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Factors Influencing Green Products Buying Behaviour of Consumers: An Empirical Study in Kolkata

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Abstract

Purpose – Asian markets have been the focal point of current research of green consumer behaviour. Although the research has shown that Indian customers are environmentally sensitive, it is still unclear how they make purchases of green items. Thus, the goal of this research is to investigate the variables influencing Indian customers' decisions to buy green products.

Design/methodology/approach –The study utilizes a survey methodology to evaluate a set of hypotheses. Data were gathered from 297 Indian respondents in Kolkata, employing a 27- question questionnaire and a snowball sampling procedure. The data were examined by exploratory and confirmatory factor analyses. Structural equation modelling was employed to evaluate the hypotheses put forward.

Findings – Research findings indicated that participants exhibit a readiness to promote environmental protection, an awareness of environmental obligations, and a propensity to seek information pertaining to green products and gain insight about them. Factors influencing green product purchasing behaviour include promotion of environmental protection, commitment to environmental accountability, green product past exposure, social attractiveness.

Research limitations/implications – The study's findings are beneficial for marketers and academics of green products in formulating viable green marketing approaches that highlight individual relevance, societal value, and ecological impact in the buying, usage, and disposal of green products, thereby enhancing consumer contentment and influencing their purchasing behaviour.

Originality/value – The present study offers important perspectives into green consumer behaviour within the Indian setting by analyzing the elements that affect their purchasing behaviour about green items.

Keywords: Green Products Buying Behaviour of Consumers, Questionnaire, Natural Resources.

Introduction

The recognition of the degradation of natural resources due to human conduct has highlighted the need of environmental conservation and awareness in consumer behavior. This has consequently heightened the demand for eco-friendly products globally. A green product is described as "a product produced with non-toxic constituents and environmentally sustainable methods, certified by a recognized organization" (Gurau and Ranchhod, 2005). The greening of a product occurs across its whole life cycle, encompassing product design, raw material acquisition, production, storage, transit, consumption, and after-use activities.

Sustainable consumption is progressively emerging in Asian regions (Lee, 2008; Gurau and Ranchhod, 2005), with India identified as a promising market for green products (Singh, 2013). Research indicates that Indian consumers prefer eco-friendly products (Nath et al., 2012) and exhibit selective purchasing behavior regarding their choice for sustainable products, product quality, competitive pricing, and retailer accountability (Singh et al., 2012; Manaktola and Jauhari, 2007). Given the heightened environmental awareness in the Indian market (Singh et al., 2012), it is essential to comprehend the determinants influencing environmentally sustainable purchasing decisions. This research aims to investigate the facets of environmental awareness among Indian customers and to examine their associations with green product purchasing behaviour.

Review of Literature

- **Consumer Green Buying Behaviour (CGBB)**

Green consumers are defined as those who examine the environmental ramifications of their consumption habits and aim to alter their purchasing and consumption behaviors to mitigate environmental damage. Buying behavior is characterized by the acquisition of green items (Albayrak et al., 2013), the adoption of environmentally conscious consumption patterns (Gadenne et al., 2011), and a propensity to invest more in green products (Essoussi and Linton, 2010). The purchasing behaviour of environmentally conscious consumers is shaped by two primary aspects. Intrinsic variables influencing consumers include their awareness of environmental obligations, desire for information, personal interest, and commitment to resource preservation and minimizing environmental damage. The other factors are external to customers and pertain to their social image.

Factors Influencing Green Products Purchase Behaviour of the Consumers

- **Social Influence (SI)**

Consumer behaviour is significantly shaped by the perceptions of others on their product selections and utilisation (Bearden and Rose, 1990). Consumers recognise the significance of items through interpersonal interactions and the acquisition of pertinent knowledge (Oliver and Lee, 2010). Consumers, as members

of an ethnic group or social group, acquire and disseminate knowledge, and are aware of others' perceptions of a specific product (Dholakia et al., 2004), thereafter assessing the products depending on the feedback and viewpoints of others (Escalas and Bettman, 2005). Moreover, customers are typically drawn to products that cultivate their self-identity and influence how they wish to be regarded by others (Kleine et al., 1993). Consequently, social attraction significantly influences the formation of product purchasing habits (Lee, 2008). They want to purchase things that align with societal perceptions (Sen et al., 2001) and simultaneously establish their social identities (Ozaki and Sevastyanova, 2011).

