A Study of Factors Affecting Indian Consumer Purchase Decisions to Green Tea

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Abstract -The study aimed to investigate the factors that influence consumers' purchase intentions towards green tea. The study focused on exploring the relationship between attitude, social environment, environmental concerns, marketing factors, and green tea purchase intentions. The study employed a questionnaire sampling technique and collected 120 usable responses from the respondents . The data collected was analyzed using the Cronbach's Alpha test, which measures the internal consistency and reliability of the questionnaire items. The result of the study revealed that attitude had a direct impact on consumers' green tea purchase intentions. This implies that individuals' personal attitudes towards green tea, such as their preferences, beliefs, and perceptions, play a significant role in influencing their likelihood to purchase green tea products. Additionally, the study found that marketing factors and the social environment significantly influenced consumers' purchase intentions towards green tea. These factors were found to have a positive impact on consumers' purchase intentions, suggesting that effective marketing strategies can influence consumers' decision-making processes regarding green tea purchases. Similarly, the social environment, which refers to the influence of family, friends, and social networks, was also found to be a significant factor affecting green tea purchase intentions. This indicates that individuals are influenced by the opinions, recommendations, and behaviors of others in their social circles when making decisions about purchasing green tea products. However, the study revealed that environmental concerns had an insignificant impact on green tea purchase intentions. This suggests that consumers' concerns about environmental issues, such as sustainability or eco-friendliness, may not be strong drivers of their intention to purchase green tea products. This study included marketing factors as predictors of green tea purchase intentions for the first time. By considering marketing elements alongside attitude, social environment, and environmental concerns, the study provides valuable insights into the various factors that influence consumers' decisions regarding green tea purchases.

Keywords: Green tea purchase intentions , Attitude, Social Environment, Environmental concerns, Marketing factors, Organic produ-cts, Health Benefits

Introduction

Tea is the second most consumed beverage in the world, after water. Green tea is made from the leaves of the Camellia sinensis plant that have undergone minimal oxidation during processing. After harvesting, the leaves are quickly steamed or pan-fried to prevent oxidation, which preserves their natural green colour and delicate flavour. Because green tea is minimally processed, it retains a high level of antioxidants and beneficial polyphenols, such as epigallocatechin gallate (EGCG), which have been shown to have various health benefits, such as reducing inflammation, aiding in weight loss, and improving heart health. Some of the most notable benefits include: Improved brain function, reduced risk of cardiovascular disease. Green tea has been shown to lower levels of LDL (bad) cholesterol and

triglycerides, which can help reduce the risk of heart disease. It may also help lower blood pressure and improve blood vessel function, lower risk of certain cancers, weight loss. Green tea may help aid in weight loss by boosting metabolism and increasing fat burning, improved oral health- The catechins in green tea have been shown to inhibit the growth of bacteria that can cause bad breath and promote tooth decay, reduced risk of type 2 diabetes. Green tea may help improve insulin sensitivity and reduce the risk of developing type 2 diabetes. According to the report published by VMR (Verified Market Research) on October 21 stated that, Green Tea Market size was valued at USD 13.35 Billion in 2020 and is projected to reach USD 23.77 Billion by 2028, growing at a CAGR of 7.48% from 2021 to 2028. The growth of the green tea market is driven by increasing consume r awareness about the health benefits of green tea, such as its antioxidant and anti-inflammatory properties, as well as its potential to lower the risk of various diseases. Additionally, the rising demand for green tea as a functional beverage, along with its increasing use in cosmetics and personal care products, is also contributing to the market's growth.

Literature Review

According to the Consumer Behaviour towards Decision Making and Loyalty to Particular Brands. The purpose of studying consumers' purchase intention of green tea is to understand the factors that influence their decision-making process when it comes to buying this particular product. By identifying the factors that impact purchase intention, marketers and businesses can better understand their target audience and develop more effective marketing strategies to promote green tea consumption. For example, if health benefits are found to be a key factor influencing purchase intention, marketers could focus their messaging on the health benefits of green tea to attract health-conscious consumers. Additionally, understanding the factors that impact purchase intention can help businesses make decisions related to product development, pricing, and distribution, among other things. Overall, the purpose of studying purchase intention of green tea is to gain insights that can help businesses

promote their products and increase sales. Shakir Ullah et al. (2022) and Hasan (2022), which measured that Study results revealed that attitude, perceived Behavioural control, green trust directly influenced tea purchase intentions of green tea. Previous studies have shown that the customer's green purchase intention, including green tea purchase intention, can be influenced by several factors, including the individual's attitude, subjective norm, and perceived behavioural control. Behavioural intention is considered the most critical determinant of actions according to motivational intervention, as it reflects a person's subjective likelihood of performing a certain behaviour.

