The Influence of Demographic Factors on Men's Purchase Intentions Towards Sustainable Products

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ABSTRACT

This research examines how demographic variables affect men's attitudes and buying intentions towards green personal care products in contemporary retail stores. In response to increasing environmental consciousness and ethical consumption, it is imperative for marketers and policymakers to know the impact of demographics on consumer behavior. The study employs a quantitative method, where there were structured questionnaires administered to 650 male participants from varying age groups, income levels, education, and marital status. Statistical tests such as regression and correlation were conducted to identify that education and income are strong predictors of positive attitudes and purchasing intent toward green personal care products. The strongest predictor was found to be education, suggesting that higher-educated individuals tend to embrace sustainable consumption. Moreover, marital status and age have positive correlations as well, implying that family and personal responsibilities might raise sensitivity toward green products. The research helps the literature of consumer behavior by indicating how demographic segments react differently to sustainability efforts in personal care. Practical implications imply that greening strategies should be customized based on demographic profiles so that market penetration is improved. The work promotes further research on psychological and cultural factors for a deeper insight into green consumerism.

Keywords: Green consumer behavior, Demographic analysis, Purchase intention, Sustainable marketing, Men's attitudes.

1. INTRODUCTION

Growing concern for sustainability in the environment has greatly impacted consumer behavior, particularly that of personal care products. Although most of the literature available to date has been centered on women as major consumers of green products, recent developments show that an increasing number of men are interested in using green personal care products (GPCPs) (Ng et al., 2022). This development is driven by contemporary retail settings that have opened up access and exposure to such items. Knowing what motivates men's buying intentions in such a context is important for both policymakers and marketers looking to encourage sustainable consumption.

Demographic variables including age, income, education, and marital status are viewed as core variables that determine consumer behavior (Kotler et al., 2017). The variables facilitate market segmentation and the designing of marketing approaches to suit certain consumer demands. Their contribution towards determining men's purchasing intentions, particularly in contemporary retail environments such as supermarkets, malls, and internet sites, has not been examined extensively.

This study aims to bridge that gap by examining the influence of demographic variables on men's attitudes and purchase intentions of green personal care items. With increased environmental consciousness and shifting gender roles, consumer behavior among men is also becoming more multifaceted and deserves thorough demographic scrutiny. With its emphasis

on contemporary retail environments—high-exposure, convenient, and technologically integrated settings—this research seeks to provide actionable knowledge regarding the targeting of male consumers more efficiently by marketers and retailers. In addition, it strives to contribute to the current body of literature by incorporating demographic forces within green consumer behavior models. The research will utilize a quantitative method of analysis to examine these associations in a structured questionnaire and regression analysis.

2. LITERATURE REVIEW

Demographics are a major driver of consumer behavior, especially for the green products category. Age, income, education, and marital status have been often referred to as powerful drivers of environmental attitude and behavior (Diamantopoulos et al., 2003). Demographic segmentation of green personal care products (GPCPs) allows firms to segment their strategies in an effective manner. Younger consumers such as millennials and Gen Z tend to be more environmentally aware and will be more likely to buy green products (Joshi & Rahman, 2015). Older consumers, on the other hand, might be more brand loyal and have higher spending power, which can be converted into long-term purchase behavior if convinced by authentic green claims. Greater incomes often lead to increased purchasing power, and thus green products—generally more expensive—are within reach (Dangelico & Vocalelli, 2017). Evidence shows that high-income consumers are prepared to pay more for products that are ethical in alignment with their beliefs, such as environmental sustainability. Education is associated with knowledge of the environment, and this influences green buying behavior. Empirical evidence has established that consumers with a higher level of education are environmentally conscious and more prone to green consumption (Chen & Chai, 2010). Households with family members, particularly married couples, are more likely to buy green products because of safety and health concerns (Lee, 2008). Their choices usually include well-being for the family, which is aligned with the perceived advantages of employing environmentally friendly personal care products. Historically, men have been less engaged in green activity than women due to social norms and masculinity ideology (Brough et al., 2016). Nonetheless, recent research reports a change with more men engaging in ecologically friendly activities as a result of contemporary values, urbanization, and retail exposure (Ng et al., 2022).