In an eco-conscious society, consumers generally view environmentally friendly behaviour as a contemporary and trustworthy lifestyle choice (Grier and Deshpande, 2001). It symbolises morality, altruism, environmental consciousness, and ecological aspirations. This results in significant functional implications for consumers, including a pro-social reputation for trustworthiness, being a valuable companion, and enhanced status (prestige) (Griskevicius et al., 2010). Purchasing green items reflects customers' eco-friendly self-image and demonstrates their commitment to environmental conservation in response to social pressure (Park and Ha, 2012; Oliver and Lee, 2010). Therefore, the subsequent hypothesis is posited:

H₁: The social influence substantially influences consumers to purchase green products.

- **Drive for Environmental Responsibility (DER)**

Customers' own dedication to environmental safety concerns and their individualized actions meant to enhance the standard of the environment are linked to their urge for environmental stewardship. Customers are aware of the negative effects that the environment has on people and other living things, and they are aware of their personal obligations to safeguard the environment (Gadenne et al., 2011). They have a strong sense of attachment to environmental protection issues (Lee, 2008) and think that they can each make a personal contribution to environmental conservation by engaging in eco-friendly activities. They are reported to be predominantly involved in environmental conservation and are motivated by an innate concern for the health of the earth and its people (Griskevicius et al., 2010). According to Kilbourne and Pickett (2008) and Zuraidah et al. (2012), consumers' environmental awareness, empathy, and conviction in the reality of environmental issues at a personal level cause them to act in an environmentally responsible way and change their purchasing habits to favour green items. Thus, the following theory is put forth:

H₂. Green products buying behaviour of the consumers are greatly influenced by their drive for environmental commitment.

- **Promoting Environmental Protection (PEP)**

One of the main motivations for customers to make sustainable choices is to encourage environmental conservation (Gadenne et al., 2011). They search for eco-friendly features in product design and use that reduce environmental effect and make a significant difference in preserving the environment (Lee, 1990). They prioritize goods that are safe for the environment and living creatures, have recyclable elements, and cause less pollution when used. By buying and possessing environmentally friendly items, consumers demonstrate their support for environmental preservation and acknowledge the importance that green products have in enhancing the condition of the environment (Escalas and Bettman, 2005). Additionally, they are able to connect the ecological advantages of sustainable products to the legitimacy of their higher costs. As a result, customers choose sustainable goods over non-sustainable ones, and this favourable inclination is reflected in their actual purchases of eco-friendly goods (Han et al., 2010). Thus, the subsequent hypothesis is put forth:

H₃. Promoting environmental protection has a significant impact on consumer preferences to buy green products.

- **Consumers' Past Experience with Green Products (PEGP)**

The consumer exposure to eco-friendly products is a significant factor affecting their purchasing decisions regarding such items. This corresponds to consumers' curiosity to acquire insights regarding the environmental attributes of green products. They make an effort to acquire insights into green products, including their contents, environmental impact, and functionality, among other aspects (Laroche et al., 2001). They exchange expertise and information regarding eco-friendly items with their peers and get insights from one another (Khare, 2014). Product appraisal, as an outcome of the learning procedure, facilitates understanding of the environmental advantages of green products and fosters a favourable attitude towards them (Cegarra-Navarro and Martinez, 2010). This additionally affects their purchasing decisions, facilitates informed decision-making, and enhances their readiness to expend a premium for environmentally friendly products (Zhao et al., 2014). Therefore, the subsequent hypothesis is posited:

H₄. Past experience with green products strongly influences consumers' purchasing behaviour regarding green products.

Methodology

The majority of research on green consumer behaviour has assessed ecological behaviour using self-expressed statements made as responses to survey questions (Steg and Vlek, 2009). Additionally, the questionnaire approach is favoured because it makes it possible to gather a large number of replies quickly (Ozaki and

Sevastyanova, 2011), making it appropriate for market research. Therefore, a questionnaire-driven survey technique was used to investigate and quantify the proposed correlations. There were two portions to the 33-item questionnaire.

The first part, gathered information regarding the demographic attributes of the participants. Demographic variables including age, gender, educational qualification, marital status, employment status and monthly household income were incorporated.

In the second part, it examined the environmental dimensions of consumer behaviour. All metrics used in the present research were subjective evaluations by participants utilizing a five-point Likert scale, having endpoints of 1 indicating significant disagreement and 5 indicating strong agreement.

