

# Measuring the Collective Impact of Gender and Age and Factors of Planned Behaviour on Purchase Intention of Green Products

Abhilasha Saxena<sup>1</sup> and Dr. Vandana Jain<sup>2</sup>

Research Scholar, Devi Ahilya Vishwavidyalaya, Indore, MP, India<sup>1</sup>

Professor (Commerce), Devi Ahilya Vishwavidyalaya, Indore, MP, India<sup>2</sup>

**Abstract:** *Green purchase can exert an impression on organization end line. It also supports to shape an affirmative public image, brand, and goodwill in the marketplace. The purchase intention for the green products differs across culture, gender and individual behaviour. India is a heterogeneous country and consists of different subcultures that have their own values, beliefs and norms. Therefore, conducting a national-level study of cultural orientations, as is done in most developed countries may be of limited value. Knowing individual trends can give marketers a better picture of consumers' green purchasing intent. Therefore, this study examines individual behaviour in contrast to previous studies, which have mainly focused on examining national behaviour. Demographic factors such as gender and age group are having significant impact on purchase intention. The result revealed that Gender have different attitude while buying environmentally friendly green products. But they exhibited similar behaviour in terms of subjective norms/ beliefs, their perceived behavioural control, purchase intention, self-expressive benefits and their collective responses while purchasing environmentally friendly green products. But various age groups of respondents exhibit difference in their attitude, subjective norms/ beliefs, perceived behavioural control, purchase intention towards buying environmentally friendly green products, self-expressive benefits and collective response towards buying environmentally friendly green products. Hence this study is useful for policymakers, entrepreneurs, marketers, and academicians and gives insight into how to increase purchase intention and purchase for different kinds of green products*

**Keywords:** Green Marketing, Planned Behaviour Theory, perceived behavioural control, self-expressive benefits, subjective norms/ beliefs