

SUSTAINABILITY AND SCALABILITY OF GREEN PRODUCT PURCHASE INTENTION

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ABSTRACT

Objective of the study: The purpose of the study was to examine components that influence the purchasing intention and moderating variable of consumers in purchasing green personal care products.

Proposed Methodology: For which a questionnaire survey was deployed to collect valid samples from a total of 226 respondents who were white collars employees having knowledge about the availability of green personal care products working in Nainital, Uttarakhand. Study was done by using multiple regression analysis on testing of the independent variables (drivers) with dependent variables (purchase intention [PI]) and hierarchical regression analysis for knowing the moderating association between drivers and purchase intention.

Key Results: Analysis showed that independent variables (green marketing messages [GMM] and purchase behaviour [PB]) were the prominent drivers affecting purchase intention. And independent variable (self efficacy [SE]) had moderating effect on green marketing messages and purchase intention.

Implication of the Study: Findings would help marketers evolve marketing plans to have a longer life cycle of their products.

KEYWORDS: Green Products, Purchasing Intension, Self Efficacy, Green Marketing Messages