The participant selection process was conducted in two phases. Initially, seed informants were recruited, and their personal, familial, and professional connections were utilized. This phase can be characterized as employing convenience sampling. The second phase employed a snowball sampling strategy to enlist the remaining respondents. After collecting data from the initial informants, they were requested to identify persons who might be inclined to engage in the study. The research was carried out in Kolkata, India. Consumers were solicited in various locations throughout the city.

From 600 consumers surveyed, 297 valid replies were received. Table I delineates the demographic characteristics. The data were evaluated by exploratory factor analysis to discover and validate the elements associated with every component. The model fit was assessed by confirmatory factor analysis. Additionally, hypothesis testing employing structural equation modelling was conducted to examine the relationship among variables associated with customers' green product buying behaviour. The results of such tests were subsequently analysed in accordance with the literature's assistance.

Analysis and Findings

The analysis commenced with the conversion of data to numerical format and the tabulation of the acquired data in an MS Excel spreadsheet, subsequently utilizing SPSS software.

Table 1: General Sample Descriptions

SI No	Demographic Variable	Levels	Number	Percentage
	Age (in Years)	18-28	69	23.2
		29-39	86	28.9
		40-49	63	21.2
		50-59	47	15.8
		60 and Above	32	10.8

	Gender	Male	143	48.1
		Female	154	51.9
	Marital Status	Single	92	30.9
		Married	85	28.6
		Separated	34	11.4
		Divorced	53	17.8
		Widowed	33	11.1
	Educational Qualification	Up to class 8	35	11.8
		Secondary	46	15.5
		Higher Secondary	61	20.5
		Graduate	82	27.6
		Post Graduate and Above	73	24.6
	Employment Status	Managerial	58	19.5
		Professional	69	23.2
		Clerical	57	19.2
		Self Employed	52	17.5
		Others	61	20.5
	Monthly Household Income (in Rs.)	20000 - 30000	48	16.2
		30001 -40000	53	17.8
		40001 -50000	77	25.9
		50001 - 60000	62	20.9
		60001 and Above	57	19.2

Source: Authors' own Compilation

Reliability Analysis

The reliability analysis (Table 2) indicated a Cronbach's α value of 0.916 for the questionnaire, which aligns to the reliabilities obtained by Wadkar et al. (2016).

Table 2: Cronbach's Alpha

Cronbach's Alpha	Number of Items
.916	27
Source: Authors' own Compilation	

Adequacy of Sampling

Principal component analysis and varimax rotation were employed to examine the scale factorization. Bartlett's test of sphericity yielded a result of 0.000, and the KMO value was 0.863 (refer to Table 3), indicating compliance with the presumption of factorability.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.863
Bartlett's Test of Sphericity	Approx. Chi-Square	3697.875
	df	210
	Sig.	.000
Source: Authors' own Compilation		

Exploratory Factor analysis

Table 4 presents the total variances explained, and Figure 1 shows the Scree plot. The scree-plot (Figure 1) demonstrates that only four components with eigenvalues greater than one must be kept. The variables were categorized into four factors (Table 4), collectively representing 66.722 percent of the total variance.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.075	33.689	33.689	7.075	33.689	33.689	3.942	18.771	18.771
2	3.055	14.548	48.237	3.055	14.548	48.237	3.540	16.855	35.627
3	2.203	10.493	58.729	2.203	10.493	58.729	3.418	16.275	51.902
4	1.678	7.992	66.722	1.678	7.992	66.722	3.112	14.820	66.722
5	.844	4.021	70.742						
6	.701	3.337	74.080						
7	.662	3.151	77.230						
8	.623	2.969	80.199						
9	.504	2.400	82.599						
10	.478	2.278	84.877						
11	.463	2.206	87.082						
12	.434	2.065	89.147						
13	.363	1.731	90.878						
14	.324	1.545	92.423						
15	.307	1.461	93.884						
16	.289	1.379	95.262						
17	.269	1.282	96.545						
18	.224	1.067	97.611						
19	.197	.937	98.549						
20	.174	.829	99.378						
21	.131	.622	100.000						
Extraction Method: Principal Component Analysis									
Source: Authors' own Compilation									