Furthermore, the motive to perform a behaviour can also influence an individual's actions. If a person's purpose is triggered, it can serve as a self-fulfilling force that motivates them to take action. Behavioural intention captures the motivational factor that reflects the amount of effort an individual is willing to exert to perform a behaviour. Overall, understanding the factors that influence green purchase intention can help companies design effective marketing strategies to promote sustainable consumption behaviours among consumers. Green Tea Purchase Intentions. According to "The Influence of Consumers' Purchase Intention Factors on Willingness to Pay for Renewable Energy; Mediating Effect of Attitude" Published in Frontiers in Energy Research, Attitude has a major mediating effect on the relationship between purchase intention and (social media exposure, relative advantage, ease of use, awareness, and cost). The main findings revealed interesting consumer purchase intention regarding renewable energy technology. It is interesting to hear that attitude plays a major mediating role in the relationship between purchase intention and various factors such as social media exposure, relative advantage, ease of use, awareness, and cost. The beverage industry has seen a significant shift in recent years, with consumers increasingly seeking out healthier and more sustainable options. Green tea is one such option that has gained popularity due to its many health benefits and its reputation as an environmentally friendly choice. However, the popularity of green tea is not solely driven by its

health benefits and environmental friendliness. Consumers' attitudes towards the product and their perceptions of its quality and taste also play an important role in determining their purchase intentions. Therefore, understanding the relationship between consumers' attitudes and green tea purchase intentions is essential for businesses looking to develop successful marketing strategies. In this paper, we aim to explore the relationship between consumers' attitudes and their intentions to purchase green tea.

This paper reviews the relevant literature on both topics, and present the results of our own research study. By examining this relationship, we hope to provide insights into consumer behaviour and guide businesses in developing effective marketing strategies for green tea products. Specifically, we will investigate how consumers' attitudes towards health, sustainability, taste, and quality influence their purchase intentions for green tea. We will also explore how demographic factors such as age, gender, and income may impact this relationship. Through our research, we aim to contribute to the growing body of literature on consumer behaviour and sustainability, and provide practical insights for businesses looking to promote environmentally friendly and healthy products.

According to "On the factors influencing green purchase intention: A meta-Analysis Approach" published in Frontiers in Energy Research on 09 April 2021, Environmental Concern study found that there is a significant positive relationship between environmental concern and purchase intention towards green products, meaning that individuals who are more environmentally concerned are more likely to purchase green products. Similarly, the study found a significant positive relationship between environmental attitude and purchase intension towards green products. In recent years, environmental concerns have become increasingly pressing as people become more aware of the impact of human activities on the planet. Climate change, pollution, and deforestation are just a few of the major issues that are affecting our environment. As a result, consumers are becoming more conscious of the environmental impact of the products they purchase, and are increasingly seeking out environmentally friendly options. One area where this trend is particularly evident is in the beverage industry, where consumers are shifting towards healthier and more sustainable options such as green tea. Green tea has long been known for its health benefits, but it is also gaining popularity as a more sustainable and eco-friendlier alternative to other beverages like coffee and soda.

However, while the popularity of green tea is on the rise, it is not yet clear how much of this is due to consumers' environmental concerns. Research has shown that consumers' attitudes towards the environment can have a significant impact on their purchasing decisions. Therefore, it is important to understand the relationship between environmental concern and green tea purchase intention, in order to better understand consumer behaviour and guide business strategies. In this paper, we will explore the relationship between environmental concern and green tea purchase intention. We will review the relevant literature on both topics, and present the results of our own research study. By examining this relationship, we hope to provide insights into consumer behaviour and help businesses develop more sustainable and environmentally friendly products.

