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A Study of Assessing the Impact of Green Retailing Practice on Consumer and Purchases Intention

Mr. M Ramu, Soundarya G, Ramkumar U

Assistant Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

ABSTRACT: This study looks into how consumer perceptions and purchasing intentions are affected by green retailing methods. This study assesses how practices such as eco-friendly packaging, the use of renewable energy, ethical sourcing, digital receipts, and waste reduction impact customer choices as sustainability emerges as a critical priority. The study investigates patterns across demographic groups using primary and secondary data, as well as statistical tools such as the Spearman's rank correlation, the Kruskal-Wallis H test, the Mann-Whitney U test, and the Chi-square test. The findings show that although consumers are becoming more conscious of sustainability, perceived quality, cost, and awareness efforts all have an effect on real purchasing decisions. Retailers looking to balance sustainability with customer expectations might benefit from the paper's practical insights.

KEYWORDS: Green Retailing, Consumer Behavior, Purchase Intention, Sustainability, Eco-Friendly Products, Environmental Awareness, Trust, Brand Loyalty

I. INTRODUCTION

1.1 Background of the Study

In retailing, sustainability refers to company plans and procedures that satisfy customer demands while minimizing the negative effects on the environment. Traditional consumerism is giving way to responsible consumerism as the globe struggles with concerns like pollution, resource shortages, and climate change. Today's consumers demand that companies follow ethical sourcing, carbon neutrality, and plastic reduction policies. Green shopping is turning into a business requirement as well as a moral decision. This study looks at how these eco-friendly tactics affect consumers' perceptions, levels of trust, and interactions with brands.

1.2 Rationale of the Study

Environmental and ethical factors are becoming more and more important to consumers when making purchases. Increased customer loyalty and competitive distinctiveness are two advantages for brands that embrace sustainability. Nonetheless, there are discrepancies between brand communication and consumer expectations. This research tackles this disparity and explores the ways in which green initiatives impact consumer purchasing decisions.

1.3 Statement of the Problem

Despite the growing popularity of green practices, not all customers react in the same way. Due to a lack of consistency in eco-labeling, there are questions over authenticity, worries about increased expenses, and misunderstanding. Retailers find it difficult to gauge how well their environmental efforts are working. Analyzing which green activities appeal to customers and how demographic variables affect green purchasing decisions are the goals of this study.

1.4 REVIEW OF LITERATURE

Chen & Chai (2010) This study found that consumers with strong environmental attitudes and a belief in their personal impact (perceived consumer effectiveness) are more likely to engage in green purchasing behaviors.

Dangelico & Pujari (2010) Through case studies of small to medium-sized manufacturers in Italy and Canada, the authors demonstrated that integrating environmental sustainability into product innovation can lead to competitive advantages and market success.

Cheah & Phau (2011) This research highlighted that higher levels of ecoliteracy and interpersonal influence significantly correlate with positive attitudes toward environmentally friendly products, leading to increased green product consumption.

Paul, Modi & Patel (2016) Applying the Theory of Planned Behavior, this study identified environmental concern, attitudes, and perceived behavioral control as strong predictors of green buying behavior.

Joshi & Rahman (2015) This comprehensive review identified key factors influencing green purchase behavior, emphasizing the roles of environmental concern, trust in green claims, and price sensitivity in shaping consumer decisions.

Leonidou et al. (2015) Analyzing internal and external drivers of green marketing strategy, the study concluded that effective green marketing positively affects firm performance and strengthens competitive positioning.

1.5 NEED FOR THE STUDY

Customers are becoming more environmentally concerned and aware of the effects their purchases have on the environment, which makes this study essential. Retailers are facing pressure to implement green practices that address these issues as consumer demand for sustainable products grows. By showcasing a dedication to sustainability, green retailing techniques can improve customer image, foster loyalty, and increase sales. Additionally, implementing sustainable practices can increase customer trust and promote enduring loyalty. The survey also seeks to pinpoint the obstacles that stores face when putting green policies into practice, offering information to help create solutions. The results can also guide companies and politicians in developing successful sustainability plans by informing retail policies and industry practices. The future of retail will be shaped in accordance with environmental ideals thanks to this research, which will assist merchants in meeting consumer expectations and encouraging sustainable consumption habits as sustainability influences purchasing decisions more and more.

1.6 OBJECTIVE OF THE STUDY:

Primary Objective:

- To assess the impact of green retailing on consumer purchase intentions.

Secondary Objectives:

- To evaluate how consumer perceptions of quality, innovation, and fashion ability in eco-friendly products influence purchase decisions.
- To examine the influence of demographic factors on consumer attitudes toward sustainability in retail.
- To determine consumers' willingness to pay a premium for products based on a retailer's sustainability practices.

1.7 SCOPE OF THE STUDY

This study looks into how consumer behavior and purchasing intentions are affected by green retailing methods. It looks at how consumer perceptions are affected by sustainable activities such as eco-friendly products, sustainable packaging, and energy-efficient operations. Customers' understanding of these practices and willingness to pay more for sustainable items are evaluated by the study. It also looks at the possibility of greenwashing and the role that trust plays in companies that advocate for environmental responsibility. Age, gender, location, income, education, and other demographic characteristics are examined to see how they affect perceptions of green products. The study assesses how well marketing tactics—such as environmental certifications, green labeling, and corporate social responsibility initiatives—build customer trust. It also looks at how word-of-mouth and peer recommendations affect customer preferences.

1.8 RESEARCH METHODOLOGY

Design of Research: Descriptive

In order to methodically monitor and examine consumer attitudes and actions about green retailing practices, the study uses a descriptive design.