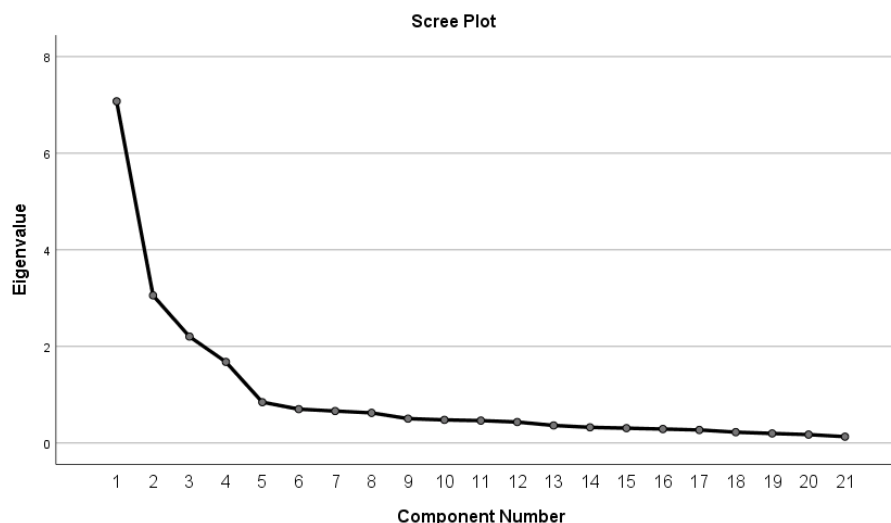


Figure 1: Scree Plot

Source: Authors' own simulation.

In the Scree plot, the component number is plotted against the eigenvalue. From Figure 1, it can be seen that the line appears to be nearly flat after the fourth component, indicating that each subsequent component is only contributing a decreasing percentage of the variation in total. Only principal components with eigenvalues larger than 1 are taken into account in this case.

During the exploratory factor analysis, items exhibiting factor loadings exceeding 0.5 were reserved for analysis. (Hair et al., 2006)

Table 5: Item wise Factor Loading Analysis

Statements	Factor Loading
Factor 1: Social Influence	
SI2	.865
SI3	.854
SI5	.818
SI1	.783
SI4	.763
Factor 2 : Drive for Environmental Responsibility	
DER2	.843
DER3	.796
DER1	.793
DER6	.738
DER5	.735
DER4	.715
Factor 3: Promoting Environmental Protection	
PEP2	.823
PEP5	.789
PEP1	.767
PEP3	.766
PEP4	.691
Factor 4 : Past Experience with Green Products	
PEGP4	.816
PEGP2	.811
PEGP5	.798
PEGP3	.666
PEGP1	.651

Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis was performed on the sample through structural equation modelling to assess the stability of the scale. It is widely regarded as a versatile statistical method for analyzing non-experimental data and examining linkages and interaction effects. According to Hair & Anderson (2010), Confirmatory Factor Analysis (CFA) let the researchers decide on the relationship between variable before proceeding for further analysis.

A measurement model was constructed with AMOS V21.0, with the maximum likelihood approach selected for confirmatory factor analysis. After deleting the variables with low loadings, the main solution—found using EFA—was applied to CFA. Five first-order constructs were found in the confirmatory factor analysis model, and a minimum was attained. Every study parameter was realistic, with standard errors falling within reasonable bounds (Table 6).

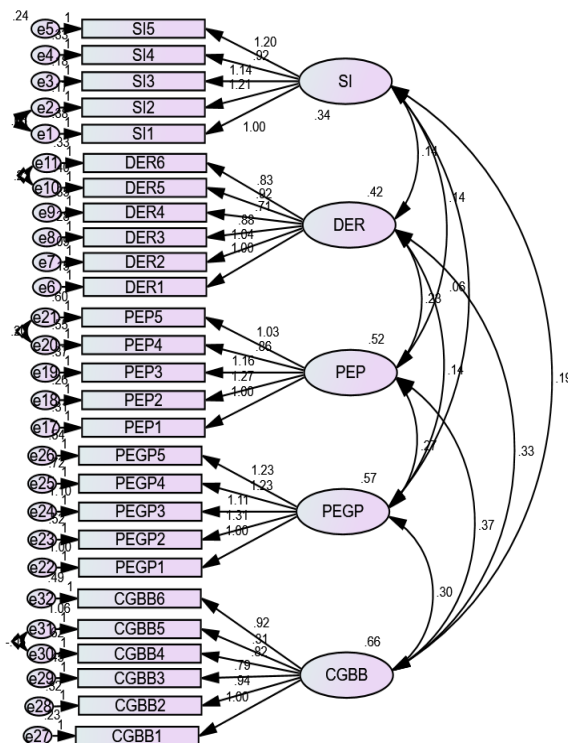
Table 7 shows that all goodness-of-fit indices were higher than the suggested cutoff points (Browne and Cudeck 1993). The study model was thus validated. Consequently, it could be deduced that green consumer behaviour is optimally characterized by five dimensions.

