A CRITICAL STUDY ON MILLENNIALS GREEN PURCHASE BEHAVIOUR WITH REFERENCE TO JHARKHAND

Thesis Submitted to the
ARKA JAIN University
For the award of the degree

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DOCTOR OF PHILOSOPHY

In COMMERCE AND MANAGEMENT
by
RAMA SINGH

Under the Guidance of
PROFESSOR (DR.) ANGAD TIWARY

DEPARTMENT OF COMMERCE AND MANAGEMENT

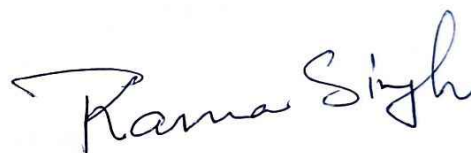**ARKA JAIN UNIVERSITY, JHARKHAND**

2022

DECLARATION

I, **RAMA SINGH** Registration No. **AJU/181269** hereby declare that the Doctoral Research Thesis entitled- **"A CRITICAL STUDY ON MILLENNIALS GREEN PURCHASE BEHAVIOUR WITH REFERENCE TO JHARKHAND"** is a record of original research work undertaken by me for the award of the degree of **Doctor of Philosophy in Commerce and Management** completed under the supervision of **Professor (Dr.) Angad Tiwary, Director Campus and Dean Student Welfare, ARKA JAIN University, Jharkhand.**

I declare that the content of the thesis is original and it has not been submitted to any other Institute for the award of any degree, diploma, or fellowship. I have confirmed to the norms and guidelines given in the Ethical Code of Conduct of the University. I have given due credit to all used materials (data, theoretical analysis, and text) from other sources, by citing them in the text of the thesis and giving their details in the references. I confirm that there is no plagiarism in any part of the thesis and the similarity level of the whole thesis is 5% as tested in URKUND Software.

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CERTIFICATE

This is to certify that the work contained in the thesis entitled "**A CRITICAL STUDY ON MILLENNIALS GREEN PURCHASE BEHAVIOUR WITH REFERENCE TO JHARKHAND**", submitted by **Rama Singh (Regd. No.: AJU/181269)** is a record of bonafide research work carried out by her under my supervision in partial fulfillment for the award of the degree of **Doctor of Philosophy in Commerce and Management** by **ARKA JAIN** University.

This Ph.D thesis has reached the standards and fulfilling the requirements of the rules and regulations relating to the nature of the degree. The contents embodied in the thesis have not been submitted for the award of any other degree or diploma in this or any other university. I hereby confirm the originality of the work and that there is no plagiarism in any part of the Ph.D thesis.

Date: 23|04|2022
Place: JAMSHEDPUR

Signature of Ph.D Supervisor
Prof. (Dr.) Angad Tiwary
Director Campus and Dean Student Welfare
ARKA JAIN University, Jharkhand

ACKNOWLEDGEMENT

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ii. **Copy of Plagiarism Report**	
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List of Abbreviations

UNWMO	United Nations World Meteorological Organization
NGS	National Geographic Society
UNESCO	United Nations Educational, Scientific and Cultural Organization
GHGs	Green House Gases
WHO	World Health Organization
SPC	Sustainable consumption and production
UNEP	United Nations Environment Program
SEO	United Nations Environment Program
ICT	Information and communications technology
DDT	Dichlorodiphenyltrichloroethane
BSR	Business for Social Responsibility
FSSAI	The International Organization for Standardization
ISO	The International Organization for Standardization
PVC	Polyvinyl chloride
BFR	Brominated flame retardants
NMI	Natural Marketing Institute
LOHAS	Lifestyles of Health and Sustainability
TPB	Theory of planned behaviour
TRA	Theory of reasoned action
CFA	Confirmatory Factor Analysis
SPSS	Statistical Package For The Social Sciences
JSAP	Jeffreys's Amazing Statistics Program
SEM	Structured Equation Model
RMSEA	Root mean square error of approximation
GFI	Goodness of fit index
MFI	McDonald fit index
ECVI	Expected cross validation index
Df	Degree of freedom

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INTRODUCTION

The 21st century is characterized by globalization, industrialization, urbanization and digitization. All these advancements have a positive impact on economic growth of developing countries like India. With the cloud being the new workspace and Bots and Robots being the new co-workers, technological advancement and speedy development have come at a great environmental cost. As the world continues to industrialize and our quest to conquer space is increasing day by day, we are creating debris in outer space too. As a result of its unsustainable lifestyle, reckless manufacturing, unregulated consumption processes, and disposable behaviour, humanity has begun to pay the ultimate price. Sustainability, global warming, climate change, carbon footprint, Green House Gases (GHGs), biodiversity loss, and ozone layer depletion have all become major concerns around the world, and even in India.

As the world continues to expand, our eagerness to invade outer space grows stronger now than ever, and developed countries such as the United States of America have launched space forces, labelled as the "world's newest war-fighting domain". As a result, the world has begun to see the negative effects of our reckless and unconstrained production, intake, and disposability.

While the focal point in developing countries is primarily on economic progress and technological innovation, we frequently miss the fact that environmental problems are a by-product of economic growth. Numerous contemporary environmental issues are becoming increasingly the product of individual behaviour patterns, consumer buying decisions, and business operational activities. Nonetheless, the reality is that the global economy and human well-being are integrally related to environmental wellness (Elijah A. Akintunde, 2017).

"Green" is the newest development in the management jargon vocabulary denoting the environment. In today's world, green marketing has become a particularly important subject. Green marketing gradually grew as an academic sub-discipline of marketing over the last 25 years, analyzing and exploring micro-issues in green marketing in greater depth. The significance of a green marketing philosophy in transforming marketing perspectives to fulfil ecological sustainability goals was underlined in

literature in the early 1990s. In the mid-1990s, literature investigated corporate environmentalism as a marketing strategy, and in the early 2000s, literature recommended business- and functional-level approaches for comprehending the complexities of green product marketing and achieving successful business performance.

Although green marketing activities and their marketing implications have been a notable presence in the literature since the mid-2000s (Prashant, 2016). Murugesan (2008) observed that "Green Marketing" is a hybrid of the "Social Marketing Concept" and the "Ecological Marketing Concept" in his study "Green-Trust and Distrust".

NEED FOR THE STUDY

After conducting the detailed literature review on the evolution of green marketing, we could see five types of researches conducted so far in the domain of green marketing. The first type investigated green marketing theories and concepts. The next type of research is based on segmentation and profiling of green consumers. The third type of studies are mostly concentrated on green marketing in terms of public, policy and organizational strategic orientation point of view. The fourth category of research topic are basically dealt with factors affecting the buying behaviour of consumers, their attitude towards green products, green buying behaviour, intention and attitudinal orientation. The fifth type of studies attempted to identify the role of different green marketing tools such as Eco-labels, green advertising, characteristic of green, ability to pay for green products, green packaging to name a few.

However, there is dearth of research in terms of understanding the green product effectiveness, ease of using green products, repurchase behaviour of consumers and identifying the barriers of acceptance of green products. It is also observed form the literature review that there is no such study identifying the quantitative measurement and their inter relation among the identified variables.

RELEVANCE OF THE TOPIC

There are two schools of thought on marketing: one believes that the objective of marketing is to sell more products to more people more often for more money in order to earn more profit, while the other believes that marketing can help to create a more sustainable society. It should play a key role in the operation and spread of commodities

discourse, and it has a significant amount of responsibility in doing so. The goal of this study is to close the gap between these two schools of thought.

Apart from that, In India, green is a novel concept. Being "green" is both a precondition and an incentive for companies in the modern era. Legal compliance, competitiveness, and environmentalism are just a few of the factors that motivate businesses to go green. According to the reviewed literature, Indian consumers value environmentally friendly products and services and are becoming more selective in their purchasing decisions regarding green products, product quality, competitive pricing, and retail store's accountability. Given the rise in environmental consciousness in the Indian market, it is critical to investigate the determinants of environmental friendly purchase decisions. Consumers receive and exchange information as members of a culture or social group, and they are cognizant of what others think about a product and they form opinions about products based on the opinions of others. In this way, they can construct, specify, and reflect on their own tastes and preferences. Additionally, customers gravitate toward products that assist them in developing a sense of self and how they wish to be perceived by others. As a result, it is discovered that social allure plays a role in the formation of their product preferences. As a result academics, scholars, government agencies, and corporations are becoming interested in green marketing.

According to Euromonitor's "International Lifestyles Survey 2019," environmental awareness and brand eco-friendliness were the most influential factors for consumers (67 percent), followed by natural and organic ingredients (66 percent and 65 percent, respectively). Despite increased marketing efforts, consumers are hesitant to purchase green products. Green Products currently hold less than 4% of the global market, and their share may be declining (Gleim et al., 2013; Anvar and Venter, 2014; Bartels and Hoogendam 2011). The worldwide Green Technology and Sustainability market is expected to expand at a CAGR of 26.6 percent from USD 11.2 billion in 2020 to USD 36.6 billion in 2025. Producers, marketers, and politicians may use consumer attitudes to encourage environmentally responsible consumer behaviour. In growing countries like India, there is a scarcity of green marketing research (Prakash, 2002; Mishra and Sharma, 2010; Bhattacharya, 2011; Cherian and Jacob, 2017). The Mahindra Group has conducted a survey entitled 'Alternativism' in the year 2019, which states that around 88 percent of respondents in the survey accepted that it's tough to switch to sustainable solutions since there aren't enough inexpensive, environmentally friendly alternatives

in the market. While 89% thought that if firms gave alternative options to embrace green life, they would be able to address climate change more actively.

Therefore, we require sustainable products that can compete with conventional products while also serving as viable alternatives to existing non-green products and strategies to market such green products is the need of the hour along with an in depth understanding of green consumer behaviour to design the green product mix. As there is no Planet B, this would be a compulsion for all of us to bring sustainability into mainstream and a mass product. Hence, the present study is an attempt to help the marketers and policy makers to draw inferences about green buying behaviour and to understand the factors that will help in propagating green consumerism.

OBJECTIVE OF THE STUDY

After an in-depth study of the domain and review of literature, research objectives have emerged from research gaps. When finalizing the research objectives, effort has been made to critically scrutinize determinants of consumer green behaviour while also ensuring the feasibility of these objectives. The following are the research objectives that have been identified for further study.

➢ To examine and analyze the demographic factors that influence consumer preferences for green products.

➢ To determine the role of media in propagating green behaviour.

➢ To determine the factors that influence the attitude of consumers towards green products.

➢ To examine the impact of green claims on the consumer buying behaviour.

➢ To determine the impact of green product attributes that influences consumer green buying behaviour.

➢ To determine the role of post purchase experience of customers in accessing their repurchase behaviour.

➢ To understand the barriers to green purchase behaviour.

SCOPE OF THE STUDY

By 2020, India's average age is 29, and it will be the world's youngest country, with 64 percent of its population falling in the working age bracket and equipped with enormous purchasing power. Kotler while explaining marketing in the context of "Marketing 4.0" stated that the era 4.0 is more relevant for the 'Youth', 'Women' and 'Netizen'. Therefore, the study's overall objective is to understand the green purchasing habits of Jharkhand's urban millennials. Millennials have emerged as the most environmentally conscious generation (Butler, 2018).

Millennials, who were born between 1980 and 2000 and grew up with access to social media, smartphones, tablets, and other forms of digital technology, are rapidly approaching their prime spending years. As a result, marketers must understand their purchase behaviour because they have a longer influence on the product life cycle. Having increase in the purchasing power and both partners working, the working class prefers fast and ready-to-serve food. The current trend is buying things from one stop hyper stores and supermarkets and online. Bulk purchasing seems to be the new normal. Indian customers are price and value sensitive as well. The 'value factor' had become so ingrained in their life that even premium brands had to devise distinct pricing strategies to get the great Indian consumers to purchase their products. It is the responsibility of both consumers and businesses to use natural resources efficiently, reduce pollution and to protect the global environment and eco-system for future generations in order to achieve a sustainable relationship between the economy and the environment. To realize the objective of a "Green World," an emphasis on millennials must be made by understanding their behavioral patterns while delivering products with green features.

CONTRIBUTION TO THE EXISTING BODY OF LITERATURE

One of its kinds of research in Jamshedpur, till date no research has been done on this topic in Jamshedpur. In terms of geographical coverage, the majority of research (43 percent) have concentrated on metro cities and the National Capital Region (NCR) (Mohd Danish Kirmani 2013). There was no exploration focused on small towns or rural areas.

It is a comprehensive study which not only dealt with gauging the awareness of the consumer about green products but also deals with the study of factors influencing the green behaviour of millennials of Jharkhand.

REVIEWOF LITERATURE

A review of the literature is a crucial stage in carrying out the research. A thorough literature study was conducted in order to extract different constructs relating to the green consumer, consumer purchasing behaviour, consumer attitude, selection criteria for green products and identification of variables affecting the green purchase intention and behaviour.

To acquire relevant material for the literature study, a number of books, theses, journals, media articles, statistical reports and websites were reviewed. Some of the sites frequently used by the researcher to review articles and research papers are:

> Emerald
> Google Scholar
> Taylor and Francis
> EBSCO
> Science Direct
> Pro Quest
> JSTOR
> Research Gate

The keywords which were used to search the Google Scholar are following:

> Green Marketing
> Ecological Marketing
> Sustainable Marketing
> Green Marketing initiatives in India
> Eco awareness
> 4P's of green Marketing
> Consumer Behavior towards green products
> Awareness towards green products
> Perception towards green products
> Consumer attitude towards green products
> Theory of planned behaviour
> Environmental concern

- ➢ Theory of planned behaviour
- ➢ Green behaviour
- ➢ Green purchase intention
- ➢ Green product purchase behaviour

APPROACH TOWARDS LITERATURE REVIEW

The current research is a review of the literature using a within-study and between-study literature analysis techniques. Both of these types of analysis are significant and should be included for all literature reviews, according to (Kaushik and Rahman, 2014; Salloum et al., 2011). The whole content of a paper is evaluated as a part of the within-study literature analysis. The title, literature, theoretical background, methods, findings, discussion, implications and future research directions are all examined and reviewed. A between-study literature analysis, on the other hand, involves comparing key data from two or more research. The similarities and differences across research are revealed in this way. The overall review of literature has been divided into two sections:

- ➢ Part I: Book Reviews
- ➢ Part II: Articles and journals on green marketing and green consumer behaviour were reviewed.

Book Reviews	Articles and journals
3	Around 100 nos (From 1990-2021)

Following constructs were found as a result of a thorough literature review, which have previously been utilized by researchers to analyze consumers' green buying behaviour.

Variables Identified from literature review

Education, Age, Income, Gender, Knowledge about eco-friendly products, Awareness, Perceived behavioural control, Attitude, Advertisement & Eco-labels, Price, health concern, environment concern, knowledge and awareness, trust in organic food, Green labelling, green advertising, green packaging, green pricing, willingness to pay a premium price, features of green products, Environmental concern (EC), perceived environmental knowledge (PEK), perceived consumer effectiveness (PCE), group identity, perception of eco-label, perception of eco-brand and environmental advertisements, subjective norms, moral obligations, Green self-concept, green purchasing intentions, product self-concept (PSC), interpersonal influence, green self-identity, environmental affect, environmental attitude, environmental belief, environmental involvement, eco-literacy, religiosity, attitude towards green products, VALS, altruism, collectivism, self-enhancement, locus of control, self-transcendence, attitude towards green products, Environmental consciousness, skepticism towards green marketing, Social class, Purchase Behaviour and Purchase Intention.