According to "On the factors influencing green purchase intention: A meta-Analysis Approach" published in Frontiers in Energy Research on 09 April 2021, Social environment systematically analyses the factors that affect consumers' green purchase intention. Through a comprehensive literature review, the influencing factors of consumers' green purchase intention are organized into three categories: cognitive factors, consumer individual characteristics, and social factors. The results revealed that green perceived value, attitude, and green trust have a significant positive influence on green purchase intention.
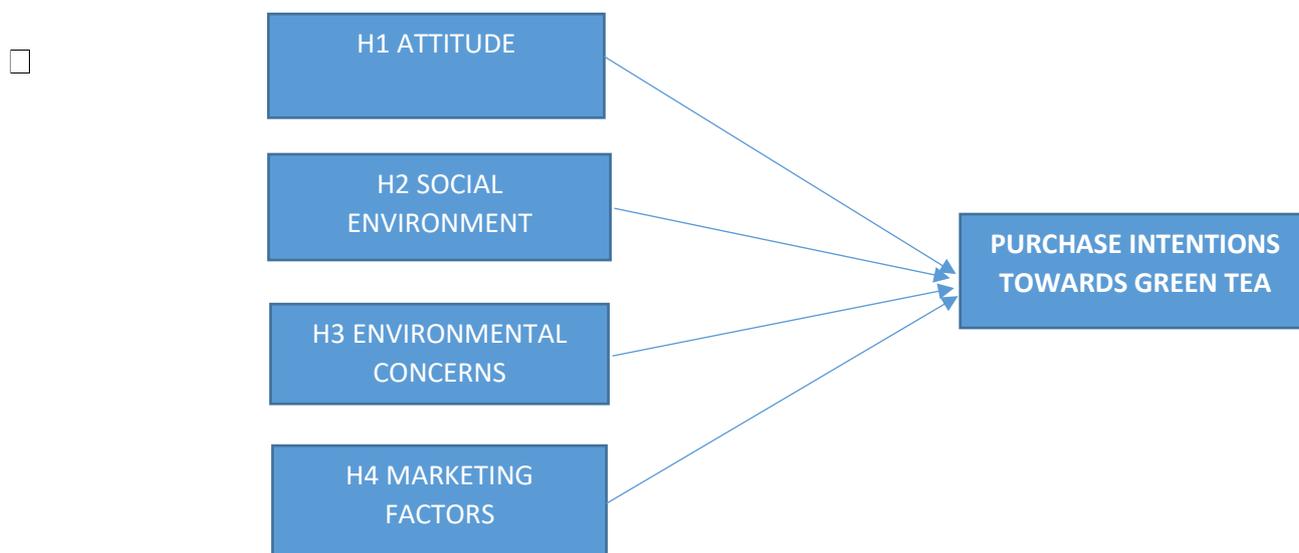
Bhowmik (2022) did an analysis on consumer behaviour towards green tea in Assam, India with the objective of determining the factors affecting purchase intentions of consumers towards green tea using KMO and Bartlett's Test and found advertising, packaging, & sales along with price affordability and health benefits as major variables affecting the purchase intention of consumer towards green tea. Nam et al. (2021) did Analysis of consumer preference for green tea with eco-

friendly certification in China with the objective of determining the factors affecting purchase intentions of consumers towards green tea using CE & CVM test and found Eco-friendly agriculture, certification system, organic green tea, marginal willingness to pay, choice experiment, and consumer preference as major variables affecting the purchase intention of consumer towards green tea. Skubina (2022) did an analysis on consumer choices and habits related to tea consumption by poles with the objective of determining the factors affecting purchase intentions of consumers towards green tea using Kruskal- Wallis H test (also called K-W ANOVA) and found gender, financial status and dwelling place as major variables affecting the purchase intention of consumer towards green tea. Hasan (2022) did an analysis on the extension of the theory of planned behaviour (TPB) to predict green tea purchase intentions: The role of green tea satisfaction with the objective of determining the factors affecting purchase intentions of consumers towards green tea using SEM& reliability test and found attitude, perceived behavioural control and green tea as major variables affecting the purchase intention of consumer towards green tea. Shakir Ullah et al. (2022) did an analysis on Assessing the impact of green consumption behaviour and green purchase intention among millennials toward sustainable environment with the objective of determining the factor affecting purchase intension of consumers towards green tea using Composite reliability and Cronbach's alpha test and found Green purchase intention (GPI), Green consumption behaviours (GCB), Sustainable environment & carbon emission as major variables affecting the purchase intension of consumer towards green tea. Acharya et al. (2018) did an analysis on a Comparative study on customer preference towards Lipton Green Tea and organic India green Tea with the objective of determining the factor affecting purchase intention of consumers towards green tea using KMO & Bartlett's test, T-test, Levene's test, Cronbach alpha test, Anova and found promotional offers, pricing, packaging, health consciousness as major variables affecting the purchase intension of consumer towards green tea. Sama (2019) did an analysis on a study on consumer behaviour towards green tea with the