Table 6: Regression Weights; (Default model)

Relationship			Estimate	S.E.	C.R.	P
SI1	<---	SI	1.000			
SI2	<---	SI	1.209	.082	14.808	***
SI3	<---	SI	1.142	.090	12.643	***
SI4	<---	SI	.915	.086	10.615	***
SI5	<---	SI	1.203	.097	12.400	***
DER1	<---	DER	1.000			
DER2	<---	DER	1.042	.051	20.273	***
DER3	<---	DER	.880	.060	14.623	***
DER4	<---	DER	.711	.062	11.535	***
DER5	<---	DER	.924	.069	13.372	***
DER6	<---	DER	.833	.063	13.253	***
PEP1	<---	PEP	1.000			
PEP2	<---	PEP	1.272	.078	16.255	***
PEP3	<---	PEP	1.157	.078	14.915	***
PEP4	<---	PEP	.863	.077	11.271	***
PEP5	<---	PEP	1.028	.083	12.320	***
PEGP1	<---	PEGP	1.000			
PEGP2	<---	PEGP	1.313	.128	10.261	***
PEGP3	<---	PEGP	1.109	.128	8.642	***
PEGP4	<---	PEGP	1.229	.127	9.707	***
PEGP5	<---	PEGP	1.229	.122	10.080	***
CGBB1	<---	CGBB	1.00			
CGBB2	<---	CGBB	.940	.058	16.273	***
CGBB3	<---	CGBB	.789	.060	13.195	***
CGBB4	<---	CGBB	.815	.068	11.976	***
CGBB5	<---	CGBB	.307	.079	3.874	***
CGBB6	<---	CGBB	.923	.065	14.236	***

Table 7: Model fit Indices for Measurement Model

SI No.	Goodness of Fit Index	Obtained Value	Acceptable Threshold Value	Interpretation
1	CMIN	756.552		
2	DF (Degrees of Freedom)	310		
3	CMIN/DF	2.440	Good if <3	Excellent
4	GFI (Goodness of Fit Index)	.838	Range 0 -1, good if more towards 1	Acceptable
5	IFI (Incremental Fit Index)	.905	Good if ≥ 0.90	Excellent
6	TLI(Tucker-Lewis Index)	.891	Good if ≥ 0.90	Acceptable
7	CFI (Comparative fit Index)	.904	Good if ≥ 0.90	Excellent
8	RMSEA (Root Mean Square Error of Approximation)	.07	Good if < 0.08	Excellent
		Source: Authors' own Compilation	Source: Hair et al, (2010)	

**Picture 2: Confirmatory Factor Analysis (Standardized Estimates)**

Convergent and Discriminant Validity

The Construct Validity of measurement constructs must be ensured. Construct Validity is ensured with the help of Convergent and Discriminant Validity (Hair et al., 2010). In the present research, Convergent Validity was checked by reviewing Average Variance Extracted (AVE) and Composite Reliability (CR) as suggested by Hair et al., (2010).

Table 8: Convergent and Discriminant Validity

	CR	AVE	MSV	SI	DER	PEP	PEGP	GCBB
SI	0.889	0.618	0.152	0.786				
DER	0.887	0.571	0.384	0.366***	0.756			
PEP	0.876	0.589	0.395	0.327***	0.499***	0.767		
PEGP	0.839	0.513	0.247	0.132†	0.282***	0.489***	0.716	
GCBB	0.834	0.478	0.395	0.390***	0.620***	0.628***	0.497***	0.691
Diagonal elements measure the square root values of AVE								
† p < 0.100, * p < 0.050, ** p < 0.010, *** p < 0.001								
Source: Authors' own Compilation								

Table 8 makes it abundantly clear that all the Composite Reliability values are higher than the necessary 0.70 threshold. In addition, the Average Variances Extracted (AVEs) in the case of all the study constructs were all above the 0.50 level (Fomell and Larcker 1981) except for GCBB, thus indicating high levels of convergence among the indicators in measuring their respective constructs.