(Source: Author's Own compilation after literature review)

RESEARCH GAP

Literature review revealed that only a few studies have been conducted on green marketing in the Indian context. While international researchers prefer empirical studies, Indian scholars prefer conceptual or non-empirical studies (Kirmani & Rehman, 2013). Research gaps were discovered after a thorough literature review. In terms of study, Indian academics have focused on the fundamentals of green marketing, such as its scope, importance, and difficulties. Green products are often difficult to sell, despite their benefits to the environment and humans. Studying the factors that influence green buying behaviour is thus critical. Apart from that, we've seen that, for any business strategy, all four Ps must be taken into consideration in order to forecast the future of any product or service. However, it was discovered during the literature review that while researchers conducted a detailed study on pricing as a key factor in analyzing consumer buying behaviour in terms of green products, other elements of the marketing mix such as product, place, and promotion were overlooked in the Indian context. Product effectiveness, green product performance, ease of use of green products, and the Green product quality, green product satisfaction, role of media in influencing green buying behaviour and green repurchase behaviour, in particular**.**

There is a significant gap exists between claimed pro-environmental sentiments and actual consumption patterns of apparently green customers. There has been a lot of research done to understand the demographic profile of the consumer and consumer purchase behaviour in terms of green products, but there has been insufficient research done to understand the barriers to green product adoption as well as the repurchase behaviour of Indian consumers in terms of green products.

According to research conducted in Western nations, customers are ready to spend a higher price for green/eco-friendly items, but Indian consumers are often thought to be price sensitive.

In terms of Indian customers, there has been a rise in consumer mistrust of greenness and perceived quality. The majority of previous study was based on data obtained from university students and college students, who may or may not reflect the perception of an actual buyer.

As pointed by Kirmani & Rehman (2013), it is necessary to do more empirical studies on customers' attitudes towards green and environmentally friendly products other than the NCR and metro cities, as majority of Indians (70%) reside in rural areas (Census, 2011), rural customers' environmental concerns should be investigated as well.

According to Prahalad Kakkar," Profit lies at the bottom of the pyramid" there has been no study done in this area to date to get insight into customer attitudes regarding green products with regards to middle income and lower income group people.

RESEARCH METHODOLOGY

Present chapter will outline the research design and enactment of variables, a method for data collection, and a methodology for data analysis.

RESEARCH VARIABLES

Although the extensive literature review revealed various factors, only a few were found to be pertinent to the topic and were included for the current study. Many such demographic and psychographic variables have been examined, but the results are inconsistent. Numerous researchers believed that there is a strong correlation between consumer personality traits, socio-demographic characteristics, psychographic characteristics, and geographical factors, and that this relationship may be critical for environmental sustainability and consumer awareness and deliberate action to tackle environmental issues and adoption of green products.

Studies on the determinants of customer behaviour have reported that psychological and social factors have a stronger influence than demographic factors (Pickett, Kangun, & Grove, 1995). Furthermore, Pickett et al. (1995) acknowledged in their study that when these variables are manipulated by any means the consumers exhibit diverse behaviour; this can be taken into consideration while developing green marketing strategies. Despite of heightened attention that sustainability has received, the sales of sustainable products or waste management products are not picking up and there is huge gap in terms of consumer's attitude towards green products and their consumption and buying behaviour (Luchs et al. 2010). Therefore, following variables have been identified for the current study:

Figure 4.1: Variables under consideration

(Source: Author's own compilation)

RESEARCH HYPOTHESES

To accomplish the aforementioned objectives, a set of 7 hypotheses has been constructed, which will be validated and inferences will be drawn according the findings. The hypotheses are given below:

Hypothesis 1: Demographic factors play an important role towards the sustainability of green products purchase behaviour in the long run.

Hypothesis 2: Media Influence played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 3: Green Purchase Attitude played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 4: Green Product Attribute played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 5: Post Purchase experience of Green Product played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 6: Sceptism towards Green claims played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 7: Green distrust is the major barriers to green purchase behaviour

RESEARCH INSTRUMENT

The current study recorded respondents' responses- using a self-administered 5-point Likert scale questionnaire. The questionnaire is split up into two sections. The first section collected demographic data and consumer knowledge of Green Products. Consumer Attitude, Consumer Behavior, Purchase Intention are all recorded in the final stage.

SAMPLING

Sampling – Technique and Size

To determine the sample size from an infinite population, the researcher used a simple random sampling method and the following formula:

$$n = \frac{z^2 p(1 - p)}{ME^2}$$

Where
n=sample size
ME=margin of error
Z= standard z value
p= proportion of success

Therefore, if *Confidence level = 95%*

Margin of error = 5%   &   Z= 1.96

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

This indicates that at least 385 sample size is required to justify our hypothesis.

Profile of the Respondents

The demographic profile of the respondents is presented in the table below:

Profile of the Respondents

Gender		Age	Educational Qualification	Family Income	Employment Status
Male	N	239	239	239	239
	% of Total Sum	63.00%	61.30%	63.10%	62.60%
	Minimum	<30	Secondary Level	Upto 2.5 Lakh	Full-time employment
	Maximum	50-60	Other	Above 10 Lakh	Student
Female	N	146	146	146	146
	% of Total Sum	37.00%	38.70%	36.90%	37.40%
	Minimum	<30	Secondary Level	Upto 2.5 Lakh	Full-time employment
	Maximum	50-60	Other	Above 10 Lakh	Student
Total	N	385	385	385	385
	% of Total Sum	100.00%	100.00%	100.00%	100.00%
	Minimum	<30	Secondary Level	Upto 2.5 Lakh	Full-time employment
	Maximum	50-60	Other	Above 10 Lakh	Student

(Source: Author's Research)

Out of total 385 respondents, 62% of them were male whereas remaining 38% of them were female, majority of them were below 30 years of age and have attended upto higher secondary level of education and were employed full time with average family income upto 2.5 Lakh.

DATA COLLECTION

The data collection for the present study was entirely primary in nature. A total of 500 respondents were contacted from the field and by digital means by applying convenience random sampling process. A variety of statistical tools and techniques,

including Chi-square test, CFA and Structured Equation Model was used for data analysis. As with any questionnaire-based survey, non-response always exist. The most often cited reasons for non-response were respondents' reluctance to participate in the survey and enumerators' inability to gather replies in a reasonable amount of time. Therefore, special care has been taken to eliminate the non-response/incomplete entries.

RELIABILITY OF THE SCALE

Cronbach's alpha is the most often used method for determining a scale's internal consistency (Cronbach, 1951; Warner, 2008). Cronbach's alpha has a high value if the scale items are highly linked (Hair et al., 1998). 35 respondents were contacted for the pilot survey so that any type of anomaly in the questionnaire could be resolved through their response pattern. The Cumulative Cronbach's Alpha value of the proposed scale is:

Table 4.3: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Output Based on Standardized Items	Total number of Items
0.850	0.868	53

(Source: The author's analysis using JASP 4.1)

Various scholars have stated that Cronbach's Alpha values of 0.5 or greater (Schuessler, 1971) or 0.60 or greater (Bowling, 2002) are sufficient. The Cronbach's Alpha value of the scale used in the present study is 0.0868, which states that the internal consistency of the scale is good and the questionnaire was deemed acceptable for the present research.

DATA ANALYSIS TECHNIQUES

Descriptive statistics, Chi Square test and Structured Equation Model were used to validate the study's hypotheses. The data were analyzed using SPSS 26.0 and JSAP 4.1.

DATA ANALYSIS AND FINDINGS

The chapter provides demographic profile of the respondents of the questionnaire. Both descriptive and inferential statistics were applied to the dataset. Frequency, percent, mean, and standard deviation were all descriptive analysis methods were applied in the present study. The Chi-square test was used as inferential statistics in this research to explore demographic variables. Graphical representations have been given wherever possible. Following that, conclusions about the proposed model were drawn using inferential statistical approaches such as SEM, first order CFA, second order CFA with path diagram.

Descriptive Statistics for Demographic Profile
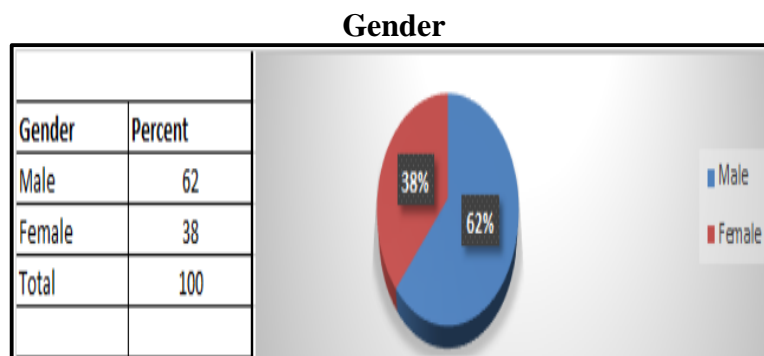
Gender

Gender	Percent
Male	62
Female	38
Total	100

(Source: The author's analysis using JASP 4.1)

About 35% of the respondents were graduates, 29% were postgraduates, 13% were PhDs, and 8% were diploma holders, illustrating that the sample is comprised up of highly educated individuals.

Age

Age	Percent
<30	59
30-40	4
40-50	30
50-60	7
Total	100
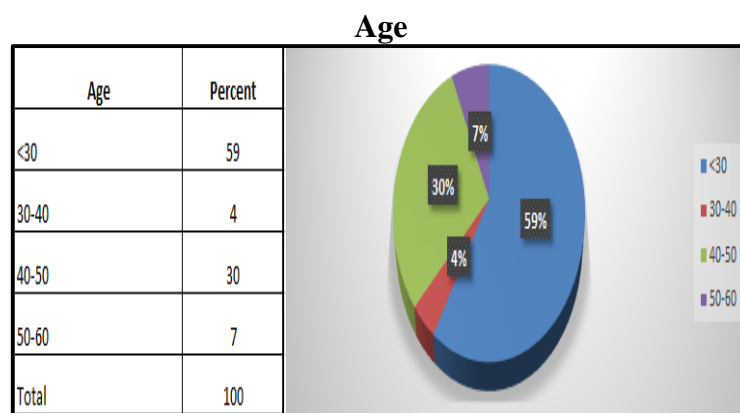
(Source: The author's analysis using JASP 4.1)

The recorded information clearly shows that the majority of participants (59 percent) are under the age of 30, while 30% of the respondents are in the age bracket of 40-50

years, 4 % of them are in between 30-40 years and only 7% of them are 50-60 years old.

Educational Qualification

Educational Qualification	Percent
Secondary Level	15
Graduate	35
Post Graduate	29
PhD	13
Diploma	8
Total	100

(Source: The author's analysis using JASP 4.1)

About 35% of the respondents were graduates, 29% were postgraduates, 13% were PhDs, and 8% were diploma holders, illustrating that the sample is comprised up of highly educated individuals.

Employment Status

Employment Status	Percent
Full-time employment	52
Part-time employment	3
Self-employed	4
Student	41
Total	100

(Source: The author's analysis using JASP 4.1)

The above table clearly indicates that the majority of respondents, around 52%, are employed full-time, 4% were self-employed, and 3% were part-time employed and so have purchasing power, while the remaining 41% are students. India's economy is considered as a middle-income emerging market economy. It is the third-largest purchasing power parity (PPP) economy in the world. Therefore, understanding the impact of this variable is also important for the marketers and policy makers.

Family Income
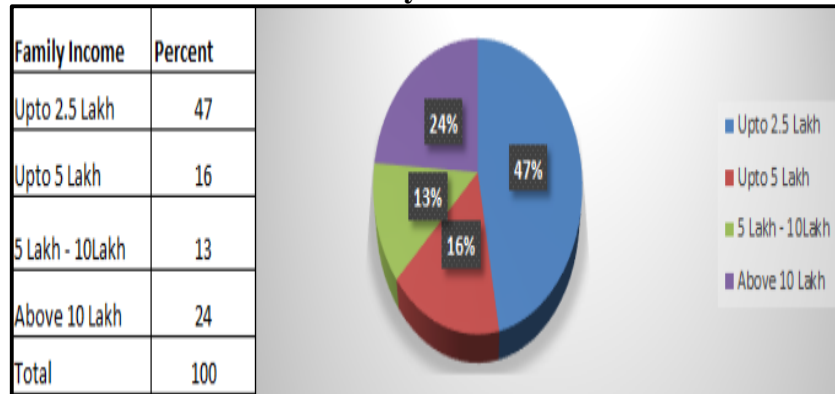
Family Income	Percent
Upto 2.5 Lakh	47
Upto 5 Lakh	16
5 Lakh - 10Lakh	13
Above 10 Lakh	24
Total	100

(Source: The author's analysis using JASP 4.1)

In terms of income distribution, approximately 47% belongs to the low-income category (i.e., household income up to 2.5 Lakh), 16% were from the middle-income category (i.e., family income up to 5 Lakh), approximately 13% fell into the 5-10 lakh income category, and the remaining (24%) fell into the high-income category (i.e., family income more than 10 lakh). Because there is a general perception among customers that most of the green products are more expensive than their conventional counterparts, hence, income is assumed to have a positive correlation with consumer green purchasing decisions

General Awareness about Environmental Condition and Green Product Knowledge

Environmental constructs such as: Awareness about environmental conditions, Green product awareness, Preferences for green products, Preferences for repurchasing green products, Responsibility towards propagating of green products were examined to establish the general understanding of green consumer profile.

Awareness towards Present Environmental Condition
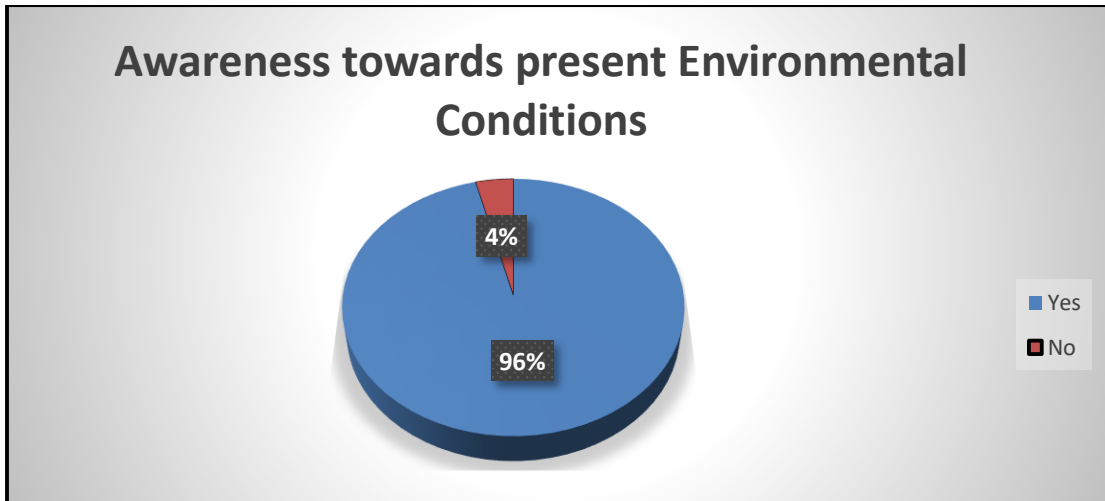
(Source: The author's analysis using JASP 4.1)

96 percent of the respondents, reported of being aware of the present environmental situation in India, therefore, it can be concluded that maximum number of the respondents are aware of present environmental situation.

