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**FACTORS AFFECTING FEMALE GREEN BUYING  
BEHAVIOR OF ECO-FRIENDLY HYGIENE PRODUCTS**

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**Keywords**

*Green Buying Behavior – Theory of planned behavior – Eco-Friendly female Hygiene Products.*

**Abstract**

The growing awareness of environmental issues and health concerns has led to an increase in eco-friendly hygiene products, including female hygiene products. The study explores the factors influencing of female green buying behavior, focusing on eco-friendly hygiene products. Females are more sensitive to environmental issues and showing more interested to buying eco-products, even if they need to pay higher prices. The study used Theory of Planned Behavior (TPB) to understand female green buying behavior. The study used SPSS for analysis the data (ANOVA). The study was done reliability test. The data was collected primary and secondary data. Primary data were collected from the respondents. The present study utilizes the descriptive analysis to give an account of how respondents felt about the variables and indicators that were connected to their relationship. The researcher was adopted Convenience sampling method to select the total sample size of 200 respondents. The consumers prefer green products and expect to pay affordable price only. Consumers are willing to buy eco-friendly products, but not to pay higher prices.



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## 1. INTRODUCTION

The increasing environmental deterioration and growing health concerns have raised awareness among consumers, particularly females, about the importance of eco-friendly products. Females are more sensitive to environmental issues and are more interested to buying eco-products. The production, use, and disposal of traditional female hygiene products have significant environmental and health impacts, contributing to pollution, waste management issues, and potential health risks. In response, many consumers are seeking out eco-friendly alternatives that are designed to minimize environmental harm while also promoting personal health and well-being. This article aims to investigate the factors affecting female green buying behavior, specifically in the context of eco-friendly hygiene products. The hygiene products market has traditionally been dominated by conventional products that often contain harsh chemicals, artificial fragrances, and non-biodegradable materials. However, with growing concerns about the environmental impact of these products, many consumers are now seeking out eco-friendly alternatives. Eco-friendly hygiene products are designed to minimize environmental harm, using natural ingredients, biodegradable materials, and sustainable production processes. Green buying behavior, which involves the purchase products that are environmentally friendly and sustainable, it has become an important area of research in the field of consumer behavior. Understanding the factors that influence green buying behavior is crucial for businesses, policymakers, and environmental advocates seeking to promote sustainable consumption patterns. Female hygiene products, such as sanitary napkins, tampons, and menstrual cups, are essential for women's health and hygiene. However, the environmental impact of these products is significant, with millions of tons of waste generated each year. Eco-friendly female hygiene products, such as reusable menstrual pads, menstrual cups, and biodegradable sanitary napkins, offer a more sustainable alternative. Despite the growing interest in eco-friendly products, there is limited research on the factors that influence green buying behavior for female hygiene products. This article aims to address this gap by exploring the key factors that affect green buying behavior for eco-friendly female hygiene products.

## 2. OBJECTIVES OF THE STUDY

1. To identify the factors that affecting female green buying behavior of eco-friendly hygiene products.
2. To examine the relationship between the variables that affect consumer's buying behavior of hygiene green products.
3. To determine the price levels consumers, prefer to pay for green products.

## 3. REVIEW OF LITERAURE

Minakshi Sharma et al. (2024), the study explores female consumer buying behavior towards green personal products in India, highlighting the importance of health and safety, knowledge and awareness, and social factors.



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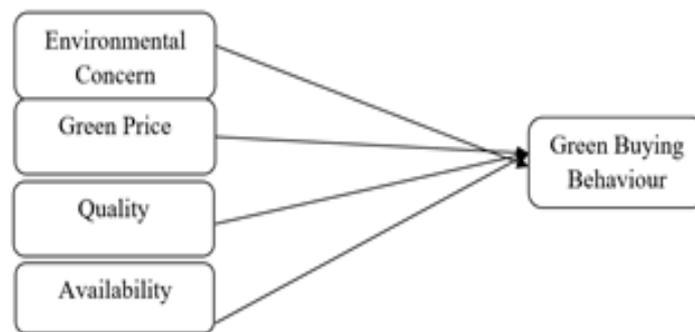
Rashmi Malhotra et al. (2024), the study investigates consumer buying behavior regarding eco-friendly products, emphasizing the need for environmental concern.

Rusitha Wijekoon et al. (2023) the study highlights the importance of determinants such as environmental concern, green price, and knowledge in influencing green product purchase intention and behaviour.