To evaluate Discriminant Validity, the method recommended by Hair et al. (2010) and Fomell and Larcker (1981) was used. In accordance with the protocol, the square root of the AVE must be more than the correlation among the constructs and the AVE must be larger than the maximum shared variance (MSV). Table 8's lower half entries correspond to the correlation coefficients, whereas the diagonal elements are the square roots of AVE. Thus Table 8 shows that for the present investigation all of the AVEs are significantly higher than MSVs. Additionally, the study constructs' inter-correlations are less than the square root of AVE. Thus, the Discriminant Validity test was passed by the constructs.

Structural Equation Model and Hypotheses testing

To evaluate the proposed hypotheses, the measurement model was transformed into a structural model in AMOS (Figure 3). Structural equation modelling efficiently examines the links between observable and latent variables, as well as the strength of those interactions. Researchers can utilise fit indices to assess competing conceptual models and dismiss other models.

Table 9 shows that every Model-fit index was higher than the suggested threshold values (Browne and Cudeck 1993). The structural model was therefore

validated. Following the approval of the overall model fit, structural equation modeling was used to test the hypotheses (Table 10).

Table 9: Model fit Indices for Structural Model

SI No.	Goodness of Fit Index	Obtained Value	Acceptable Threshold Value	Interpretation
1	CMIN	756.552		
2	DF (Degrees of Freedom)	310		
3	CMIN/DF	2.440	Good if <3	Excellent
4	GFI (Goodness of Fit Index)	.838	Range 0 -1, good if more towards 1	Acceptable
5	IFI (Incremental Fit Index)	.905	Good if ≥ 0.90	Excellent
6	TLI(Tucker-Lewis Index)	.891	Good if $\geq .90$	Acceptable
7	CFI (Comparative fit Index)	.904	Good if ≥ 0.90	Excellent
8	RMSEA (Root Mean Square Error of Approximation)	.07	Good if < .08	Excellent
		Source: Authors' own Compilation	Source: Hair et al, (2010)	

Table 10: Summary of Path Analysis

Relationships			Standardized Estimates	Unstandardized Estimates	S.E.	C.R.	p-value
CGBB	<---	SI	.133	.183	.074	2.487	.013
CGBB	<---	DER	.360	.450	.075	5.996	***
CGBB	<---	PEP	.290	.324	.075	4.323	***
CGBB	<---	PEGP	.236	.254	.066	3.860	***

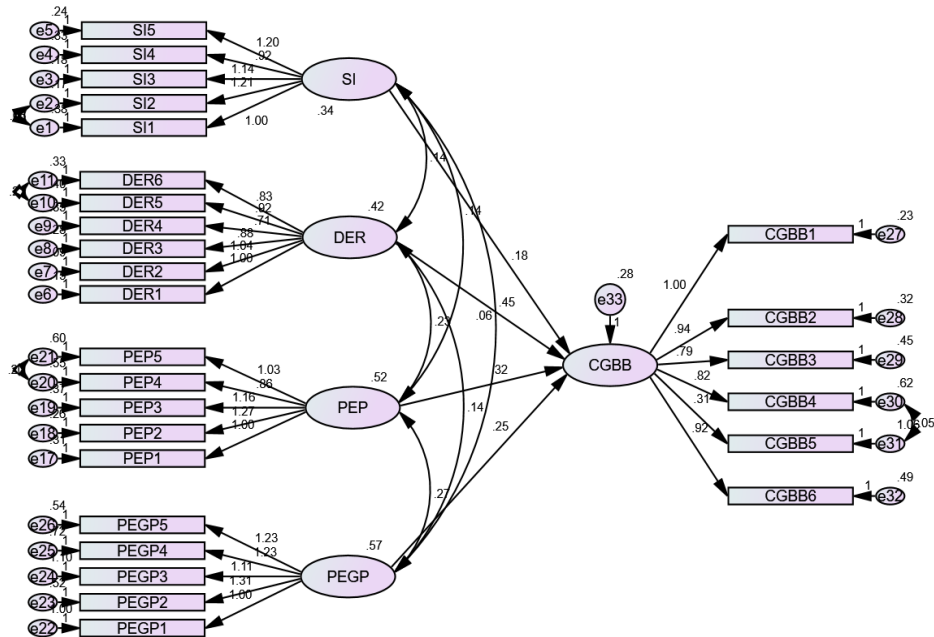
Source: Authors' own Compilation

It is evident from the results of the first order Structural Equation Model, that