Awareness about Green Products
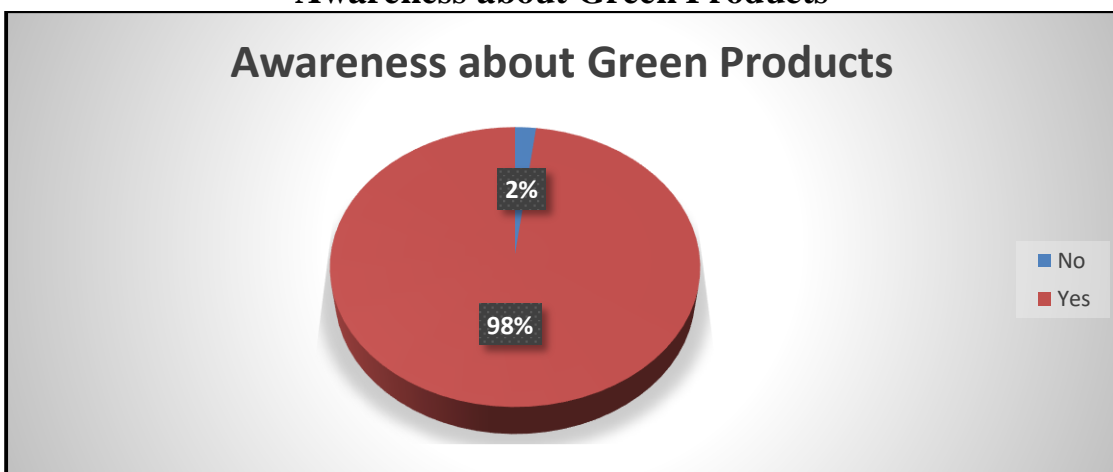
(Source: The author's analysis using JASP 4.1)

98 percent of the total respondents, reported being aware of the Green Products, therefore, it can be concluded that the awareness about green product is also higher among the respondents**.**

Preferences for the Green Products
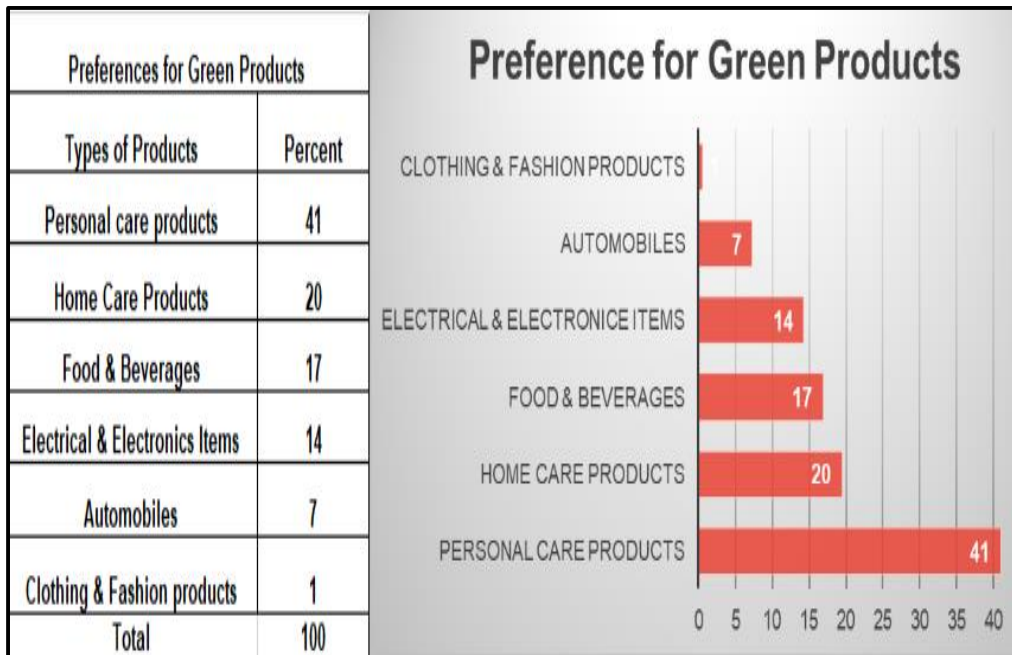
Preferences for Green Products	
Types of Products	Percent
Personal care products	41
Home Care Products	20
Food & Beverages	17
Electrical & Electronics Items	14
Automobiles	7
Clothing & Fashion products	1
Total	100

Preference for Green Products

CLOTHING & FASHION PRODUCTS 1
AUTOMOBILES 7
ELECTRICAL & ELECTRONICE ITEMS 14
FOOD & BEVERAGES 17
HOME CARE PRODUCTS 20
PERSONAL CARE PRODUCTS 41

(Source: The author's analysis using JASP 4.1)

From the above chart it is evident that 41% of the total respondents preferred Green personal care products, 20 % of them preferred home care products, 17 % of them preferred food & beverages, 14 % preferred electrical and electronic items, 7% of them preferred automobiles and around 1% of the respondents preferred clothing & fashion products.

Preferences for Repurchasing the Green Products

Repurchasing the Green Products

93%

7%

NO   YES
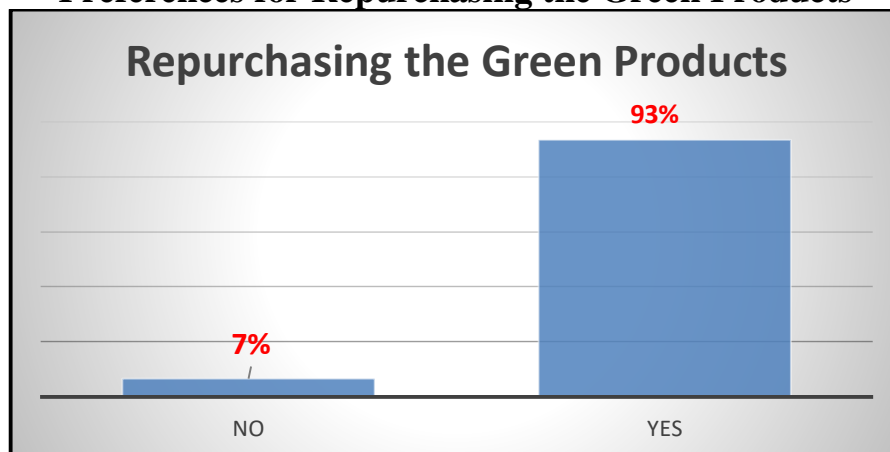
(Source: The author's analysis using JASP 4.1)

From the above, we can conclude that majority of the respondents (93%) are favouring towards repurchasing green products while 7% have denied repurchasing green products.

Responsibility to Promote the Usage of Green Products
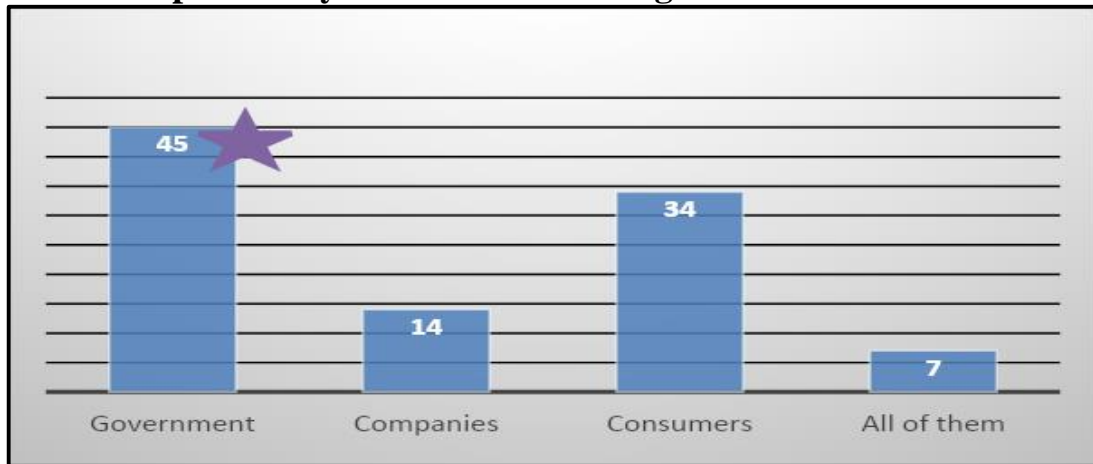
(Source: The author's analysis using JASP 4.1)

To determine who consumers believe is responsible for promoting the use of green products, they were asked to choose from a list of: Companies, governments, and consumers, according to most respondents (45%) stated that, government has a responsibility to promote the usage of green products. 34 % of respondents believe they should support the use of green products, while 14% believe firms and 7% believe that all of them are responsible, for encouraging the use of green products.

ANALYSIS FOR DEMOGRAPHIC CONSTRUCTS

Environmental constructs such as Environmental Knowledge, Environmental Concern, Price Sensitivity, Media Influence and Sceptism towards Green Claims were also examined in relation to demographics (gender, age, education, and family income) of the consumers.

Gender and its association with different Environmental Construct:

Analysis for Gender and Environmental Knowledge	The chi-square statistic is 0.0614. The p-value .804241. The result is not significant at p < .05.	A Chi-square test of independence showed that there was no significant association between gender and environmental knowledge.
Analysis for Gender and Environmental Concern	The chi-square statistic is 0.0048. The p-value is .944829. The result is not significant at p < .05.	A Chi-square test of independence showed that there was no significant association between gender and environmental concern.
Analysis for Gender and Knowledge of Green Products	The chi-square statistic is 0.856. The p-value is .355. The result is not significant at p < .05.	A Chi-square test of independence showed that there was no significant association between gender and Level of awareness about green products.
Analysis for Gender and Media Influence	The chi-square statistic is 3.37. The p-value is .0849. The result is not significant at p < .05.	A Chi-square test of independence showed that there was no significant association between gender and Level of Media Influence.
Analysis for Gender and Price Sensitivity	The chi-square statistic is 0.403. The p-value is .940. The result is not significant at p < .05.	It is revealed that there was no significant association between gender and price sensitivity.
Analysis for Gender and Sceptism towards Green Claims	The chi-square statistic is 3.043. The p-value is .963. The result is not significant at p < .05.	It is revealed that there was no significant association between gender and Level of Sceptism towards Green Claims.

(Source: Author's analysis)

Age and its association with different Environmental Construct:

Age and Environmental Knowledge	The chi-square statistic is 49.992. The p-value is .000. The result is significant at p < .05.	A Chi-square test of independence showed that there was a significant association between age and environmental knowledge.
Age and Environmental Concern	The chi-square statistic is 323.455077. The p-value is .000. The result is significant at p < .05.	A Chi-square test of independence showed that there was a significant association between age and environmental concern.
Age and Price Sensitivity	The chi-square statistic is 35.206878. The p-value is .000. The result is significant at p < .05.	A Chi-square test of independence showed that there was a significant association between age and sensitivity towards price of green products.
Age and Media Influence	The chi-square statistic is 27.493512. The p-value is .000. The result is significant at p < .05.	A Chi-square test of independence showed that there was a significant association between age and media influence.
Age and Sceptism towards Green Claims	The chi-square statistic is 39.683218. The p-value is .000. The result is significant at p < .05.	A Chi-square test of independence showed that there was a significant association between age and sceptism towards green claims.

(Source: Author's analysis)

Educational Qualification and its association with different Environmental Construct:

Analysis for Educational Qualification and Environmental Knowledge	The chi-square statistic is 272.181865. The p-value is < 0.000. The result is significant at p < .05.	Significant association between educational qualification and environmental knowledge
Analysis for Educational Qualification and Environmental Concern	The chi-square statistic is 81.0171. The p-value is < 0.00001. The result is significant at p < .05.	Significant association between educational qualification and environmental concern.
Analysis for Educational Qualification and Price Sensitivity	The chi-square statistic is 192.224. The p-value is < 0.000. The result is significant at p < .05.	Significant association between educational qualification and price sensitivity.
Educational Qualification and Media Influence	The chi-square statistic is 26.277. The p-value is < 0.003. The result is significant at p < .05.	Significant association between educational qualification and media influence
Educational Qualification and Sceptism towards Green Claims	The chi-square statistic is 26.277. The p-value is < 0.003. The result is significant at p < .05.	Significant association between educational qualification and media influence.

(Source: Author's analysis)

Family Income and its association with different Environmental Construct:

Analysis for Family Income and Environmental Knowledge	The chi-square statistic is 195.488589. The p-value is .000. The result is significant at p < .05.	There was a significant association between family income and environmental knowledge.
Analysis for Family Income and Environmental Concern	The chi-square statistic is 167.331803. The p-value is .000. The result is significant at p < .05	There was a significant association between family income and environmental concern.
Analysis for Family Income and Price Sensitivity	The chi-square statistic is 44.383465. The p-value is .000. The result is significant at p < .05.	There was a significant association between family income and price sensitivity.
Analysis of Family income and Media Influence	The chi-square statistic is 19.7044. The p-value is .000195. The result is significant at p < .05.	There was a significant association between family income and media influence.
Analysis of Family income and Sceptism towards Green Claims	The chi-square statistic is 26.301621 The p-value is .002. The result is significant at p < .05.	There was a significant association between family income and sceptism towards green claims

(Source: Author's analysis)

OUTCOME OF DEMOGRAPHIC CONSTRUCTS

Final outcome of demographic variable
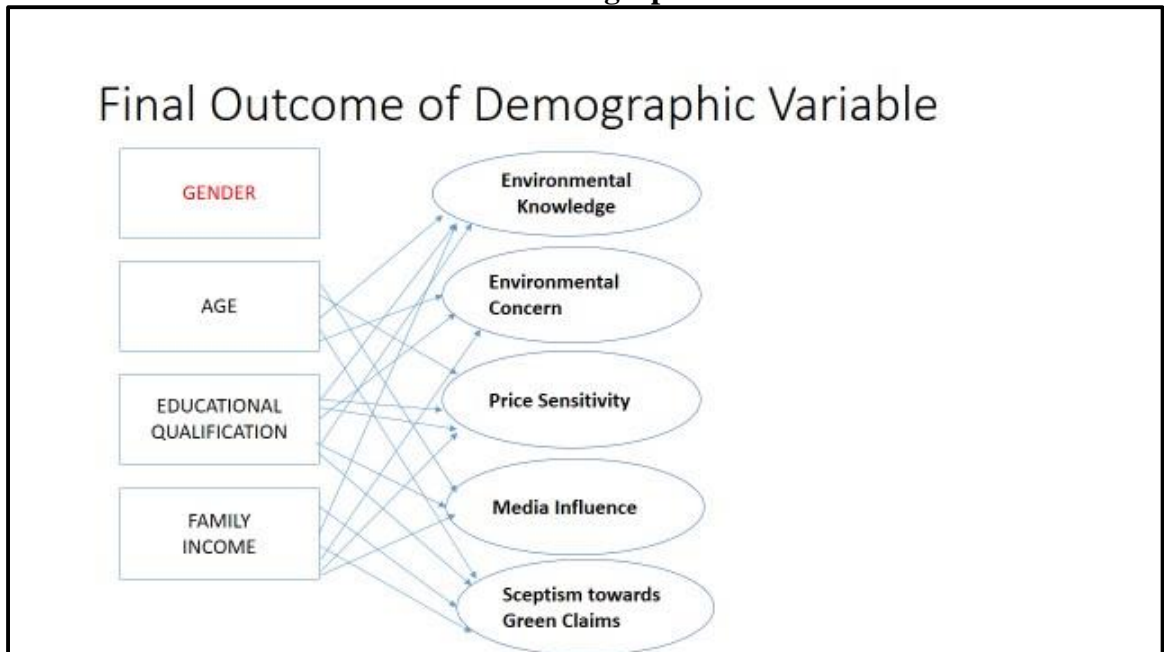
(Source: Author's analysis)

From the above figure, we can clearly conclude that except gender all other demographic variables such as age, educational qualification and family income have significant association with environmental knowledge, environmental concern, price sensitivity, media influence and sceptism towards green claims.