#### 4. THEORY OF PLANNED BEHAVIOUR (TPB)

The Theory of Planned Behavior (TPB) Developed by Icek Ajzen in 1985, can be applied to understand female green buying behavior. According to TPB, an individual's behavior is influenced by their attitude, subjective norms, and perceived behavioral control. In the context of eco-friendly hygiene products, females' attitudes towards environmental sustainability, health, and quality, as well as their perceived control over purchasing decisions, shape their buying behavior.

#### 5. FACTORS AFFECTING FEMALE GREEN BUYING BEHAVIOR



#### 6. METHODOLOGY

The present study utilizes the descriptive analysis to give an account of how respondents felt about the variables and indicators that were connected to their relationship. The extent of the impact and establish relationship between consumers' buying behavior towards the female eco-friendly products in Chennai city. The respondents of this study were all consumers who make the purchases of green products. The researcher was adopted Convenience sampling method to select the total sample size of 200 respondents. Both the primary and secondary data collection methods were used. However, primary data was collected from the respondents. Primary data was complemented with secondary data sources such as publications in the topic from journals, magazines, and internet. The responses of the measurement were scored using a 5- point likert scale. The data collection period for the study was undertaken within short Period.

#### 7. LIMITATIONS OF THE STUDY

- The study is confined to Chennai city only.
- The study is based upon the consumer behaviors of eco friendly female hygiene products.
- The data collected for the research is fully on primary data given by the respondents.
- The data were collected only female consumers



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- There is chance for personal bias. So, the accuracy is not true
- Due to shortage of time and other constraints, the study has been limited 200 respondents only.

## 8. RESULTS AND DISCUSSION

The Table 1 shows, majority of the respondents were found (61.6) in the age category of 18-24. Further most of them (63.5%) are Degree holders in terms of Educational Qualification and most of the respondents (68.8%) are Students. Lastly, in terms of Monthly income, (35.4%) they earn Rs. 25,000-35,000 per Month.

**Table 1: Demographic Characteristics of Respondents**

S.no.	Demographic Factors	Labels	n=200	%
1	Age	Under 18	19	9.7
		18–24	123	61.6
		25–34	34	17
		above 35	24	11.7
2	Educational qualification	Schooling	8	4.4
		Bachelor's degree	128	63.5
		Master's degree	46	23.1
		Doctorate or higher	18	9
3	Employment status	Employee	50	24.9
		Home maker	12	6.3
		Student	138	68.8
4	Monthly family income	Less than 10,000	52	25.8
		10,000–25,000	32	15.5
		25,000–35000	70	35.4
		35,000–45,000	14	7.2
		Above 45,000	32	16.1

The Table 2 shows, Findings of the scales' reliability for this study. The consistency and stability of the measuring device are referred to as reliability. Cronbach's alpha coefficient, which has a scale from 0 to 1, is the most used dependability indicator (Bougie & Sekaran, 2019). The Cronbach's alpha values and the total number of items for each scale are shown in the table. The findings show that Cronbach's alpha values for Environmental concern scales of 0.897, Green price scales of 0.839, Quality scales of 0.822, Availability 0.864 and consumer buying behavior scales of 0.887. These values are all above the commonly accepted minimum threshold of 0.70 for



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Cronbach's alpha, indicating that the scales used in the study are reliable measures of their respective constructs (Bougie & Sekaran, 2019).

**Table 2: Reliability Analysis**

S.no.	Variables	Cronbach's Alpha	No. of Items
1	Environmental concern	.897	3
2	Green price	.839	3
3	Quality	.822	3
4	Availability	.864	4
5	Consumer Buying Behavior	.887	5

Table 3 present the model summary results for the regression analysis of consumer buying behavior (dependent variable) with the Environmental concern, Green price, quality and Availability (independent variables). The intensity and direction of the linear link between Environmental concern, Green price, quality and Availability (independent variables), and customer purchasing behavior is measured by the correlation coefficient (R) (dependent variable). In this case, the correlation coefficient is 0.778, indicating a moderately strong positive relationship between the Environmental concern, Green price, quality and Availability and consumer buying behavior. The R Square value for this model is 0.604, indicating that the Environmental concern, Green price, quality and Availability explain (60.4%) of the variation in consumer buying behavior. Overall, the model summary table offers crucial data for determining the strength and direction of the relationship between Environmental concern, Green price, quality and Availability and consumer purchasing behavior, along with the percentage of variation in consumer purchasing behavior that can be accounted for by Environmental concern, Green price, quality and Availability and purchasing behavior.

