

Impact of Consumers Purchase Intention

Roxia R^{*} and G. Sathiyamoorthy^{**}

*Department of Commerce, PSG College of Arts & Science
Coimbatore, Tamil Nadu, India*

Abstract: People started concentrating on Environmental Consciousness, which led them to shift their consumer purchasing behaviour from normal to green products. This shift among consumers has to be monitored by researchers, so this study concentrated on consumer purchase intention towards green FMCG around various product categories by developing a research model. This research adopts the descriptive and purposive sampling method. Using valid data of 354 Tiruppur city consumers, it was found that consumer awareness and concern had a negative impact on consumer green attitude. A green attitude had a significant positive impact on green consumer purchase intention. It demonstrated that consumer demand is increasing towards green products, so manufacturer is to develop a green communication strategy, and the government has to develop a green awareness campaign, in order to promote green concern

Keywords: Consumer Green Attitude, Consumer Purchase Intention, Consumer Packaged Goods (CPG), Fast Moving Consumer Goods (FMCG), Green Awareness, Green Concern, Green FMCG products, Green Perceived Quality

JEL Classification Number: C51, C83, F64, M31, M37, O31

^{*} Corresponding author. Research Scholar. Email: roxiaroxia15@gmail.com

^{**} Email: sathiyamoorthy@psgcas.ac.in