APPLICATION OF STRUCTURED EQUATION MODEL (SEM)

Various factors, such as degree of environmental concern, green product knowledge, role of media in creating awareness for prevailing environmental conditions, green purchase attitude, quality of green product, product price, green packaging, green manufacturing processes, product performance, and attitude toward green claims by the organization, to name a few, all have contributed to the long-term sustainability of green product purchase behaviour.

We couldn't directly assess the Green Repurchase Behaviour parameters (latent variables) in our study because the respondents couldn't express a coherent answer that would completely and precisely indicate green buying behaviour, but we may identify the same in conceptual terms. Therefore, to determine the number of latent variables in our study we used domain knowledge and insights gathered from the literature review, and the identified latent variables are Green Purchase Attitude, Media Influence, Green

Product Attribute, Post Purchase Experience of Green Products and Scepticism towards Green Claims. We chose a set of five latent variables to assess the sustainability of green products purchase behaviour in long run (Y).

Structural equation modelling (SEM) is a multivariate methodology that uses a mixture of two statistical methods: confirmatory factor analysis and path analysis to test and assess multivariate causal links in social sciences research.

The appropriateness of actual data to the specified factor pattern can be determined using CFA. The researcher's primary goal in conducting a CFA analysis is to determine the measurement model's fitness and the construct validity. There are so many model fit indices, such as the Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Standardized Root Mean Square Residual (SRMR), and RMSEA (Root Mean Square Error of Approximation) etc. can be used to examine the fitness of a measurement model. The RMSEA model fit indicators have been used in the present research. A value above 1.0 is regarded as bad, a range between 0.5 and 1.0 is considered moderate, and a value below 0.5 is considered a good fit for RMSEA (Hair et al., 2010).

Therefore, we used the first order Confirmatory Factor Analysis method and the second order Confirmatory Factor Analysis method in this study to construct the mathematical measurement for each latent variable with each observed parameter, as well as the impact of each latent variable on overall sustainability of green products purchase behaviour in long run.

The Latent Variables of Media Influence

Role of TV channels in enhancing the knowledge about green products, Role of Newspapers and Magazines as a source of propagating environment issues, Role of social media in propagating knowledge about environmental issues, Role of media in creating awareness about Eco-Labels and the environment consciousness that has been created by the media lately are five uni-dimensional indicators that are identified in the present research for Media Influence. The following is the outcome of the First Order Confirmatory Factor Analysis for this latent variable.

Confirmatory Factor Analysis of Variable Media Influence
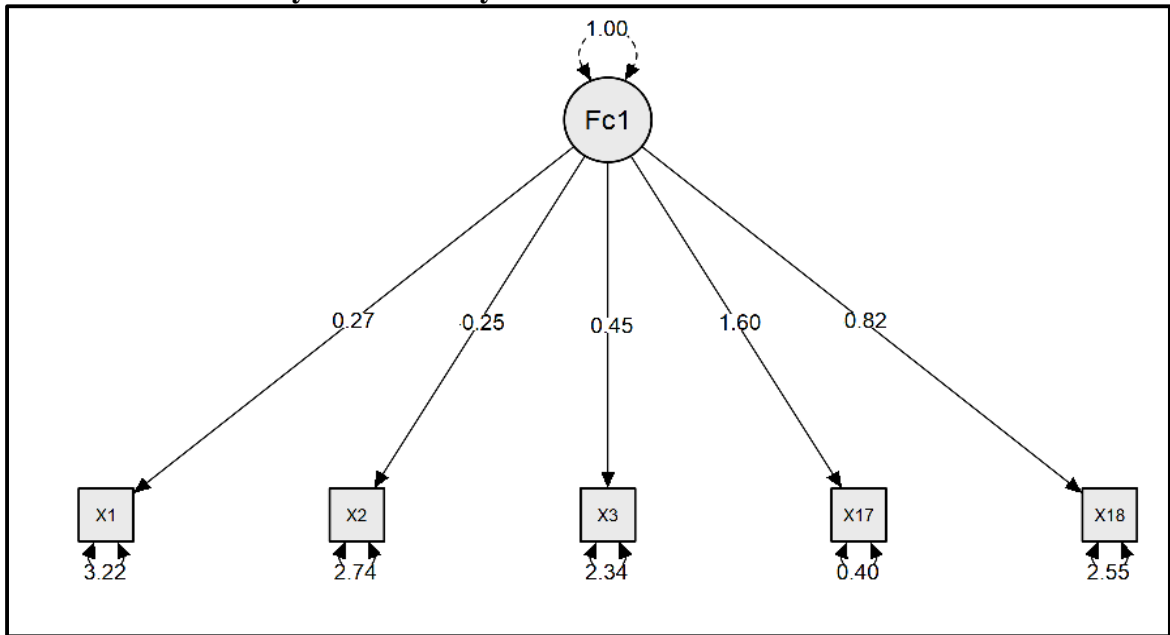
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in above figure is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Loading Factor for latent variable of Media Influence

Factor (F1)	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	
	X1	λ1	0.269	0.103	2.601	0.009	0.066	0.472
	X2	λ2	0.255	0.096	2.663	0.008	-0.443	-0.067
Media Influence	X3	λ3	0.452	0.101	4.468	0 .001	-0.651	-0.254
	X17	λ18	1.6	0.223	7.187	0 .001	-2.037	-1.164
	X18	λ18	0.818	0.139	5.868	0 .001	-1.091	-0.545

(Source: The author's analysis using JASP 4.1)

The table above illustrates the loading factor for all components with a positive coefficient value and a lower p-value for z statistics, indicating that they are significant. The findings achieved the fit model based on the CFA analysis using the First Order Confirmatory Factor Analysis, as shown in Table below, whereby RMSEA = 0.195 with the p-value = 0.0001. This indicates that this model is appropriate and feasible for estimating the latent variable of Media Influence towards the sustainability of green products purchase behaviour in the long run.

Goodness of Fit Item of all items of Media Influence

Metric	Value
Root mean square error of approximation (RMSEA)	0.195
RMSEA 90% CI lower bound	0.158
RMSEA 90% CI upper bound	0.234
RMSEA p-value	2.216e -10
Standardized root mean square residual (SRMR)	0.103
Hoelter's critical N (α = .05)	55.397
Hoelter's critical N (α = .01)	75.129
Goodness of fit index (GFI)	0.932
McDonald fit index (MFI)	0.909
Expected cross validation index (ECVI)	0.255

(Source: The author's analysis using JASP 4.1)

The Latent Variables of Green Purchase Attitude

The latent variable of Green Purchase Attitude of Millennials is measured using four uni-dimensional predictors observed in our investigation such as Environmental concern, perceived environmental knowledge, perceived green product knowledge and level of awareness about green product and environmental issues. The figure below summarizes the findings of the CFA analysis of the Green Purchase Attitude latent variable using the First Order Confirmatory Factor Analysis.

Confirmatory Factor Analysis of Green Purchase Attitude
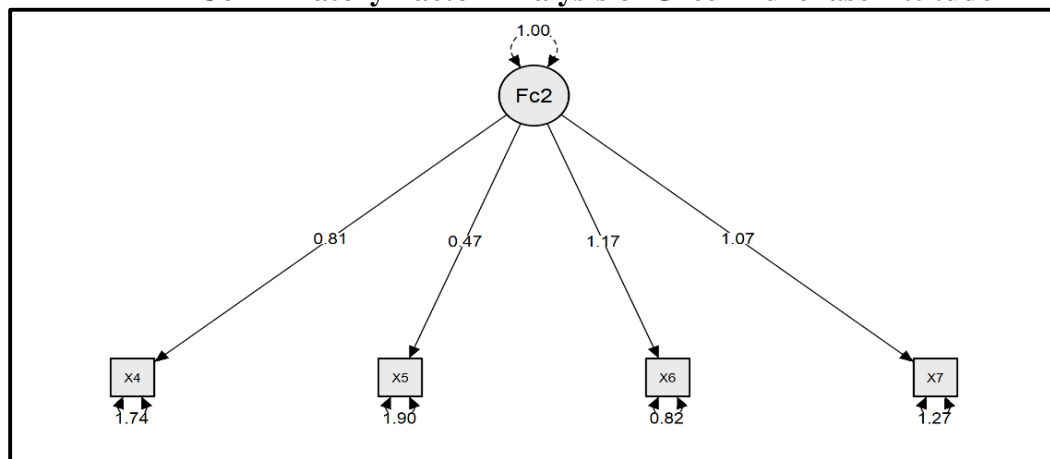
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in figure above, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Loading Factor for Green Purchase Attitude

Factor Loadings								
Factor 2	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Green Purchase Attitude	X4	λ4	0.814	0.086	9.441	0 .001	0.645	0.983
	X5	λ5	0.475	0.084	5.668	0 .001	0.311	0.639
	X6	λ6	1.173	0.086	13.577	0 .001	1.004	1.343
	X7	λ7	1.074	0.089	12.122	0.001	0.901	1.248

(Source: The author's analysis using JASP 4.1)

Table above shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.030, p-value = 0.0001, as shown in table below. This means that this model is suitable and feasible to be used to measure the latent variable of green purchase attitude towards the sustainability of green products purchase behaviour in the long run.

Goodness of Fit Item Green Purchase Attitude

Metric	Value
Root mean square error of approximation (RMSEA)	0.030
RMSEA 90% CI lower bound	0.013
RMSEA 90% CI upper bound	0.113
RMSEA p-value	2.989e -7
Standardized root mean square residual (SRMR)	0.077
Hoelter's critical N ($\alpha = .05$)	54.835
Hoelter's critical N ($\alpha = .01$)	83.758
Goodness of fit index (GFI)	0.948
McDonald fit index (MFI)	0.948
Expected cross validation index (ECVI)	0.153

(Source: The author's analysis using JASP 4.1)

The Latent Variables of Green Product Attribute

The latent variable of Green Product Attribute is measured on the basis of four uni-dimensional indicators such as Green Product Quality, Availability of Green Products, Price Sensitivity and Green Packaging. CFA analysis results of Green Product Attribute latent variable by using the First Order Confirmatory Factor Analysis is shown in figure below.

Confirmatory Factor Analysis of Green Product Attribute Variable

(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in table below, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Loading Factor for Green Product Attribute Items

Factor Loadings								
Factor	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Green Product Attribute	X8	λ8	1.13	0.083	13.584	0 .001	0.963	1.288
	X9	λ9	1.21	0.089	13.706	0 .001	1.04	1.387
	X15	λ15	1.25	0.09	13.859	0 .001	1.071	1.424
	X16	λ16	0.13	0.089	1.446	0.148	-0.046	0.304

(Source: The author's analysis using JASP 4.1)

The table above shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.050, p-value = 0.001, as shown in table below. This means that this model is suitable and feasible to be used

to measure the latent variable of green purchase attributes towards the sustainability of green products purchase behaviour in the long run.

Goodness of Fit Item Green Product Attribute

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.050
RMSEA 90% CI lower bound	0.000
RMSEA 90% CI upper bound	0.124
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	0.022
Hoelter's critical N ($\alpha = .05$)	586.602
Hoelter's critical N ($\alpha = .01$)	901.213
Goodness of fit index (GFI)	0.995
McDonald fit index (MFI)	0.997
Expected cross validation index (ECVI)	0.052

(Source: The author's analysis using JASP 4.1)

The Latent Variables of Post Purchase Experience of Green Products

The latent variable of post purchase experience of green product is measured on the basis of three uni-dimensional indicators such as Green Product Experience, Green Consumer Experience and Ease of using green products. CFA analysis results of Post Purchase Experience of Green Products latent variable by using the First Order Confirmatory Factor Analysis is shown in figure below:

Confirmatory Factor Analysis of Post Purchase Experience of Green Products

(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in table below, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run

Loading Factor for Post Purchase Experience of Green Products Items

Factor	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Post Purchase Experience	X10	λ10	1.592	0.158	10.082	0 .001	1.282	1.901
	X11	λ11	0.829	0.113	7.307	0 .001	0.607	1.051
	X12	λ12	0.75	0.101	7.454	0 .001	0.553	0.948

(Source: The author's analysis using JASP 4.1)

The table above shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.078, p-value = 0.0001, as shown in table below. This means that this model is suitable and feasible to be used to measure the latent variable of post purchase experience towards the sustainability of green products purchase behaviour in the long run.

Goodness of Fit Item Post Purchase Experience of Green Products

Metric	Value
Other fit measures	
Root mean square error of approximation (RMSEA)	0.078
RMSEA 90% CI lower bound	0.045
RMSEA 90% CI upper bound	0.098
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	1.990e -8
Hoelter's critical N (α = .05)	1.000
Hoelter's critical N (α = .01)	1.000
Goodness of fit index (GFI)	1.000
McDonald fit index (MFI)	1.000
Expected cross validation index (ECVI)	0.031

(Source: The author's analysis using JASP 4.1)

The Latent Variables of Scepticism towards Green Claims

The latent variable of Scepticism towards Green Claims is measured on the basis of three uni-dimensional indicators such as environmental claims made on packaging labels or in advertising are true, most environmental claims on packaging labels or in advertising are intended to misled rather than to inform consumers, trust on environmental claims made on packaging labels or in advertising. CFA analysis results of Scepticism towards Green Claims latent variable by using the First Order Confirmatory Factor Analysis is shown in figure below:

Confirmatory Factor Analysis of Scepticism towards Green Claims

(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in table below, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Loading Factor for Scepticism towards Green Claims Items

Factor Loadings								
Factor	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Scepticism towards Green Claims	X14	λ14	0.976	0.334	2.919	0.004	0.321	1.632
	X13	λ13	1.235	0.416	2.97	0.003	0.42	2.05
	X18	λ18	0.269	0.127	2.113	0.035	0.019	0.518

(Source: The author's analysis using JASP 4.1)

The table above shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.020, P-value = 0.001, as shown in table below. This means that this model is suitable and feasible to be used to measure the latent variable of scepticism towards Green Claims towards the sustainability of green products purchase behaviour in the long run.