Data collection:

- **Primary:** To collect first-hand information from customers, a structured questionnaire with multiple-choice, dichotomous, and Likert scale questions is given out.
- **Secondary:** To supplement and contextualize the primary data, information is taken from pre-existing papers, case studies, scholarly journals, and sustainability indexes.

The process of sampling

- **Sampling Technique:** To choose people who are available and willing to participate, non-probability convenience sampling is employed.
- **Sample Size:** To guarantee there is enough data for analysis, the study aims for a sample size of 80 respondents.
- **Population:** To capture a range of viewpoints, consumers 16 years of age and older with a range of economic and educational backgrounds are included.

Tools Used:

- **Kruskal-Wallis H Test:** A non-parametric test used to compare differences between three or more independent groups on an ordinal or continuous dependent variable.
- **Chi-Square Test:** Used to determine if there is a significant association between two categorical variables.

1.9 LIMITATIONS OF THE STUDY

- Only 80 respondents were included in the survey, which may not accurately reflect the entire consumer base.
- A convenience sample technique was employed, which could restrict the data's generalizability and result in sampling bias.
- There was little representation of rural customers in the study, which was primarily focused on urban and semi-urban respondents.

II. DATA ANALYSIS AND INTERPRETATION

STATISTICAL TOOL

KRUSKAL-WALLIS H TEST

H₀: The respondents' ages and the most stylish products compared to everyday ones do not significantly differ.

H₁: The respondents' ages differ significantly, and the most stylish items are different from everyday ones.

SHOWING KRUSKAL-WALLIS H TEST BETWEEN AGE GROUPS AND MOST FASHIONABLE THAN REGULAR PRODUCTS

Test Statistics	Value
Kruskal-WallisH	2.702
df(degreesof freedom)	4
Asymp.Sig.(2-tailed)	0.609

INTERPRETATION:

To find out if age groups differ significantly in their belief that eco-friendly products are more stylish than conventional ones, a Kruskal-Wallis H test was used. The test result was not statistically significant ($p = 0.609 > 0.05$), suggesting that age group has little bearing on customer opinions on how fashionable eco-friendly products are.

CHI-SQUARE TEST OF INDEPENDENCE

The purpose of the Chi-Square Test of Independence is to ascertain if the respondents' location and their willingness to pay more for sustainable items are two categorical variables that significantly correlate.

H₀: The respondents' willingness to pay more for sustainable products and their location, which are categorical factors, do not significantly correlate.

H₁: There is a substantial correlation between the respondents' location and their willingness to pay more for sustainable products, two categorical variables.

SHOWING CHI-SQUARE TEST OF INDEPENDENCE BETWEEN LOCATION AND THE WILLINGNESS OF THE RESPONDENTS TO PAY MORE FOR SUSTAINABLE PRODUCTS

Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.119	8	0.108
Likelihood Ratio	13.868	8	0.085
Linear-by-Linear Association	3.830	1	0.050
N of Valid Cases	80		

INTERPRETATION:

The categorical variables under investigation do not statistically significantly correlate, according to the results of the Pearson Chi-Square test ($p = 0.108 > 0.05$). A potential linear trend in the association was suggested by the Linear-by-Linear Association finding, which was marginally significant at $p = 0.050$.

III. FINDINGS

- **Demographics:** 67.5% of respondents are between the ages of 16 and 24, 72.8% are women, and 61.7% live in an urban region, suggesting that green shopping is popular among young, urban consumers.
- **Education:** 49.5% of participants have completed postgraduate coursework, indicating a high level of awareness and comprehension of sustainability.
- **Eco-Conscious Behavior:** 45% of consumers strongly prefer to buy at eco-friendly retail establishments, and 61.7% regularly take eco-friendly considerations into account when making purchases.
- **Perceptions of Quality:** 36.25% strongly agree that sustainable items are of higher quality, and 60% agree that eco-friendly products are of higher quality.
- **Social Influence:** 43.75% strongly agree that eco-friendly ads have an impact on their shopping decisions, while 52.5% strongly agree that recommendations from friends and family have an impact on their purchases.

3.1 SUGGESTIONS

- **Provide Sustainable Products:** To satisfy the rising demand from customers for sustainable solutions, give priority to carrying eco-friendly products with recyclable or minimal packaging.
- **Establish In-Store Recycling Programs:** Provide special recycling containers and provide rewards, such loyalty points or discounts, to consumers who recycle.
- **Implement Energy-Efficient Practices:** Use energy-efficient equipment, LED lighting, and renewable energy sources like solar panels to lessen the carbon footprint of your store.
- **Educate Customers:** To assist customers in making wise decisions, clearly communicate the environmental advantages of your products through labeling, signage, and employee training.
- **Increase Transparency:** To establish credibility and set your brand apart in the cutthroat retail industry, clearly convey your sustainable initiatives and successes.

IV. CONCLUSION

This study emphasizes how important green retailing is in influencing customer behavior, especially among urban, educated, and young people. 61.7% of respondents regularly take environmental concerns into account while making purchases, indicating a strong preference for eco-friendly products. Remarkably, 45% of respondents said they strongly preferred to purchase at environmentally friendly establishments, underscoring the significance of sustainability when making purchasing decisions. But problems like the value-action gap still exist, where customers' professed intentions to buy sustainable items don't necessarily match their actual purchasing patterns. This disparity emphasizes how important it is for merchants to increase openness, give consumers clear information, and foster confidence in order to translate environmentally concerned sentiments into tangible buying behavior. In conclusion, while there is a significant inclination towards sustainable consumption, bridging the value-action gap remains crucial for fostering genuine and widespread adoption of green retailing practices.

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