase the attractiveness of environmentally friendly products in USA. Efforts to educate consumers about the beneficial health effects of environmentally-friendly products can play a crucial role. Clear information shown on labels or conveyed through advertising materials can sway health-conscious consumers' purchasing choices. Companies ought to incorporate environmentally conscious branding tactics to fit with the values of eco-aware consumers in USA. Conveying a firm dedication to environmental sustainability through multiple channels helps build a favourable brand perception. Exhibit transparency in sustainable activities, including sourcing and production, is essential. Companies should effectively convey their environmental initiatives, certifications, and eco-friendly activities to establish confidence and attract environmentally sensitive consumers. It is crucial to allocate resources toward consumer education programs to enhance awareness and understanding of environmentally friendly products. Companies can disseminate extensive information regarding environmentally friendly products' ecological elements, certifications, and advantages through diverse communication methods. Facilitating informed decision-making can be achieved by ensuring the availability of comprehensive information on green products in retail areas. Transparent product labeling and clear information about the sustainability characteristics of items can help consumers make environmentally informed decisions. To recapitulate, companies in the USA have the opportunity to strategically tailor their marketing and communication strategies to address the unique concerns and preferences of health-conscious, environmentally aware, and well-informed consumers. By aligning strategies with these crucial factors, it is possible to effectively impact the purchasing intentions of USA consumers towards environmentally friendly goods and products.

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