Goodness of Fit Item Scepticism towards Green Claims

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.020
RMSEA 90% CI lower bound	0.012
RMSEA 90% CI upper bound	0.042
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	6.198e -9
Hoelter's critical N (α = .05)	0.98
Hoelter's critical N (α = .01)	0.95
Goodness of fit index (GFI)	1.000
McDonald fit index (MFI)	1.000
Expected cross validation index (ECVI)	0.031

(Source: The author's analysis using JASP 4.1)

Second-order Confirmatory Factor Analysis Model

Based on the items obtained in each dimension in the first order analysis, the second order analysis of CFA was done. The use of Second-order confirmatory factor analysis in this study was to examine the green repurchase behaviour consisting of five indicators such as media influence, Post Purchase Experience of Green Products, Green Product Attribute, Green Purchase Attitude and Scepticism towards Green Claims of Green Products. The results of the second-order confirmatory factor analysis of green repurchase behaviour variables are shown in figure below.

Second Order Confirmatory Factor Analysis of all latent Variables
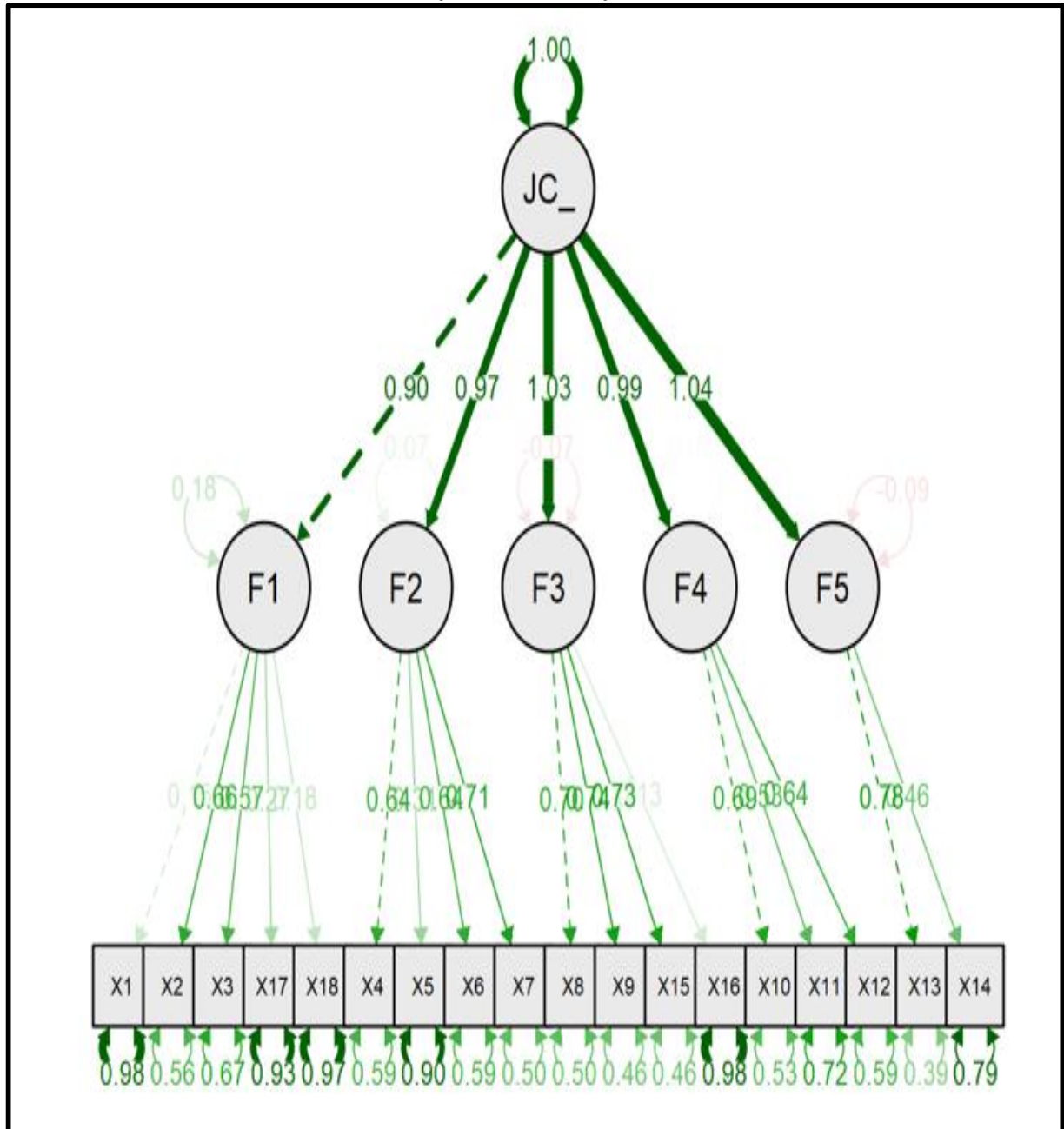
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in table below, is used to evaluate whether each item that contributes substantially towards sustainability of green products purchase behaviour in the long run.

Parameter Estimates of Second-order confirmatory factor analysis

label			est	se	z	p	CI (lower)	CI (upper)	std (lv)	std (all)	std (nox)
F1	=~	X1	1.000	0.000	1.000	0.000	1.000	1.000	0.272	0.15	0.15
F1	=~	X2	4.055	1.539	2.634	0.008	1.037	7.072	1.104	0.662	0.662
F1	=~	X3	3.362	1.287	2.613	0.009	0.841	5.884	0.916	0.575	0.575
F1	=~	X17	1.725	0.731	2.359	0.018	0.292	3.158	0.47	0.273	0.273
F1	=~	X18	1.21	0.582	2.079	0.038	0.069	2.35	0.33	0.184	0.184
F2	=~	X4	1.000	0.000	1.000	0.000	1.000	1.000	0.998	0.644	0.644
F2	=~	X5	0.457	0.081	5.64	0.001	0.298	0.616	0.456	0.312	0.312
F2	=~	X6	0.946	0.088	10.774	0.001	0.774	1.119	0.945	0.638	0.638
F2	=~	X7	1.107	0.094	11.756	0.001	0.922	1.292	1.105	0.71	0.71
F3	=~	X8	1.000	0.000	1.000	0.000	1.000	1.000	1.106	0.704	0.704
F3	=~	X9	1.116	0.08	13.917	0.001	0.959	1.273	1.234	0.736	0.736
F3	=~	X15	1.128	0.081	13.861	0.001	0.969	1.288	1.247	0.733	0.733
F3	=~	X16	0.181	0.073	2.487	0.013	0.038	0.324	0.2	0.131	0.131
F4	=~	X10	1.000	0.000	1.000	0.000	1.000	1.000	1.164	0.686	0.686
F4	=~	X11	0.798	0.083	9.633	0.001	0.636	0.96	0.928	0.527	0.527
F4	=~	X12	0.852	0.074	11.587	0.001	0.708	0.996	0.992	0.64	0.64
F5	=~	X13	1.000	0.000	1.000	0.000	1.000	1.000	1.412	0.782	0.782
F5	=~	X14	0.608	0.065	9.289	0.001	0.48	0.736	0.858	0.46	0.46
Y	=~	F1	0.9	0.529	1.731	0.000	1.000	1.000	0.903	0.903	0.903
Y	=~	F2	0.97	0.369	2.625	0.009	0.993	6.85	0.967	0.967	0.967
Y	=~	F3	1.03	0.39	2.641	0.008	1.198	8.092	1.034	1.034	1.034
Y	=~	F4	0.99	0.375	2.636	0.008	1.202	8.178	0.992	0.992	0.992
Y	=~	F5	1.04	0.392	2.653	0.008	1.562	10.4	1.043	1.043	1.043
X1	~~	X1	3.221	0.234	13.764	0.001	2.762	3.679	3.221	0.977	0.977
X2	~~	X2	1.56	0.155	10.056	0.001	1.256	1.864	1.56	0.561	0.561
X3	~~	X3	1.698	0.144	11.762	0.001	1.415	1.981	1.698	0.669	0.669
X17	~~	X17	2.747	0.202	13.572	0.001	2.35	3.143	2.747	0.926	0.926
X18	~~	X18	3.097	0.226	13.725	0.001	2.655	3.54	3.097	0.966	0.966
X4	~~	X4	1.409	0.114	12.312	0.001	1.185	1.634	1.409	0.586	0.586
X5	~~	X5	1.922	0.141	13.646	0.001	1.646	2.198	1.922	0.902	0.902
X6	~~	X6	1.3	0.105	12.366	0.001	1.094	1.506	1.3	0.593	0.593
X7	~~	X7	1.2	0.105	11.431	0.001	0.994	1.406	1.2	0.496	0.496
X8	~~	X8	1.241	0.099	12.575	0.001	1.048	1.434	1.241	0.504	0.504
X9	~~	X9	1.291	0.106	12.213	0.001	1.084	1.499	1.291	0.459	0.459
X15	~~	X15	1.344	0.11	12.253	0.001	1.129	1.559	1.344	0.463	0.463
X16	~~	X16	2.311	0.167	13.825	0.001	1.984	2.639	2.311	0.983	0.983
X10	~~	X10	1.519	0.133	11.452	0.001	1.259	1.779	1.519	0.529	0.529
X11	~~	X11	2.244	0.171	13.091	0.001	1.908	2.58	2.244	0.722	0.722
X12	~~	X12	1.416	0.116	12.162	0.001	1.188	1.644	1.416	0.59	0.59
X13	~~	X13	1.265	0.184	6.894	0.001	0.906	1.625	1.265	0.388	0.388
X14	~~	X14	2.746	0.207	13.267	0.001	2.34	3.152	2.746	0.788	0.788
F1	~~	F1	0.014	0.012	1.16	0.246	-0.009	0.037	0.184	0.184	0.184
F2	~~	F2	0.065	0.046	1.433	0.152	-0.024	0.155	0.066	0.066	0.066
F3	~~	F3	-0.084	0.04	-2.094	0.036	-0.162	-0.005	-0.068	-0.068	-0.068
F4	~~	F4	0.022	0.072	0.305	0.76	-0.12	0.164	0.016	0.016	0.016
F5	~~	F5	-0.173	0.161	-1.08	0.28	-0.488	0.141	-0.087	-0.087	-0.087
Y	~~	Y	0.061	0.046	1.327	0.184	-0.029	0.15	1.000	1.000	1.000

(Source: The author's analysis using JASP 4.1)

Goodness of Fit test statistics of Second-order confirmatory factor analysis

Model test baseline model	
	Model
Minimum Function Test Statistic	2.154
χ^2	1650.031
Degrees of freedom	130.000
p	< .001

Table-A

Loglikelihood and Information Criteria	
	Model
Loglikelihood user model (H0)	-12211.070
Loglikelihood unrestricted model (H1)	-11386.055
Number of free parameters	41
Akaike (AIC)	24504.140
Bayesian (BIC)	24666.010
Sample-size adjusted Bayesian (BIC)	24535.923

Table-B

Root Mean Square Error of Approximation		
	Model	
RMSEA	0.175	
Upper 90% CI	0.182	
Lower 90% CI	0.167	
p-value RMSEA <= 0.05	< .001	

Table-C

Other Fit Indices	
	Model
Hoelter Critical N (CN) alpha=0.05	37.584
Hoelter Critical N (CN) alpha=0.01	40.558
Goodness of Fit Index (GFI)	0.650
Parsimony Goodness of Fit Index (GFI)	0.540
McDonald Fit Index (MFI)	0.137
AIC	24504.140
BIC	24666.010
χ^2	1650.031

Table-D

(Source: The author's analysis using JASP 4.1)

Second Order Confirmatory Factor Analysis for inter relation among latent Variables
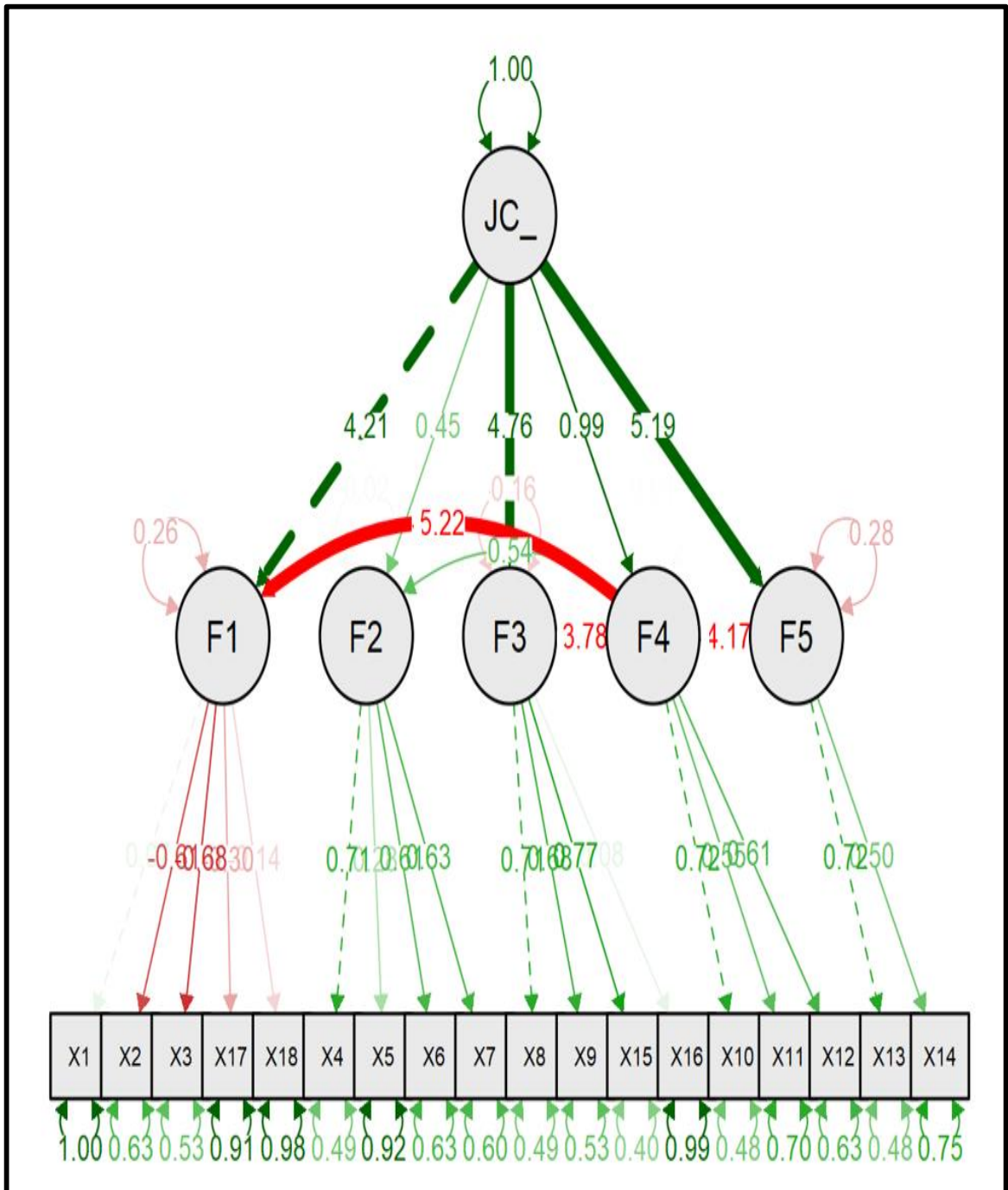
(Source: The author's analysis using JASP 4.1)

RESULT AND DISCUSSIONS

Based on the test results conducted with second-order confirmatory factor analysis, the RMSEA = 0.175 (p <0.001) as shown in table above, it can be concluded that this model is fit for second order CFA with a complex path diagram in the structural equation model. In other words, it is uni-dimensional model; all the variables are valid indicators for measuring constructs of Sustainability of Green Products Purchase Behaviour by using five latent variables.