objective of determining the factor affecting purchase intention of consumers towards green tea using analysis through pie chart and found taste, health benefits, cool factors, advertisement as major variables affecting the purchase intension of consumer towards green tea. Apriya et al. (2018) did an analysis on a study on customers perception and satisfaction towards green tea with special reference to Coimbatore city with the objective of determining the factor affecting purchase intension of consumers towards green tea using chi-square analysis and found health benefits, satisfaction, Inco me as major variables affecting the purchase intension of consumer towards green tea. Kannan et al. (2018) did an analysis on a study on consumer brand preference towards green tea in Thoothukudi City with the objective of determining the factor affecting purchase intension of consumers towards green tea using percentage and chi square test and found health benefits, reduce the cost of green tea and increase the quantity ton attract more customers as major variables affecting the purchase intension of consumer towards green tea. Scholar et al. (2018) did an analysis on a study on customers satisfaction of top 10 green tea brands with special references to SALEM TOWN with the objective of determining the factor affecting purchase intension of consumers towards green tea using chi- square test and found colour Aroma, and particular brand as major variables affecting the purchase intension of consumer towards green tea. Guha (2018) did an analysis on a study on organic tea farming and its performance in Sikkim, India with the objective of determining the factor affecting purchasing intention of consumers toward green tea using mean test and found green leaf of tea, fertiliser use, labour productivity experienced as major variable affecting the purchase intension of consumer towards green tea. Kudos (2018) did an analysis on a study on a perception of consumers in Golaghat District of Assam, India using chi-square test with the objective of determining the factor affecting purchasing intention of consumer toward green tea using chi- square test and found that what is the monthly household income of the consumer and how much the consumer spends on an average as a major variable affecting the

purchase intension of consumer towards green tea. Prakash and paramasivam (2015) did an analysis on a study on factors affecting buying behaviour of tea in Nilgiri district of Tamil Nadu, India with the objective of determining the factor affecting purchasing intention of consumer toward green tea using SPSS, Factor analysis test and found flavour, aroma, quality and taste as a major variable affecting the purchase intension of consumer towards green tea. Thamsatitdej et al. (2015) did an analysis on a study on consumer attitude toward RTD green tea related to health consciousness with the objective of determining the factor affecting purchasing intention of consumer toward green tea using ANOVA analysis, RESEARCH MODEL

SPSS analysis method and select case analysis and found price, package and distribution channel as a major variable affecting the purchase intension of consumer towards green tea. Hidayat (2017) did an analysis on a study on Analysis of brand equity effect on green tea product with the objective of determining the factor affecting purchasing intention of consumer towards green tea using Multiple linear regression analysis and found brand awareness and brand equity as a major variable affecting the purchase intension of consumer towards green tea.

H1 ATTITUDE

H2 SOCIAL ENVIRONMENT

H3 ENVIRONMENTAL CONCERNS

H4 MARKETING FACTORS

PURCHASE INTENTIONS TOWARDS GREEN TEA

Hypothesis of the study:

On the basis of the Literature review and considering the factors following hypothesis were formed:

H1: Attitude significantly influences the Purchase intention of Green Tea

H2: Social environment significantly influences the Purchase intention of Green Tea

H3: Environmental Concerns significantly influences the Purchase intention of Green Tea

H4: Marketing factors significantly influences the Purchase intention of Green Tea

Research Methodolgy:

The following is the proposed research methodology of research paper on the topic of factors affecting consumer purchasing decision of green tea. The research design for this study is a quantitative research approach. A primary data survey is conducted to gather data from the target population. The survey is designed in a way that it has been administered online to ensure maximum reach to the target population. A set of structured five-point Liker scale questionnaires is adopted. Some demographic variables were added to the questionnaires. The population for this study is the general public of the age group 18 or above. A

sample size of at least 150 respondents is selected using a questionnaire sampling method. The data is collected through a structured questionnaire, which consists of both closed and open-ended questions. The questionnaire is pretested to ensure its validity and reliability. The survey is administered through online platform- Google forms.