- Social Influence (SI) had positive significant impact on Consumers' Green Buying Behaviour($\beta = 0.183$, $p < 0.013$); and
- Drive for Environmental Responsibility (DER) has a positive significant impact on the Consumers' Green Buying Behaviour($\beta = 0.450$, $p < 0.001$)

- Promoting Environmental Protection (PEP) has a positive significant impact on the Consumers' Green Buying Behaviour ($\beta = 0.324$, $p < 0.001$)
- Past Experience with Green Product (PEGP) has a positive significant impact on the Consumers' Green Buying Behaviour ($\beta = 0.254$, $p < 0.001$)

Thus, in this structural model, all of the proposed relationships are tested to be significant.



Picture 3: Structural Equation Model

Discussion and Implications

This research examined the connection among various variables and their influence on green product buying decisions, yielding substantial theoretical contributions and managerial consequences. The substantial association between promoting environmental protection and the drive for environmental responsibility with green product purchasing decisions indicates that the choice to acquire a green product necessitates careful and diligent assessment of the ecological, personal, and social ramifications linked to such items. Marketing experts for eco-friendly products should articulate how customers' environmental concerns and individual obligations are handled through the acquisition, use, and disposal of these products.

A notable connection exists between consumers' experiences with green products and their purchasing decisions, which warrants a specific explanation. The

experience of green products is influenced by physical acts as well as perceptual and cognitive processes, including perceiving, investigating, utilizing, recalling, contrasting, and comprehending (Desmet & Hekkert, 2007). The research observed a range of experience from acquiring particular insight regarding the product, including its attributes and features, to product-related memory experiences and involvement. The research indicates that customer views regarding green products are shaped either by personal experiences or by learning from the insights of others.

Another relationship was studied between social influence and green product purchase behaviour. Consumers buy green products if they are publically recognized of supporting environmental protection, convey self-concept of consumers and communicate desirable social meaning. Those who wish to attain social status of being a moral, ideologically driven, and environmentally responsible person, adopt eco-friendly lifestyle, purchase green products and consume them. So, when marketers launch a green product in Indian market, this finding can be useful to them in developing advertising campaigns and promotions.

Conclusion

The results of this research are potentially encapsulated as follows. Indian customers exhibit environmental awareness and prioritize ecological preservation. They actively endorse environmental sustainability by acquiring and utilizing products recognized for their eco-friendliness. Additionally, they draw personal and societal significance from their ecologically beneficial acts and are inclined to embrace an eco-friendly lifestyle.

The endorsement of safeguarding the environment and the promotion of sustainability, along with the past usage of green products and social attractiveness, profoundly impact Indian consumers' purchasing decisions about green products. Indian customers endeavor to acquire insight into green products, seek information connected to them, and engage with such goods. Moreover, people favour purchasing products from the firms that demonstrate environmental responsibility.

This research has ramifications for marketing experts in formulating approaches to green products in the Indian market. The research finds that marketing experts must connect green products with the functional, emotional, and experiential demands of customers. Furthermore, the marketers of eco-friendly products must provide customers with data concerning the environmental efficacy of the firms, details about the green products, alignment with their preferred social image, and pertinence to their lifestyles.

Limitations

This research possesses specific constraints. The sample data were obtained from the metropolitan area of Kolkata and might not accurately reflect the Indian population as a whole. The research is limited by sampling bias resulting from

snowball sampling. This is a cross-sectional analysis as opposed to a longitudinal one, which may have assessed behavioural changes. Furthermore, it relies on self-reported consumer behaviours, which are potentially susceptible to over-reporting or under-reporting. Despite its constraints, this research aims for conceptual generalization instead of statistical generalization.

Direction for Future Research

Prospective studies on green consumer behavior may concentrate on elucidating real behaviors and the underlying motivations for green purchasing, including ecological, personal, health, and societal advantages. Examining consumer perceptions over many areas and ethnicities in a multicultural nation including India would be intriguing. An examination of cross-country green purchasing behavior presents a compelling area of research. Both practitioners and scholars might gain from more concentrated research in this domain.

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