From the Table above, it can be explained that each item has a positive loading factor and each p value of Z test is lower than 0.05, hence it is said to be significant. This means that all items are suitable for measuring green repurchase behaviour because the overall Z-value is greater than 1.96. The significance value of factor five (F5) gives the largest contribution as much as 104%, followed by factor three (F3) with 103% and factor four (F4) with 99%, factor two (F2) with 97% and factor one (F1) 90%.

By using the structure equation model we can estimate that the Sustainability of green products purchase behaviour is a function of all five latent variables with the predicted model as follows:

$$Y = 0.90F_1 + 0.97F_2 + 1.03F_3 + 0.99F_4 + 1.04F_5$$

Hence in order to achieve the sustainable repurchasing of green product in long run, all the latent variables are highly significant and are relevant in determining green products purchase behaviour of millennials of Jharkhand.

CONCLUSION

The findings here suggests that gender does not play any role in propagating green behaviour and there is no significant difference between the perception of male and female in terms of green products and green behaviour. The study is in the accordance with the previous researchers such as (Chen & Chai, 2010; Sinnappan and Rahman, 2011; Samarasinghe, 2012; Rezai et al., 2012; Singh and Bansal, 2012; Ansar, 2013; Anvar, and Venter, 2014; Ghosh & Chandra 2018).

We can conclude that the study is consistent with (Sinnappan and Rahman, 2011; Boztepe, 2012; Samarasinghe, 2012; Rezai et al. 2013; Dangi et al. 2020) whereby younger consumers are more environmentally friendly and age is an important factor in determining the green purchase behaviour of millennials whereas it is in contrary to (Singh & Bansal 2012 ; Danish 2016; Patel et al. 2017; Ghosh & Chandra 2018; Sharma & Foropon 2020) which states that age is insignificant in determining green behaviour.

Analysis for education as a predictor in determining green behaviour states that education level is significant in propagating green behaviour and the study is in line with (Paco et al, 2010; Awad, 2011; Chen, 2013; Wang and Wong, 2019; Sharma & Foropon 2020) while it is in contrary to the studies conducted by (Danish 2016; Ghosh & Chandra 2018).

With regards to income, during data analysis, it is revealed that income is a significant predictor of green buying behaviour the study is in line with (Awad, 2011; Boztepe 2012; Tilikidou and Delistavrou, 2014; Okan & Yalman 2015; Danish 2016; Dangi 2020) and contrary to (Ghosh & Chandra 2018; Sharma & Foropon 2020).

During the data analysis we observed that 98% of the respondents have reported that they are aware of green products but when it comes to understanding their level of awareness towards green products, we observed that 42% of the respondents indicated that they had low level of awareness about green products, 46% of the respondents indicated average level of awareness and only 12 % of them had high level of awareness about green products and if 93% of the respondents have agreed to repurchase green products, therefore, marketers must work towards enhancing green product knowledge and its significance on consumers and society as a whole.

Similarly, 41% of total respondents preferred green personal care products, 20% preferred home care products, 17% preferred food & beverages, 14% preferred electrical and electronic items, 7% preferred automobiles, and around 1% preferred clothing & fashion products, indicating that marketers should pay attention to these product categories and their potential for green product offerings.

Social media plays an important role in generating awareness towards green behaviour and hence an important means of communication in today's generation. Majority of the respondents feel that green behaviour should be propagated by the government and this is not their onus.

Hence in order to achieve the sustainable repurchasing of green product in long run, all the latent variables such social media influence, distrust on environmental claims made on packaging labels or in advertising, green product quality, ease of using green products, post purchase experience, customer satisfaction, availability of green products, price sensitivity, green packaging, environmental concern, perceived environmental knowledge, perceived green product knowledge and level of awareness about green product and environmental issues are very much important and they may alter consumers repurchase behaviour. A positive green purchase attitude is a prerequisite for green repurchase behaviour as knowledge about environmental issues and concern may not always lead to a green behaviour.

The major barriers in adoption of green behaviour were distrust on environmental claims made by the organizations and the lack of understanding the impact of purchase decision on the environment.

MANAGERIAL IMPLICATIONS

According to (Ramasamy & Yeung, 2009) 61% of millennial have revealed that it is their responsibility to make the world a better place to live while 78% believe that companies have the responsibility to include them in their effort. The same view has been supported by (Bertens et al., 2014) in their studies. A more comprehensive study conducted by Deloitte's Global Millennial and Gen Z Survey (2021), Millennials and Generation Z feel the world is on the verge of a major environmental crisis and they're also calling themselves and organizations answerable to make the world more sustainable and equitable. According to the survey, nine out of 10 Indian millennials

and Gen Zs are confident that the changes witnessed during the pandemic would help counteract ecological damage. Therefore, understanding the consumer behaviour of younger population of India is a must for sustainability of green products purchase behaviour in the long run as most of these millennials are in their working age bracket, have enormous purchasing power and longer influence on the product life cycle. Our present study also suggests that age do matters when it comes to green purchase.

Many research have been carried all through the world to investigate and define customer behaviour toward "green" or ecologically friendly products and services and we saw that consumers, often lack a sense of responsibility for myriad environmental problems and put the onus on business organizations and government to preserve and care for environment. Taking personal responsibility for the environmental damage may encourages consumers to contribute to the green movement. Consumers who are concerned about the environmental repercussions of their purchases will address the potential consequences of their purchase. If environmental concerns are significant to a customer, he or she may be more likely to purchase green products.

Eco-literacy was found to be the most important component in the long-term sustainability of green repurchase behaviour. Despite the fact that consumers are aware of green products, their degree of awareness appears to be low, and 93 percent of respondents prefer to repurchase green products. It is becoming increasingly crucial to educate people about green products.

Past researchers have suggested that consumers do not purchase products based on the environmental concern alone and they will not trade-off other product attributes for a better environment. The previous researchers have also revealed that the general consumers need incentive to buy green products. The biggest example to back this theory is the energy efficient electronic items which almost all segment of consumer prefer to buy because they have realized that how much energy and money they will save in long run. Similarly, in developing country like India, even the post-purchase behaviour of consumers, and waste disposal or reusability of second hand items, is a hot topic in evaluating the green consumer behaviour and the market is full of online and offline players such as Maruti True value outlets, cardekho.com, cars24.com, olx.com and ebay.com to name a few who are working in this direction. Hence,

marketers must develop a market for reusable items and offer incentives to customers to display green behaviour.

The findings here suggests that gender does not play any role in propagating green behaviour and there is no significant difference between the perception of male and female in terms of green products and green behaviour, whereas role of educational qualification, family income and age is highly significant in determining green concern and green environmental knowledge. While media influence is an important factor for green repurchase behaviour, role of social media is relatively higher while propagating green awareness followed by television, newspapers and magazines and knowledge about green products and eco-labels. Although, green product quality, availability of green product and price sensitivity plays highly significant role, the role of green packaging is equally important in determining green product attribute. Ease of using green products and green product experience is also very important for defining post purchase experience of green products. Most of the respondents believe that environmental claims on packaging labels or in advertising are intended to misled rather than to inform consumers about green products and hence can be regarded as a major barrier towards adoption of green repurchase behaviour and also the latent variable of scepticism towards green claims has the highest contribution in determining green repurchase behaviour followed by green products attributes, post purchase green product experience, green purchase attitude and media influence respectively.

The current pandemic has a great impact on health and life of people across the globe. A comprehensive production, consumption and disposable behaviour is the pre-requisites for sustainable growth and survival of the planet. All of our technical progress to date has resulted in awful environmental damage, carbon emissions, erratic climate condition and recent cases of flood, land slide, cloud bursting and scarcity of resources to name a few. As a result, the entire globe is transitioning from a linear to a circular economy, and customers are currently seeking for ways to recycle, reuse, and lengthen the product life cycle as much as possible. We need to develop more environmentally friendly ways to generate, consume, and dispose of waste. Green Products are a newly developed product category, however customer preference for such products is a questionable issue, as product sales numbers are not very stunning but customer preferences for such products do exists.

Considering Green Personal Care products were preferred by 41% of all respondents, marketers should take note of this significant product category and structure their marketing initiatives accordingly.

During the investigation, to determine who consumers believe is responsible for promoting the use of green products, they were asked to choose between Companies, governments, and consumers, most of the respondents (45%) stated that, government has a responsibility to promote the usage of green products. 34 % of respondents believe they should support the use of green products, while 14% believe firms and 7% believe that all of them are responsible for encouraging the use of green products. The result contradicts the study conducted by Nittala et al. (2021) which found that the majority of respondents (59.4%) believe corporations, governments, and consumers are all responsible for encouraging the usage of green products. But bringing all stakeholders in same line as far as environmental issues are considered is a must for green product purchase.

Although while addressing the future of any product or service, all four Ps must be taken into consideration for any product roadmap. However, while ample studies has been conducted to understand pricing as a key factor while analyzing consumer buying behaviour for green products, other elements of the marketing mix such as product, place, and promotion were overlooked in the Indian context, as discovered during the literature review. Green product efficacy, green product performance, ease of using green products, green product quality, green product satisfaction, post purchase experience and the influence of media in propagating green buying behaviour are very important for green repurchase behaviour.

96 percent of participants reported being aware of the current environmental situation in India. People are environmentally conscious and comprehend what they should do to benefit the environment and that means that even if consumers are aware of various environmental issues but that awareness is not translating into showing concern for environment and therefore the present study is in line with previous studies (Mei, N. S., Wai, C. W., & Ahamad, R. 2017; Sasikala and Parameswaran 2018). The present study confirms the existence of an environmental concern and action gap. The general consumers' are showing off their concern for environment but they are not motivated enough to translate their concern into purchase intention/actual buying motives. The

findings imply, that increased environmental concern is not translating into any behavioural changes, and that customers require more information and persuasion to convert their sheer concern into actual purchase behaviour.

When it comes to identifying the barriers to green purchasing adoption, the first and most significant barrier is customer scepticism of green claims. Apart from that, when asked about considering environmental issues when making purchase decisions, 98 percent of respondents stated that they had never made a purchase based on environmental issues at all, implying that they had never considered their impact on the environment while purchasing general day-to-day products. Thus, even if people are aware of environmental issues, this does not translate into their purchasing decisions, and there is a clear action and behaviour difference among the green buyers and hence another barrier for green adoption.

POLICY IMPLICATIONS

Green marketing has become a big topic in today's corporate world. However, the present epidemic has sparked widespread concern about environmental preservation and care, as well as implementing lifestyle adjustments that will have a positive impact on the environment. The main priorities of consumers have changed to health and hygiene. Green and ecologically friendly products may be a good option. Environmental awareness among consumers has risen considerably, and sustainability is now one of the most important factors in consumer decision-making.

Issues like environmental degradation, pollution and restoring the environmental indexes cannot be handled by a few stake holders of the society rather this should be regarded as a prime responsibility of all the stake holders of the society and it requires a cumulative approach. All the stakeholders of the society such as individuals, organizations and policy makers will have to contribute significantly in reducing the environmental footprint thereby contributing to sustainable development goals and promotion of circular economy and thereby promoting green products is a must. Therefore, a lot of media campaign/drive has to be run to create awareness and to motivate the masses to show generate awareness and concern for the environment as environmental concern may leads to formation of a positive green purchase attitude. Furthermore, Hassan (2014) in his study expressed that while most of us wants to lead a greener life but we lack the practical understanding on how to live a sustainable life.

This issue is especially pressing in Indian context where the general literacy rate is low (Census, 2011). As a result, customers must be educated and informed on the concept of greener future.

India is a country governed by a plethora of religions, cultures, subcultures, values, tastes, and preferences and pandemic has made things a little more complex. Consumer buying behaviour is a complex process. Some products, such as FMCGs, are considered low-involved, whereas others, such as white goods, may require a higher level of involvement. This could be a complicated task for the organization, and they must come up with an out of the box approach to involve all the stakeholders of society to succeed in the greening effort, as Green is surely becoming the emblem of eco-consciousness in India. However, a certain group of people who are concerned about the environment are eager to buy green products. When discussing marketing in the framework of "Marketing 4.0," Kotler argued that the era 4.0 is more relevant for "Youth", "Women" and "Netizens", hence these are our prime target market.

In a nutshell, advertising techniques aimed towards Indian female consumers, youth, and children may evoke emotional responses and raise awareness about the need of environmental protection and indulging in green purchasing behaviour. Furthermore, consumer perceptions of green product effectiveness and usability is driven by the level of reliable information available regarding product quality.

As social media plays an important role in propagating green behaviour. Due to the changing demographic profile of Indian households, the expanding middle income group segment, and both spouses striving to make ends meet, Indian females may play a significant role as influencers in the promotion of green products and may actively influence their families to adopt green buying behaviour. Though gender dose not play any special role in green behaviour but if we can influence female customers for this cause, this could be a game changer in long run. Due to the pandemic situation, where most schools and educational institutions are closed and even school-aged children have access to mobile phones and social media platforms and thus India has a sizable population of technophiles and same can be utilized to its full extent to create awareness for the environment and this will also help in bridging intention and action gap across the age groups. Ease of using green products is also important for customer acquisition.

With the rise of social media platforms and the massive demand for digital marketing, businesses should consider implementing Evangelism Marketing Strategies to promote green products and concepts, which have a track record of establishing brands such as Apple and Harley-Davidson, to name a few. Consumers who are environmentally conscious are more inclined to share and disseminate information on the environmental sustainability amongst their peers.

As Green scepticism is gaining traction throughout the world. Therefore, marketers could consider using the 3Es methods, which are: 1. Educate 2. Engage 3. Excite, consumers in order to urge them to buy green products more frequently. Often consumer rely on their past experience to guide their present behaviour, therefore educating and engaging them is the base for propagating green concept at large scale. Reducing the green scepticism will also help in enhancing green purchase attitude and it may lead to a favourable green product purchase behavior in long run.