DATA ANALYSIS:
ATA: ATTITUDE
SEA: SOCIAL ENVIRONMENT
ECA: ENVIRONENTAL CONCERNS
MFA: MARKETING FACTORS
IBGT: INTENTION TO BUY GREEN TEA

Table 1 Sample profile
Demographic profile of respondents (n= 119)

Variables	n	Percentage (%)
AGE		
Under 18	3	2.52
19-24	87	73.11
25-34	26	21.84
35-44	2	1.68
44 or above	1	0.84
GENDER		
Male	63	52.94
Female	54	45.37
Prefer not to say	2	1.68
Others	0	0.00
OCCUPATION		
Student	63	52.94
Businessperson	15	12.61
Housewife	2	1.681
Professional Workers	14	11.76
Teacher	2	1.68
Unemployed	2	1.68
Employed	6	5.04
Others	15	12.61
MONTHLY INCOME		
0-150000	89	74.78
150001-300000	12	10.08
300001-450000	10	8.40
450001-600000	1	0.84
600001 or above	7	5.88

Majority of the respondents are of the age group 19-24 years reflecting the popularity of green tea in this age group whereas the least number of respondents are from the age group 44 years or above. Male respondents are more than the female respondents. However, the difference between these two is very less indicating almost a similar amount of interest from them. Also, 1.68% of the people preferred not to state their gender. Highest number of respondents are the people who are still in their educational learning process i.e., 52.94% followed by Businessperson & Professional workers. The respondents are majorly

of the income bracket (0-150000) followed by 150001-300000, 300001-450001, 600001 or above & 450001-600000.

Internal consistency of the data was measured through Cronbach's Alpha (Table 2) The values for Cronbach alpha confirmed that the items within each of the independent variable were closely related as a group. Overall Cronbach's Alpha value, for all the independent variables together (0.910), also specified the internal consistency of the scale.

Table 2 Cronbach's Alpha

Variables	Cronbach's Alpha
ATA	0.924
SEA	0.942
ECA	0.926
MFA	0.933

Correlation

Pearson correlation shown in Table 3 shows that the intention to buy green tea (IGBT) is positively related to all the four variables considered (P<0.01). this relationship was found to be

positive. A comparison of intensity of correlation shows that the IGBT has strongest relationship with attitude through a coefficient of 0.638 followed by the variable social environment (SEA). The correlations between the independent variables were also found to be positive with the highest value belonging to the relationship between SEA and ATA. Values for the coefficient of correlation between the variables was found to be in acceptable range (0.5-0.75) indicating moderate to good correlation.

Table 3 Correlation

		ATA_AVE	SEA_AVE	ECA_AVE	MFA_AVE	IBGT
ATA_AVE	Pearson Correlation	1	.744**	.722**	.738**	.638**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	119	119	119	119	119
SEA_AVE	Pearson Correlation	.744**	1	.701**	.644**	.530**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	119	119	119	119	119
ECA_AVE	Pearson Correlation	.722**	.701**	1	.767**	.501**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	119	119	119	119	119
MFA_AVE	Pearson Correlation	.738**	.644**	.767**	1	.465**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	119	119	119	119	119
IBGT	Pearson Correlation	.638**	.530**	.501**	.465**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	119	119	119	119	119

**. Correlation is significant at the 0.01 level (2-tailed).

Regression:

As per Table 4, DW test statistic was found to be in the acceptable range (1.5-2.5) indicating the absence of autocorrelation. This signifies the relative independence of error terms with no serial correlation detected. The adjusted value of

coefficient of determination suggested that the independent variables could justify 39.7% (nearly 40%) of the variation in the dependent variable. Further, this model was found to be significant (Table 5)