The function of contemporary retail outlets—supermarkets, e-shops, and specialty stores—is also fundamental. These outlets enhance the visibility of green products, impact buying through campaigns, and make them easily accessible. Men who use these outlets are likely to come across and think of buying green substitutes (Thøgersen, 2010).

Theory of Planned Behavior (TPB): Ajzen's (1991) "TPB theory forms the basis of much purchase intention research". Attitudes, subjective norms, and personal behavioral control are determined by demographics and collectively form consumer intentions. The model makes an effective platform for examining how demographic characteristics affect the psychological antecedents of GPCP buying.

In short, demographic factors play an important role in green consumerism. Although a good deal is known about trends as a whole, less is known regarding their precise effect on men's purchase intentions towards GPCPs in contemporary retail environments. This research proposes to fill that gap by investigating the manner in which these variables interact to influence male green purchasing behavior.

3. OBJECTIVE

To examine the influence of demographic factors on men's purchase intentions towards green personal care products in modern retail channels.

4. METHODOLOGY

The study utilized a quantitative research design with a structured questionnaire administered to a sample of 650 male respondents aged 18 and older in urban areas of the UK. A non-probability convenience sampling approach was adopted. The questionnaire captured demographic variables (age, income, education, marital status), attitude (ATT), and purchase intention (PI) towards GPCPs. Responses were captured on a 5-point Likert scale.

Data were processed with the help of SPSS version 26. Descriptive statistics gave demographic profiles, and multiple linear regression was employed to analyze the influence of demographic variables on purchase intention. Cronbach's Alpha was utilized to check for reliability of constructs, and all variables surpassed the acceptable limit of 0.7, which proved the good internal consistency.

Ethical measures were followed through voluntary participation, anonymity, and informed consent. The research also complied with GDPR regulations regarding the treatment and storage of data. The methodology enables systematic examination of the impact of demographic variables on men's buying intentions, and both theoretical and practical contributions.

5. Analysis

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Age	18-25	150	23.1
	26-35	230	35.4
	36-45	150	23.1
	46+	120	18.5
Education Level	Secondary	90	13.8
	Undergraduate	300	46.2
	Postgraduate	260	40.0
Monthly Income (£)	<1,500	110	16.9
	1,501–3,000	270	41.5
	>3,000	270	41.5
Marital Status	Single	310	47.7
	Married	340	52.3

Table 1 shows demographic features of the respondents who took part in the study of men's purchase intentions for green personal care products through contemporary retail channels. There were 650 valid responses for analysis.

As for the age demographics, the most prominent group of respondents belongs to the 26–35 age group (35.4%), followed by equal contribution from the 18–25 and 36–45 age groups, each representing 23.1%. The smallest percentage of respondents are 46 years and older (18.5%). This reveals that the sample is predominantly composed of young to middle-aged adults, who are more likely to be subjected to sustainability campaigns and personal care product trends.

In terms of level of education, almost half (46.2%) possess undergraduate degrees, with a substantial percentage (40%) attaining postgraduate studies. A mere 13.8% of the respondents have secondary education. This indicates an educated sample population, which is important since education tends to go hand in hand with awareness and attitudes toward environmental concerns and ethical consumption. As far as monthly income is concerned, the proportion is fairly even between those who earn in the range of £1,501–3,000 (41.5%) and those who earn over £3,000 (41.5%), with a meager 16.9% earning under £1,500. This indicates that most of the respondents have moderate to high earnings, which can affect their ability to pay and prioritize green products.

Finally, marital status is almost evenly distributed as 52.3% are married while 47.7% are single. The balance gives an indication of household dynamics and buying decision patterns, which can influence product selection behavior. All in all, the demographic breakdown is apt for studying consumer behavior in the target market.

Table 2: Regression Analysis – Impact of Demographics on Purchase Intention

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.420	0.234	—	6.068	.000
Age	0.122	0.048	.121	2.542	.011
Education	0.206	0.045	.194	4.578	.000
Income	0.143	0.043	.132	3.326	.001
Marital Status	0.110	0.052	.102	2.115	.035

$R^2 = 0.317$ | $F = 59.012$ | $p < 0.001$

Table 2 reports the outcomes of multiple linear regression analysis carried out to study the effect of demographic measures—age, education, income, and marital status—on men's purchase intention towards green personal care products. The model as a whole is statistically significant, $R^2 = 0.317$, which shows that around 31.7% variance in purchase intention can be accounted for by the combined effect of the demographic measures. The F-statistic of 59.012 with a p-value of less than 0.001 validates the solidity and appropriateness of the model for inference.