The general perception of Indian consumers is that they are price sensitive, and the current study concludes that price sensitivity does favour the positive formation of green product attributes, though the magnitude is not particularly large. However, this should be taken into account when formulating green product policies. Similarly

Consumers, overall, do not buy products just for ecological reasons, and they will never sacrifice other features and benefits for a better environment since they rarely evaluate the influence of their purchases on environmental degradation. As a result, general consumers require an incentive to purchase green products such as energy-efficient and time-saving products, and hence, a green purchasing incentive is essential for successful green marketing.

Packaging of the product also creates a lot of waste that can also be considered in the product design and organizations like Coca Cola, Dabur, HUL, and Pepsi are taking this as a matter of great concern and handling it well to move towards zero waste. Therefore, from both customer's perspective as well from organizational point of view, green packaging has significant positive bearing on willingness to purchase green product.

As a result, it can be concluded that people are aware of current environmental problems, but the magnitude of ecological concern may not be as desired; however, a segment of customer who are environmentally concerned may significantly impact the

willingness to purchase green product, and the price of the product may not deter their choices, while the sustainable packaging also positively influence the willingness to purchase green product. A proper care should be taken for formation of positive green purchase attitude among the target consumers by educating them through social media and other direct customer touch points and ease of using green products along with incentive to buy green product is also very important for sustainable green repurchase behaviour in long run.

LIMITATIONS

The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness and consumer satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population. For the survey to be generalized, the sample size (385) is too small. The data was collected online also, so the responses could have come from persons who are tech-savvy or privileged enough to afford an internet connection. As a result, the data may not represent all socioeconomic groups' perspectives. The possibility of sample error and respondent biasedness during data collection should be taken into consideration as a study limitation. The lack of time for data collection was a major challenge for the study due to strict lockdown situation in the state.

SCOPE FOR FUTURE STUDY

The present study has examined consumers' purchase behaviour for generic green products Future researchers might extend the scope of their research by looking at particular green products like green apparel, green electrical and electronic appliances, green automobiles, and so on. The effects of celebrity endorsement on green purchase behaviour may also be taken as a scope for further study. A longitudinal study may be also undertaken to understand the preferences for consumers in terms of green choices. The current study's focus is limited to customers in urban and sub-urban regions of Jharkhand; however, it is proposed that the green purchasing behaviour of consumers in rural areas may be investigated in future studies.

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CHAPTER 1: INTRODUCTION

INTRODUCTION

> *Our enormously productive economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfactions, our ego satisfactions, in consumption. The measure of social status, of social acceptance, of prestige, is now to be found in our consumptive patterns. The very meaning and significance of our lives today expressed in consumptive terms. We need things consumed, burned up, worn out, replaced and discarded at an ever increasing pace.*
>
> *By Victor Lebow an eminent economist, retail analyst and author (1955).*

1.1 ENVIRONMENT: AN OVERVIEW

"We, as the inhabitants of this planet, have a thorough understanding of climate change and will be the last to be able to act on it" (United Nations World Meteorological Organization, 2014).

The word "environment" comes from the French word "environia," which means "to surround". The term "environment" covers all aspects of the physical and biological domains, as well as their interrelationship. Considering human existence is essentially dependent on the environment, it plays a vital role in the human development cycle. As posited by (Csikszentmihalyi, 2000) – The social philosopher Hannah Arendt, almost half a century ago, envisaged and warned that advancements in technology and an abundance of free time were leading humankind to engulf the whole world. That is turning into a reality day by day. The natural environment and environmentalism are important topics of academics and public interest (Ali et al., 2011; Rahbar et al., 2011; Haytko et al., 2008).

Among the most common and pervasive environmental hazards to human health are climate change, ozone layer depletion, alterations in ecosystems due to species extinction, variations in hydrology and rising sea levels, soil erosion, erratic weather, urban growth, locust invasion, and the current pandemic, COVID-19. While Covid-19 has jolted the entire humanity, the threat posed by global warming has not subsided. Industrialization and human activities have boosted carbon dioxide emissions, causing the world average temperature to rise. Extreme weather and melting polar ice, locust invasion, frequent earthquakes, and unpredictable weather conditions are some of the potential consequences. The following are some of the most pressing environmental concerns that the globe will face in 2020:

➢ **Food Waste:** One-third of the food produced for human consumption— approximately 1.3 billion tons—is wasted or lost in the entire value chain process and this quantity is more than enough required to feed 3 billion people globally. The food waste and lost account for 4.4 giga tonnes of greenhouse gas emissions per year, and this component alone ranks third in terms of greenhouse gas emissions. Food waste occurs at many stages in both developing and developed countries. In developing countries, 40% of food waste occurs at the post-harvest and processing levels, whereas in India, according to a written statement given to parliament in 2013 by former agriculture minister Sharad Pawar, agricultural produce worth Rs 50,000 crore—-40% of total produce— was wasted every year.

➢ **Plastic Pollution:** Since the advent of plastic in 1950, more than 2 million tonnes of plastic have been manufactured globally every year. According to a survey done by scientific journal, around 11 million tonnes of plastic make their ways into the sea each year, damaging the whole biotic and abiotic components of the planet, and this figure is expected to rise to 29 million metric tonnes per year by 2040. Putting micro plastics into consideration, the total amount of plastic in the ocean might reach 600 million tonnes by 2040. According to a National Geographic research, 91 percent of all plastic ever produced is not recycled. This is not just the most severe ecological hazard of our time, but also another huge commercial failure. Plastic takes 400 years to breakdown, posing a significant challenge for future generations.

➢ **Biodiversity Loss:** According to Britannica.com, biodiversity loss is defined as the number of genes, species, individual creatures within a particular species, and biological communities within a defined geographical region, ranging from the smallest ecosystem to the entire biosphere. In India, nearly 12% of wild animals and 3% of bird species are critically endangered, while 19% of amphibians are severely endangered. According to the Living Planet Report 2020, the demand for fresh water in India will more than double its availability. Besides, we have lost one-third of India's wetlands in the last four decades.

➢ **Deforestation:** The degradation of wild forest habitats as a result of anthropogenic activities has become a global concern as the demand for natural resources doubles daily. The decline of forestry, soil erosion, and interruption of the water cycle, greenhouse gas emissions, and biodiversity losses are important causes of concern. By 2030, the world may only have 10% of its forests; if deforestation continues, they may all be gone in less than 100 years. Agriculture is one of the causes of deforestation in an agrarian country like India.

➢ **Air Pollution:** According to World Health Organization (WHO) research, air pollution kills nearly 4.2 to 7 million people globally each year, and nine out of ten people breathe air that includes high levels of contaminants. In the aftermath of the COVID-19 pandemic, researchers established the significance of air pollution in viral molecular movement. Several studies have found a link between COVID-19-related deaths and air pollution, as well as a possible role for airborne particles in viral transmission.

➢ **Global Warming from Fossil Fuels**: Greenhouse gas emissions have exacerbated the temperature rise, resulting in catastrophic occurrences all across the planet, including Australia's most deadly bushfire and locust swarming in Africa, the Middle East, and Asia. Scientists have warned that the planet has reached numerous tipping points that might result in severe catastrophic repercussions, ranging from micro plastics discovered in Antarctic ice to the sixth mass extinction. Deforestation in the Amazon Forest, a significant fire outbreak in this region, and study reports indicating that air pollution is a key cause of the development of the COVID-19 Virus, China is experiencing the worst floods in decades, and India is no exception.

➢ **Poor Governance:** Many economists argue that when the free market is unable to maximize societal welfare, it should be deemed a failure, and collective action may be sought to correct it. Furthermore, economists think that climate change is the outcome of many market failures. Most of the negative effects of emissions do not fall on individuals who engage in such activities, but rather on future generations and developing nations. So, economists who view this as a market failure believe that policy intervention is required. Policymakers must raise the price of activities that cause greenhouse gas emissions, forcing businesses to develop low-carbon technology. To reduce carbon emissions, governments must invest in green innovation and implement conducive measures to address market failures.

In the present era, quarantine and social distancing are the survivorship doctrines. All this amounts to "quarantine on consumption" (Li Edelkroot, 2020). The entire world has transitioned from amenities to basics. According to several reports, the air quality index is improving day by day as a result of the current global lockdown, and the ozone layer is even healing. Man, as a social instinct, is now willingly following social distancing in order to keep them alive. This quarantine has provided us with sufficient time to reconsider our consumption and disposable behaviour in order to keep them within the ecosystem's carrying capacity.

Because of the COVID-19 epidemic, the market is undergoing a massive shift in terms of consumer behaviour and attitude. The client base of LOHAS (Lifestyle of Health and Sustainability) will rapidly expand. Personal hygiene products, household cleaning products, masks, disinfectants, and sanitizers have become substantially more expensive than any other luxury item or fashion or clothing item that was initially a high-priced item. FMCG products, such as packaged foods, ready-to-eat meals, and instant noodles, are the second most significant segments that capture customers' attention. Additionally, there has been a significant increase in online purchasing and door-to-door delivery. According to reports, there is a tremendous uptrend in health and hygiene awareness. The service industries, including hotels, airlines, and tourism, would experience the most as a result of the pandemic. "Green" is the newest development in the management jargon vocabulary denoting the environment. In today's world, green marketing has become a particularly important subject. Consumer

awareness, concern, and care about environmental issues has grown substantially, and environmental concerns are now appearing to be an important element in understanding the consumer decision making process (Seahee Lee, 2011). As, consumers are becoming increasingly alarmed about the ecological harm they have triggered in the aftermath of the pandemic, and they have realized that only a few weeks of lockdown may be all that nature needs to rebuild itself. However, India's green products industry is still in an embryonic state. Concerns about economic downturn, environmental disasters, and sustainable development have developed into a major research topic for a wide variety of scientists, practitioners, and even diverse industries in the current context (A Kucher et al., 2019). As a result, 'green marketing' can be employed as a method for lessening one's ecological footprint (Esakki, Thangasamy, 2017).

Over the last few decades, businesses have been held liable for not only their own actions, but also those of their suppliers, the communities to which they belong, users, and how things are disposed of once their life cycle has concluded. As a result, combining people, the planet, and profit, commonly referred to as the triple bottom line strategy (John Elkington, 1994), has become crucial for all businesses, large and small. According to the National Geographic Society (NGS) and research group GlobeScan's latest Greendex study (2014), the best-scoring customers are from developing countries like India and China. Consumer awareness of environmental issues has surged, with 61 percent of consumers expressing extreme concern about environmental issues. Indian consumers are becoming more conscious of environmental issues as well as the repercussions of their consumption and disposal behaviour as a result of constantly evolving technology, increased internet penetration, and growing awareness as a result of real-time updates and social networking sites. The findings imply, that increased environmental concern is not translating into any behavioral changes, and that customers require more information and persuasion to convert their sheer concern into actual purchase behaviour.

The 21st century is characterized by globalization, industrialization, urbanization and digitization. All these advancements have a positive impact on economic growth of developing countries like India. With the cloud being the new workspace and Bots and Robots being the new co-workers, technological advancement

and speedy development have come at a great environmental cost. As the world continues to industrialize and our quest to conquer space is increasing day by day, we are creating debris in outer space too. As a result of its unsustainable lifestyle, reckless manufacturing, unregulated consumption processes, and disposable behaviour, humanity has begun to pay the ultimate price. Sustainability, global warming, climate change, carbon footprint, Green House Gases (GHGs), biodiversity loss, and ozone layer depletion have all become major concerns around the world, and even in India.

As the world continues to expand, our eagerness to invade outer space grows stronger now than ever, and developed countries such as the United States of America have launched space forces, labelled as the "world's newest war-fighting domain". As a result, the world has begun to see the negative effects of our reckless and unconstrained production, intake, and disposability.

While the focal point in developing countries is primarily on economic progress and technological innovation, we frequently miss the fact that environmental problems are a by-product of economic growth. Numerous contemporary environmental issues are becoming increasingly the product of individual behaviour patterns, consumer buying decisions, and business operational activities. Nonetheless, the reality is that the global economy and human well-being are integrally related to environmental wellness (Elijah A. Akintunde, 2017).

Organizational activities have caused catastrophic damage to the natural environment throughout the last decade. As a result, environmentalism has grown as a powerful intellectual trend as well as a global social movement (Shrivastava, 1994). Our traditional marketing philosophy, according to Capra (1983), ignores the relevance of the ecological component of the environment in which economic activity takes place. Physical environmental challenges are frequently handled as a direct response to government policies or social forces, despite careful consideration of the social, cultural, political, and legal surroundings.

Green marketing gradually grew as an academic sub-discipline of marketing over the last 25 years, analyzing and exploring micro-issues in green marketing in greater depth. The significance of a green marketing philosophy in transforming marketing perspectives to fulfil ecological sustainability goals was underlined in

literature in the early 1990s. In the mid-1990s, literature investigated corporate environmentalism as a marketing strategy, and in the early 2000s, literature recommended business- and functional-level approaches for comprehending the complexities of green product marketing and achieving successful business performance.

Although green marketing activities and their marketing implications have been a notable presence in the literature since the mid-2000s (Prashant, 2016). Murugesan (2008) observed that "Green Marketing" is a hybrid of the "Social Marketing Concept" and the "Ecological Marketing Concept" in his study "Green-Trust and Distrust".

Marketing is anthropocentric, with humans as the center of the system and the environment as a resource to be exploited, rather than the reverse (Kilbourne et al. 2002). (Prothero and Fitchett, 2000) argued that, as a major mechanism in the execution and expansion of commodity discourse, marketing not only has the potential to assist society in developing more sustainable forms, but it also bears a significant responsibility to do so. People who have ethical beliefs are more concerned about the environment and social issues (Barnett et al., 2011). As environmental awareness has grown, green purchasing and sustainable consumption practices have become more vital (Barr and Gilg, 2006).

"We are now consuming, sleeping, and inhaling a newly identified notion that believes everything is green." writes John Grant in his book "Green Marketing Manifesto." The green marketing strategy is developed by John Grant (2009), which consist of three marketing objectives:

1. *Green:* Developing new standards for products, policies, and systems

2. *Greener:* Customers too share responsibility.

3. *Greenest:* Providing innovation support in terms of new practices, solutions, and business strategies.

Organizations may not consider environmental problems of immediate relevance, ignoring the fact that business is very much dependent upon the physical environment and its surroundings (refer to figure 1.1).