**Table 3: Model summary**

Model	R	R Square	Adjusted R square	Std. Error of the Estimate
1	.778a	.604	.602	.65558

Table 4 presents the ANOVA results for the regression analysis of consumer buying behavior with the independent variables Environmental concern, Green price, quality and Availability. The F-value of 288.908 is significant at the  $p < .000$  level, indicating that the regression model is a good fit for the data and that the independent variables have a significant effect on Consumer Buying Behavior. Overall, the ANOVA table provides important information for assessing the goodness of fit of the regression model and the significance of the independent variables in explaining the



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variation in consumer buying behavior. In this case, the ANOVA results suggest that the Environmental concern, Green price, quality and Availability variables are significant predictors of consumer buying behavior.

**Table 4: ANOVA a**

S.no	Model	Sum of Squares	Df	Mean square	F	Sig.
1	Regression	243.443	2	125.176	288.908	.000b
	Residual	161.177	373	.420		
	Total	404.62	375			

### Factors Affecting Consumers' Buying Behaviors for Green Products

From the review of literature, some major factors affecting consumers' buying behaviors for eco-friendly hygiene products were selected and respondents were asked to indicate those factors which affect them most. The following shows their responses:

Table 5 represent that according to 40% of consumers, Price is the major factor that affects their buying behaviors. This is followed by availability (22.5%) Quality (19%) and lastly Environmental concerns (18.5%). From the above table is found that when it comes to purchase of green products, availability, quality, and environmental concerns are still the key factors influencing their purchase decisions.

**Table 5: Factors affecting female green buying behavior for Eco-friendly hygiene products**

	Frequency	%
Environmental concern	37	18.5
Green price	80	40
Quality	38	19
Availability	45	22.5
Total	200	100

Table 6 shows that respondents prefer to pay for eco-friendly hygiene products (32.5%) of the respondents hold that the prices of green products should be moderate price and also 30.5 prefer cheap price of green products. Thus, they are willing to pay more for those products which are neither costly nor very costly.

**Table 6: The Price Levels of Consumers Prefer to Pay for Eco-friendly hygiene products**

	Frequency	%
Very costly	8	4
Costly	22	11
Moderate	65	32.5
Cheap	61	30.5
Very cheap	44	22
Total	200	100



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## 9. SUGGESTIONS, CONCLUSION AND RECOMMENDATIONS

This study was conducted to identify the relationship between the variables affect the consumers' buying behaviors towards eco-friendly female hygiene products, to examine the factors that affect consumers' buying behaviors towards green female hygiene products, to identify the price levels consumers prefer to pay for green products in the Chennai city. The collected data was subjected to ANOVA. The results suggest that a large number of consumers in the selected areas value the environment and have a typical buying behavior. The consumers prefer green products and expect to pay affordable price for them. Consumers are willing to buy eco-friendly products, but not to pay higher prices. This indicates green product awareness among consumers. As consumers are aware and concerned about the green products, it creates an opportunity for developing green marketing focusing on more consumers. Overall, this study clearly identified a positive relationship between the variables or factors which affect consumers' buying behavior female hygiene products. Consumers' buying behavior acts as a predictor and have a direct influence on the decision process when purchasing eco-friendly hygiene product. The results provide reasonable support to all the hypothesized relationships. It was also identified that while consumers have positive behavior towards purchasing eco-friendly hygiene products, when it comes to actual purchase, price, environmental concerns and quality are still the key factors influencing their purchase decisions. After having undertaken this research, based on the findings of the study, the following recommendations are given; the researcher noted that more in-depth follow-up investigations would be necessary to further advance understanding of the consumer. Further research in this area needs to address what influences consumers' attitudes towards green purchases as this would provide the true decision-making criteria for manufacturers, businesses and marketers. Green marketers can therefore understand, identify and design marketing mix strategies to appeal to the preferences of the market segments for green products at suitable price levels and also consider environmental and quality aspects in order to attract more consumers. Hence, green products must perform competitively as there is a scope for eco-friendly marketers to capture this market for long term growth. Manufacturers who want to offer environmentally friendly products to consumers may benefit from the findings of this research as well. Consumers want eco-friendly products from those manufacturers which have positioned themselves as eco-friendly manufacturers and it is important that manufacturers aiming at developing new eco-friendly products ensure that those products perform competitively.

## 10. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

## 11. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.



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## 12. PLAGIARISM POLICY

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