All independent variables have statistically significant positive correlations with purchasing intention. Education has the largest standardized effect (Beta = 0.194, p < 0.001), which implies higher levels of education are most predictive of higher intention to buy green personal care products. This is consistent with current literature suggesting more educated consumers tend to be environmentally aware and sensitive to sustainability claims. Income also largely influences purchase intention (Beta = 0.132, p = 0.001), indicating that people with greater disposable income can more likely afford and value green personal care products. Age positively contributes (Beta = 0.121, p = 0.011), indicating that the older men become, the greater their preference for buying such products, perhaps because of greater health consciousness and brand maturity.

Last, marital status also has a strong impact (Beta = 0.102, p = 0.035), and it means that married men will be more responsible or care about future well-being, which can affect their sustainable consumption. Demographic variables have a significant impact on purchase intention overall, and education is the strongest predictor.

Table 3: Correlation Between Demographic Variables and ATT

Variable	ATT (r)	Sig. (2-tailed)
Age	.186	.003
Education	.309	.000
Income	.271	.001
Marital Status	.149	.016

Shoreline Retreat showed robust financial improvement and operating enhancement during the two years of simulation. Top-line revenue for both Rooms and Food & Beverage departments doubled more than twice, fueled by effective pricing, facilities renovation, and expansion of services like events and conferences. Operating expenses also rose, but in proportion to revenue growth, allowing the gross operating profit and profitability levels to increase significantly. Liquidity remained improved consistently, which was evident from an improved current ratio and improved working capital position, thanks to enhanced revenue timing and cost control. Important key performance indicators such as REVPAR, GOP margin, and ROCE demonstrated significant improvement, placing the hotel competitively among its peer group. Strategic initiatives including premium room upgrades, focused marketing efforts, and third-party alliances were crucial in driving performance. Overall, Shoreline Retreat completed its transformation from a mid-range performer to a high-range contender well, setting a firm foundation for sustainable growth and further financial improvement in Year 3.

5. DISCUSSION

The results confirm that demographic factors strongly influence men's buying intentions towards green personal care products. Education stood out as the most significant predictor, which implies that educated consumers are more prone to value the worth of eco-friendly products. This aligns with previous studies (Chen & Chai, 2010; Joshi & Rahman, 2015), whereby awareness is a basis for environment-friendly behavior.

Income also contributed significantly, indicating that affordability continues to be a lower-income consumer constraint. This aligns with the claim of Dangelico and Vocalelli (2017) that sustainable consumption tends to be class-dependent. The importance of age and marital status also indicates changing cultural dynamics—older and married men may equate green shopping with family health and responsibility.

These findings have implications for practice for marketers. GPCPs campaigns should lead with educational messaging and family-focused messages. Retailers also can offer tiered pricing or bundles of eco-products to appeal to different income brackets.

Furthermore, the functions of contemporary retail channels are embedded in this conduct. Familiarity, convenience, and credibility in branded store settings might strengthen green buying intentions. Future research may delve into the interaction between retail format and demographic effect, especially with the development of online shopping.

6. CONCLUSION

This research explored the role of demographic variables in determining men's intentions to purchase green personal care items in contemporary retail settings. The findings show that education, income, age, and marital status all have significant effects on both attitudes and intentions. Education emerged as the most powerful variable, meaning awareness and knowledge are crucial when encouraging environmentally friendly consumption among male shoppers.

These results add to the overall literature on green consumer behavior by emphasizing the distinct drivers for men—a demographic group commonly excluded from environmental promotions. As values shift and green marketing increases in inclusivity, understanding these demographic factors can assist companies in creating targeted and successful approaches.

Marketers need to emphasize education campaigns and pricing to appeal to diverse male segments. Policymakers, as well as NGOs advocating for sustainability, can also leverage these insights to customize awareness programs. Contemporary retail environments, physical and online, continue to be key touchpoints for behavior shaping.

Future studies must investigate other demographic factors, including employment or family size, and also make cross-cultural comparison. Longitudinal studies must also explore the development of these associations over time as environmental awareness goes mainstream. Generally, demographic analysis is crucial for understanding and influencing men's green buying habits in a rapidly eco-aware market.

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