

Green Purchase Intention in the Digital Era: The Interplay of Environmental Concern and Green Attitude

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ABSTRACT

The integration of sustainable practices has become more relevant nowadays in addressing the growing environmental issues. This study examines the interplay of digital media interaction and environmental concern to determine the factors driving green purchase intention among individuals in Kerala. The research provides a theoretical and practical framework of marketing of green products. The study also checks the mediating role of green attitude on the relation between these factors and green purchase intention. The findings disclose that all the relationships between the factors were positive and contributing to the intention for green purchase. This emphasises the fact that creation of environment concern together with awareness through digital media interaction can create green attitude and which in turn prompts green purchase intention among the youth in Kerala.

Keywords: Environmental concern, digital media interaction, green attitude, and green purchase intention

INTRODUCTION

Sustainable products are highly essential in this era of huge environmental issues. (Yanyan 2023). Businesses and policymakers need to understand the factors

contributing to purchase intention of green products in order to get aligned with consumer mind set. In this scenario this study examines the integrated role of environmental concern and digital media interaction to prompts green purchase intention among youth.

Green purchase intentions are primarily motivated by environmental concerns, and the emergence of digital media channels has completely changed the marketing landscape. Interaction with digital media offers enormous benefits. Therefore, it is important to understand how environmental concern and digital media interactions interact to impact consumers' intentions to make green purchases. External environment can influence purchase intention of customers (Srivastava and Gupta, 2023). One-third of daily online engagement of an individual is now a days related to digital media (Global Web Index, 2017). Digital media is the marketing place of various companies and is very competitive. Awareness creation and marketing is possible easily through digital media.

By suggesting green attitude as a mediator between environmental concern, digital media interaction, and green product intention, this research aims to uncover the underlying mechanisms guiding consumer decision-making processes. The more people feel positive about green products,

the higher the probabilities they will make a purchase (Yanyan 2023). Scholars who have written about environmentally friendly consumption have consistently called for more research to close the attitude-intention gap using Theory of Planned Behavior (TPB). (Cong 2023) The insights from the study will be useful for framing marketing strategies, introducing policy initiatives and inculcating educational interventions aimed at fostering sustainable consumption practices in an increasingly digitalized world.

LITERATURE REVIEW

One of the most well-known and prominent models in the field of social psychology is the TPB (Ajzen, 1991). TPB gave people the right framework to understand why people do the things they do, which are determined by their beliefs and motivations (Vu et al., 2021). The TPB is regarded as a social cognition paradigm that studies how people make rational judgments when they evaluate the benefits and drawbacks of anticipated acts prior to taking them. (Duong 2024). Eagly and Chaiken (1993), defined attitude "a psychological disposition manifested by rating a certain entity with a degree of approval or disliking. According to Yanyan 2023, a number of factors, including attitude, exposure to social media and environmental concern influence green purchase intention of consumers.

According to Ajzen and Fishbein (2001) purchase intention involves planning and the willingness to pay a higher price for a product or service. Previous studies disclose that environmental concerns within individuals are striving force for generating environmental oriented purchasing behavior (Mainieri et al., 1997; Pickett-Baker & Ozaki, 2008). Testa et al. (2021) reviewed 113 studies and categorized them to 7 factors like behavioral factors, sociodemographic factors, personal values, personal ability, product-producer-related factors and environment-related factors. Previous studies also emphasized that environmental mindset can motivate

consumers to opt for green products. (D'Souza, Taghian, & Khosla, 2007)

An individual is said to have environmental concern when he/she starts supporting activities to protect environment and is concerned about issues related to environment protection (Kim & Choi, 2005). Likewise, green purchase intentions are also a kind of mindset in which consumers are willing to purchase a product having eco-friendly features (Oliver & Lee, 2010). In the context of green products, the media's power to significantly increase purchase intentions and behaviours. Prior studies demonstrate that social media and digital media can affect purchasing decision in general (Gao et al., 2023) so this study examine its influence on green purchase intention.

The previous studies have emphasised the relevance of green purchase intention but the impact of social media interaction has not been examined as an antecedent variable for green purchase intention along with environmental concern. To address this gap this study, integrate Environmental concern and digital media interaction to examine its joint impact on green purchase intention based on the Theory of Planned Behaviour.

OBJECTIVES OF THE STUDY

The main objective of this study is to look into what influences people's intents to purchase environmentally friendly products. It focuses on digital media interaction and environmental concern in particular, and it also takes into account the mediating effect of green attitude.

The following are the objectives of the study:

1. To study the impact of environmental concern & digital media interaction on green purchase intention.
2. To study the mediating role of green attitude on the relationship between EC and GPI
3. To study the mediating role of green attitude on the relationship between DMI and GPI.

RESEARCH FRAMEWORK

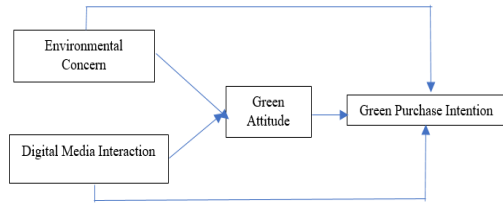


Fig 1: Research framework

Hypotheses of the Study

The following are the hypothesis of the study:

- H1: Environmental concern positively influences consumers’ green purchase intention (GPI).
- H2: Digital media interaction (DMI) positively influences consumers’ GPI.
- H3: Environmental concern significantly influences green attitude.
- H4: DMI positively influence green attitude.

- H5: Green attitude has a positive and significant influence on GPI.
- H6: Green attitude mediates the relationship between EC and GPI.
- H7: Green attitude mediates the relationship between DMI and GPI.

