

Chapter 26

Exploring the Role of Lifestyle and Personality in Predicting the Green Buying Intentions of Responsible Consumers: Sustainability Insights From an Emerging Economy

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ABSTRACT

The present study seeks to investigate the impact of lifestyle and personality of Indian millennials on their buying intentions towards sustainable personal care products. The target population is Indian millennials who are in age range of 24 years to 40 years. The sample size has been calculated as 385. Primary data has been collected using a self-administered questionnaire. SPSS software has been used to apply multiple regression techniques to elucidate the relation between two independent variables (lifestyle and personality) and one dependent variable (green buying intention). Findings suggest that both lifestyle and personality exert a low impact on buying intentions of Indian millennials towards green personal care products, which shows that sustainability related lifestyle and personality traits of consumers have a favourable but low impact of buying intentions. The study argues that sustainable personality and lifestyle traits are influencing green buying intentions of Indian consumers but with a low magnitude.

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1. INTRODUCTION AND BACKGROUND

There have been tremendous changes in mindset of consumers after passing through two deadly waves of Covid 19. Human beings have realised that possessing a good health is more important than owing other monetary assets. People have become more conscious for their well being to lead a good life. The world has become aware of protecting the environment for future generations that is why the concept of sustainability has gained momentum across the globe. The industrialists have shown their concern to save environment by producing different categories of green products for meeting different needs and wants of people. The business organisations have offered organic food products, green vehicles, sustainable electronics, green IT products and green convenience and personal care products.

The global researchers in previous years have done various studies to corroborate the impact of various psychographic factors of consumers on buying intentions towards eco-friendly products (Jaiswal and Kant, 2018; Shatnawi and Chin, 2019; Rathod and Vaidya, 2019). Researchers have investigated the influence of environmental concern (Sadiq et al., 2020; Shao and Unal, 2019), environmental consciousness (Kautish et al., 2019), environmental knowledge (Kautish and Sharma, 2019), health consciousness (Jin et al., 2020; Rana and Paul, 2020), altruism (Panda et al., 2020; Tan et al., 2020), perceived consumer effectiveness (Emekci, 2019), price consciousness (Hsu et al., 2017), personal values (Lobo and Greenland, 2017), product attributes (Song et al., 2019; Sharma and Foropon, 2019), religiosity (Wang et al., 2020; Kirmani and Khan, 2018) on consumer intentions towards green products in general. To date, surprisingly less research has been done by researchers examining the impact of lifestyle and personality of millennial consumers on their buying intentions for green products in Indian settings. This book chapter identifies a new perspective in the field of sustainable consumer buying intentions for personal care products which is still at nascent stage. Therefore, the present study has been designed to fill this gap in literature and aims to examine the impact of lifestyle and personality of Indian millennial consumers on their buying intentions towards green personal care products. Consequently, the research objectives are twofold:

1. To determine the impact of personality on green purchase intentions of consumers.
2. To determine the impact of lifestyle on green purchase intentions of consumers.

1.1. Structure of the Chapter

Section 1 corroborates the background, rationale, novelty and objectives of the research investigation. Section 2 details the theoretical underpinnings, literature review, development of hypotheses and conceptual model. Detailed research methodology is discussed in Section 3 including research design, sampling procedure, measures, demographic profile of respondents, normality testing, sample adequacy and testing of reliability and validity of research instrument. Section 4 elucidates hypotheses testing and presentation of findings of empirical analysis. Discussion and conclusion have been presented in Section 5 followed by theoretical and managerial implications in Section 6 and limitations and scope for future research in Section 7.

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