Table 4 Regression Model

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.646[a]	.417	.397	1.116	2.338

a. Predictors: (Constant), MFA_AVE, SEA_AVE, ECA_AVE, ATA_AVE

b. Dependent Variable: IBGT

Table 5 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.545	4	25.386	20.392	.000[b]
	Residual	141.917	114	1.245		
	Total	243.462	118			

Dependent Variable: IBGT

Table 6 confirms the absence of multicollinearity between the independent variables. Consenting with the suggestion of Chatterjee and Simonoff, 2013, a conservative estimate of < 5 (VIF value) was used. Moreover, the table also shows that only one variable ATA (Attitude) was found to be a significant influencing factor in the model.

Table 6 Coefficients
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			VIF
1	(Constant)	.536	.340		1.577	.118	
	ATA_AVE	.698	.159	.553	4.387	.000	3.113
	SEA_AVE	.129	.135	.109	.953	.343	2.563
	ECA_AVE	.108	.154	.087	.700	.485	3.049
	MFA_AVE	-.096	.145	-.081	-.660	.511	2.937

a. Dependent Variable: IBGT
b. Predictors: (Constant), MFA_AVE, SEA_AVE, ECA_AVE, ATA_AVE

Conclusion And Implications:

Green tea has been increasingly popular among millennials as a healthy, organic, and plant-based beverage (research, 2022). In this paper, the purchase intention of Indians towards green tea has been explored a Specifically, the effect of social influence, attitude of the customers, environmental concerns and marketing been accounted for, by utilizing regression model. The results indicate that attitude was found to have a signific of the consumer's intention to buy green tea. The findings are in consonance with the results from previous st consideration of literature on the study of green tea purchase, reveals that attitude positively influences the purchase green tea (Hasan et al, 2022). This study was carried out in Bangladesh. However, the results were eq a similar study on Bangladeshi consumer's intention to purchase organic tea (Sumi and Kabir, 2018). Attitu other factors was also found to influence the consumer's preferences towards organic tea in Coimbatore (Kuma 2017).

Environment concern was reported to be a significant influencer in case of determining the intentions for the organic tea (Sumi and Kabir, 2018; Sakthrama & Venkatram 2013). However, this study, explores the relation the consumer's concern for the environment and purchasing intentions for green tea but finds no support in relationship.

The effect of social influence on the purchase intention for green tea was also not supported for by the fi current study. In fact, green tea was reported to be enjoyed by majority of the consumers alone in the evening Kamalakannan, 2018). Similar findings have been testified by Varshney et al, 2017, where social influence was f no effect on the purchase intention for organic clothing (green product). While factoring for the effect of mark the results of the current paper are different from the findings of the previous studies. Marketing factors were be a significant influencer affecting the consumer's intention to buy. Price consciousness while buying gr reported by Sumi, 2018. Yet another study talked about the consumers being price sensitivwhile buying green te 2013). Price was found to be a significant influence for green tea purchase by Kumar and Anand, 2015 & Dharsh 2019. Branding, Packaging and other marketing mix variables were also found significant in many studies (2015; Hidayat, 2018; Sumi, 2018).

Given the results of the study, consumer attitude affects his intent for purchasing green tea. Marketers and sellers of green tea should focus on creating a positive attitude towards green tea and develop effective marketing strategies to influence customers' purchase intentions. By doing so, they can increase the demand for green tea and achieve their marketing goals. While the change in behavior due to others in the society, namely social factors, concern for environment and marketing variables like promotion, price etc need not be the only ways to bring this change in the consumer attitude. Marketers can consider influencing the consumer attitude by altering the components of attitude as suggested by tricomponent model of attitude. According to Schiffman et al (2014), attitude change can be

affected by many ways like changing the basic motivational function. For example, green tea can be associated with the positive feeling which consumers might want to reflect about themselves, it can become a drink which has to be enjoyed in social settings. Similarly, green tea consumption can be associated with some admired group or even to gain positive feelings from the customers. On similar lines, two conflicting attitudes which are apparent towards green tea are its bitter taste and its health improving image. This conflict can be resolved by working on the product attributes to scale up the taste of the product. Thus, change in attitude of the customers can work volumes for the industry.

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