MATERIALS & METHODS

This descriptive study employed a convenience sampling design to select participants from the population, focusing on residents of Kerala, India. Primary data were collected using a questionnaire distributed via Google Forms. Convenient sampling the techniques were applied and data were collected from 155 samples. The gathered data were analyzed using SPSS, employing methods such as Factor Analysis, Regression Analysis, and Process Macro Mediation Analysis to efficiently interpret the results. The measurement scale were adopted from previous studies.

Variable	Source	No. of Questions
Environmental Concern	Bhattacharjee (2001)	3
Green Purchasing Intention	Jaiswal and Kant,2018	2
Green Attitude	Jaiswal and Kant,2018	3
Digital Media Interaction	Amaro et al. (2016), Nekomahmud et al. (2022)	3

RESULT

Social demographic characteristics of respondents are listed in Table 2. Reliability of the scale is measured and Cronbach’s

Alpha value of all variables are above 0.80. An exploratory factor analysis is done and all factors are properly loaded to respective variables with KMO value 0.85.

Table.2: Social demographic characteristics of respondents

Particular	Characteristic	No.of respondents	Percentage (%)
Gender	Female	72	46.5%
	Male	80	51.6%
	Others	3	1.9%
Age	20-30	54	34.8%
	31-40	25	16.1%
	41-50	15	9.7%
	51 and above	58	37.4%
	Others	3	1.9%
Qualification	High School	4	2.6%
	Undergraduate	53	34.2%
	Post-graduate	84	54.2%
	PhD or other	14	9%
Occupation	Employed	80	51.6%
	Student	32	20.6%

	Business	7	4.6%
	Unemployed	16	10.3%
	Others	20	12.9%
Income	Below Rs 25,000	14	9%
	Rs 25,001- 50,000	29	18.7%
	Rs 50,001-75,000	30	19.4%
	Rs 75001 -1,00,000	26	16.8%
	Above 1,00,000	56	36.1%
	TOTAL	155	100

Table 3 Rotated Component Matrix

	Component			
	1	2	3	4
DMI1	.867			
DMI2	.861			
DMI3	.835			
GA3		.789		
GA2		.780		
GA1		.741		
EC1			.838	
EC3			.781	
EC2			.691	
GPI2				.840
GPI1				.633

DISCUSSION

The regression analysis results provide strong evidence that environmental concern (EC) has a significant positive impact on green purchase intention (GPI). This means that for every unit increase in environmental concern, there is a corresponding increase of 0.523 units in green purchase intention on average. In simpler terms, people who are more concerned about the environment are more likely to choose eco-friendly products. However, it's important to note that the model only explains 28.2% of the variance in green purchase intention ($R^2 = .282$).

The regression analysis results show a significant positive relationship between digital media interaction and green purchase intention. The result shows that 20.9% of the variance in GPI ($R^2 = .209$) can be attributed to digital media interaction (DMI). These findings disclose that people engage more time in digital media especially regarding environmental issues are more likely to show green purchase intention. The regression analysis proved positive association between environmental concern and green attitude ($\beta = 0.531$,

$p=0.00$) as well as digital media interaction and green attitude ($\beta=0.577$, $p=0.000$). The model suggests a strong positive association between green attitude and green purchase intention with an $R^2 =$ of .432. This indicates that 43.2% of the variance in green purchase intention can be explained by green attitude. In other words, individuals with a stronger intention to purchase eco-friendly products are more likely to follow through with those intentions in their actual buying behavior.

Bootstrapping analysis with PROCESS in SPSS was conducted to investigate the potential mediating role of green attitude (GA) on the relationships between both environmental concern (EC) and digital media interaction (DMI) with green purchase intention (GPI). The total effect model shows that EC explains a significant portion of the variance in GPI. However, the direct effect of EC on GPI (after controlling for GA) is also significant (.311). This suggests a partial mediation effect. Examining the indirect effects, we see a significant indirect effect of EC on GPI through GA (.265). This indicates that

environmental concern influences green purchase behaviour not only directly but also indirectly by fostering a more positive green attitude. The total effect model shows that DMI has a significant effect on GPI. However, examining the direct effect (.122) and the indirect effect (.196) through GA, we see a partial mediation. This indicates that DMI has a weaker direct effect on green purchase behaviour after accounting for green attitude.

So these results reveals that people who are more concerned about the environment are more likely to choose green products. Also, people who are more concerned about the environment are more likely to develop a stronger green attitude, which in turn translates into a greater intention to purchase green products. People who engage more with digital media are more likely to exhibit green purchasing behaviours.

This study is very essential for academics, industry, and society at large. This study examines variables such as green attitudes to help us understand why consumers select environmentally friendly items. By concentrating on what motivates consumers to purchase green products, it offers valuable information for efficient marketing. Policymakers use the findings as a guide when developing initiatives to promote sustainable consumption. As the result of the empirical study discloses, digital media interaction can shape attitude and thereby can lead to green purchase intention. So digital media has to be used effectively by government and marketers in order to communicate and disseminate such knowledge and there by encourage green consumerism.

Limitations and Scope for Further Study

This study shows how environmental concern, digital media use, and green attitudes influence green purchase intention. The study was concentrated on general green products and hence the conclusion may not be the same for any specific categories. So it is important to repeat this

model to any specific product category like green food or new energy vehicles. It was a cross sectional study. Future research may consider longitudinal studies and exploring a wider variety of digital media, could provide a completer and more accurate picture.

CONCLUSION

This study throws light on the factors contributing to green purchase among youth in Kerala. Individuals who are environmentally concerned and are interacting in digital media are more prompted to take green purchase decisions. Green attitude plays a mediating role on the relationship between both environmental concern and green purchase intention as well as digital media interactions and green purchase intention. So this study emphasize on the relevance of creating awareness and disseminating more such knowledge through this platform so as to faster the adoption of green products and reach the sustainability goals.

Declaration by Authors

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