Figure 1.1: Physical Environment
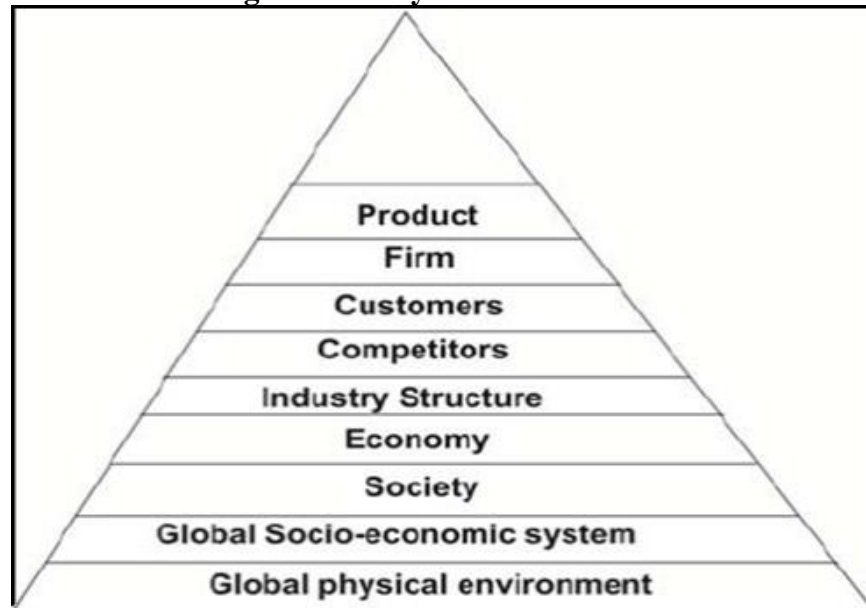
Source: (Peattie & Charter 1992)

As per (Peattie & Charter, 2012) physical environment is the foundation on which societies and economies are based. The physical environment has an impact on all industries, whether they are primary, secondary, or tertiary. Other issues, such as global warming, depletion of the ozone layer, depletion of natural resources, erratic weather, or the eruption of pandemics, affect most industries directly or indirectly. But at the same time, this imbalance in the physical environment may be a threat to certain industries, whereas it is an opportunity for other industries. Thus, there is a strong need to analyze the relationship between business organizations and their physical environment and to formulate a proactive strategy for managing this relationship.

The challenge for marketing is twofold. In the short run, companies and the markets are influenced by external stimuli such as ecological and social issues, while in the long run, there will be a greater need for fundamental changes to the management paradigm (Peattie, K., & Charter, M., 2012). Therefore, this integration of marketing theories with ecological concern would be perceived as an extension of the societal marketing concept and this may also be viewed as a potential source of innovation and opportunity for marketers. Fisk (1974) asserts that the large percentage of the world's environmental issues are the outcome of multiple marketing activities that result from consumption and overconsumption. Other researches indicated that marketing can make a significant contribution unconsciously to the resolution of social and economic problems (Sheth and Sisodia, 2006).

1.2 TOWARDS A NEW CONCEPT OF SUSTAINABILITY MARKETING

"In general, sustainability marketing entails fostering and sustaining long-term relationships with consumers, the social environment, and the natural environment, "(Belz 2006).

Figure 1.2: Sustainability Marketing
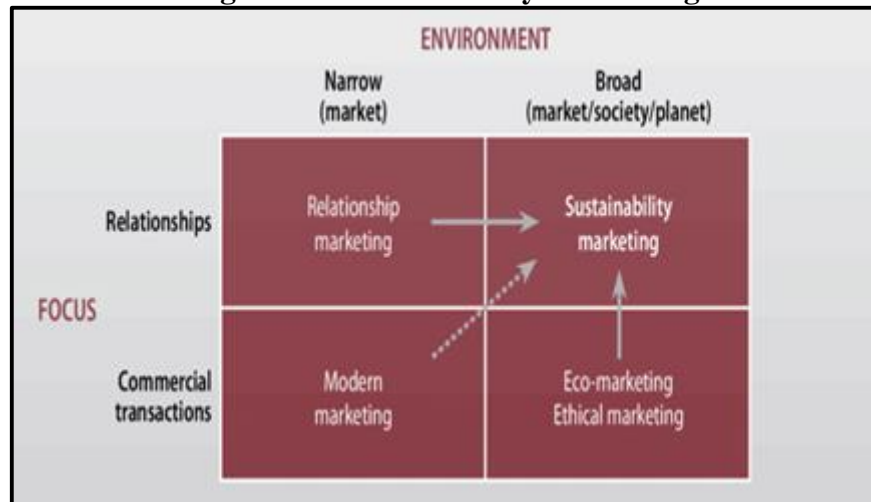
(Source: Belz & Peattie 2009)

However, marketing executives and academics must think differently and creatively in four critical areas to ensure the success of the transition to sustainable marketing:

1. Firstly consider socio-ecological issues as a reference point for the marketing process.

2. Have an in depth knowledge of buying motives of consumers.

3. Adapting the appropriate marketing mix; and

4. Prioritizing the marketing activities and relationships with other areas.

1.3 SUSTAINABLE CONSUMPTION AND PRODUCTION

Too much consumption of natural resources, paired with poorly regulated purchasing habits, is having a harmful effect on the environment across the globe. A new catchphrase for long-term survival has emerged as a result of this progression: "sustainability." Sustainable consumption and production (SCP), as defined by the Oslo

Symposium in 1994, "is the use of products and services by understanding and meeting the basic needs to enhance the quality of life while reducing environmental impact and hazardous substances, as well as reducing waste and emissions, throughout the majority of the service or product's life cycle in order to avoid jeopardizing the needs of future generations." The following definition makes it abundantly clear that it seeks to promote environmentally friendly industrial production, resource efficiency, and long-term consumer preferences.

Figure 1.3: SCP holistic approach
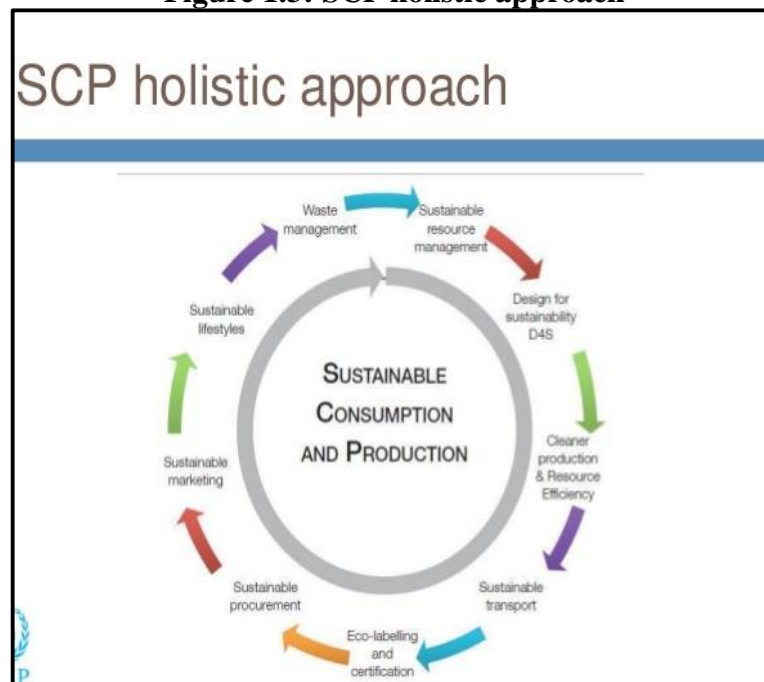
Source: UNEP (2012)

1.4 EVOLVING RELATIONSHIP BETWEEN SUSTAINABILITY AND MARKETING

Sustainability is becoming a megatrend for all of the society's stakeholders, and it is becoming increasingly important (Lubin and Esty, 2010). According to Peter Drucker (1958), marketing is the act of integrating the economy with society in order to fulfil the needs and wants of individuals and groups. Consequently, marketing is critical in shaping society's needs and demands, and marketers are responsible for converting those demands into successful commercial possibilities. According to Philip Kotler, the best business strategy is to forecast where customers will go and then stop right in front of them.

In response to the ongoing epidemic and the increasing number of health-conscious customers, new business factors such as the environment, sustainability, and turning green have risen to prominence. According to Philip Kotler, who wrote "Marketing 4.0: from Products to Customers to the Human Spirit" states that Marketing has progressed through three stages throughout the course of time:

1. Marketing 1.0 is a product-oriented approach that stresses a product's or services functional component and believes in marketing the products.

2. Marketing 2.0 is a data-driven idea. Individual clients were segmented, identified, and followed using SEO, social media, and other ICT approaches, making it more customer-centric. Organizations are interested in reaching individual clients in today's hypercompetitive market in the pursuit of gaining profitability by capturing a larger proportion of each customer's expenditure.

3. Marketing 3.0 is a comprehensive approach in which the priority shifts from customer-centric to humanistic marketing. It serves society as a whole, and firms are obligated to recognize and express human values in their marketing efforts.

1.5 PEOPLE, PLANET AND PROFIT- THE 3P'S OF SUSTAINABILITY

According to John Rawls (1999), societies should confirm how much of the earth's resources they are willing to give up or not exploit in favor for future generations to be able to use and consume such natural resources, as we are the trustees of the natural resources for future generations. During the Cocoyoc Declaration on the Environment and Development in 1970, the phrase "sustainable development" was coined. In the year 1987, the World Commission on Environment and Development submitted its report, called "Our Common Future", which is additionally called the Brundtland Report, which outlined sustainability as, "Meeting our own needs without compromising the ability of future generations to meet their own needs."

A sustainable organization, in this context, is defined as any business that is economically successful, socially conscious, and ecologically mindful. As a result, sustainability aids in the reconciliation of business, society, and the environment.

Climate change, natural resource depletion, regulation, consumer demand, and economic globalization are all major factors of sustainability.

1.6 WHY TO GO GREEN?

So far, the economy has been premised on the idea of a linear economic model, which discusses the principles of resource extraction, production, distribution, consumption, and waste disposal as the end of the cycle. However, this approach only works in situations where resources are plentiful.

Mother Earth's capacity is restricted not just in terms of resources, but also in terms of garbage acceptance. As the world's population expands, technological developments have resulted in a significant shift in consumption habits, which has had a detrimental influence on natural resources and trash generation. As a result, the going green seems to be the perfect model in the twenty-first century.

1.7 LINEAR ECONOMY VS. CIRCULAR ECONOMY & NEED FOR CIRCULAR ECONOMY

Since generations we were following a linear economy, i.e., take-make- use-throw-away approach, resulting in a lot of wastes in terms of plastic, textile, metals, lead, etc. This overproduction and irresponsible disposable behaviour is taking a toll on the environment and human health. According to Malthus (1978), population increases at a geometric rate, whereas means of life such as natural resources like food, water, oxygen, etc. increases at a constant rate. In the current situation, adopting a circular economy is the need of the hour. The circular economy advocates extending the life cycle of the product by incorporating the 6R's by reusing, repairing, recycling, and minimizing the waste to a minimum. The circular economy, which promotes the elimination of waste and the responsible use of natural resources, offers an alternative that can yield up to $4.5 trillion in economic benefits by 2030 (Word Economic Forum, 2019).

Figure 1.4: Linear Economy vs. Circular Economy
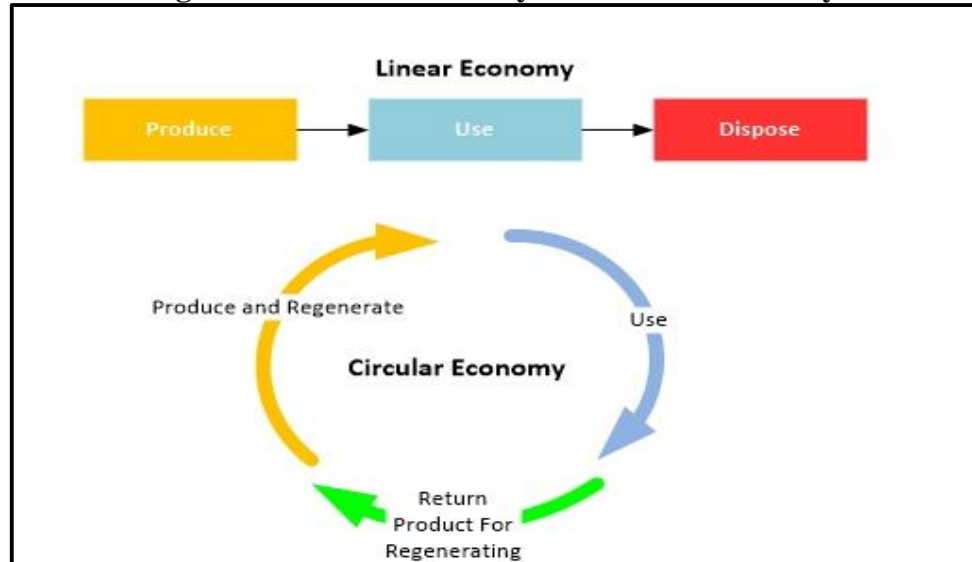
(Source: www.learningmarketing.net)

Sustainability, Zero Waste Policy, Net-Zero Emission, reducing carbon footprint are key strategies for propagating and maintaining circular economy. It's imperative for future survival as well as the tools to meet the Sustainable Development Goals (SDGs), also known as the Global Goals, adopted by all the United Nations in the year 2015.

The Ellen MacArthur Foundation, a UK registered charity that aims to propagate the concept of circular economics, has envisioned that enforcing circular economy possibilities in India may yield over $624 billion per year in material savings by 2050, which is equivalent to 30% of India's current GDP. Therefore, green concepts is a must for human survival.

According to David L. Loudon and Albert J. Della Bitta (2010), the "green" movement is fast growing, and marketers are striving for profit from the growing awareness of environmental issues.

The relevance of green marketing philosophy in altering marketing viewpoint to fulfil ecological sustainability goals was underlined in literature in the early 1990s. In the mid-1990s, literature studied corporate environmentalism as a marketing strategy, and in the early 2000s, literature proposed business-level and functional-level

approaches for comprehending the dynamics of green product marketing and attaining effective firm profitability. Although green marketing functions and their marketing ramifications has a substantial presence in the literature since the mid-2000s (Prashant, 2016). Murugesan (2008) observed that "Green Marketing" is a hybrid of the "Social Marketing Concept" and the "Ecological Marketing Concept" in his research "Green-Trust and Distrust."

In today's business world, green marketing has become a hot topic. However, the current pandemic has generated a great deal of concern about preserving and caring for the environment, as well as making lifestyle changes to have a positive impact. Consumers' top priorities have shifted to health and hygiene as a result green and environmentally friendly products could be an excellent choice.

1.8 RESEARCH PROBLEM

The recent increased environmental quality during the enforced lockdown to limit the occurrence of coronavirus (COVID 19) highlights the fact that human actions are the primary cause of environmental degradation (Nittala et al. 2021).

"Environmental and economic concerns are, in fact, polar opposites. We cannot sustain ourselves if the environment cannot be sustained", as posited by Wangari Maathai (2004), the Nobel Peace Laureate and one of the world's most prominent environmentalists. Consequently, the objectives of this research is to investigate green consumer behaviour in the aftermath of a pandemic.

Consumers are the most important participants in green marketing; thus, it is critical to look at their green consumption patterns (Paswan et al., 2017). Humans have a responsibility to conserve the environment by limiting their use of natural resources (Julia et al., 2016). Consumers must switch from buying conventional products to buying green products if they want to reduce environmental impact (Quoquab et al., 2019).

In contrast to traditional marketing's short-term transactional focus, sustainability marketing stressed long-term perspective (Peattie & Belz, 2010). Businesses must combine environmental concerns into their corporate governance in

order to strike a balance between the three dimensions of sustainability, which include people, planet, and profit.

Firms, marketing departments, and marketers have so long assumed that resources are limitless and that the production, distribution, and consumption do not contribute to pollution, water shortages, or other expenses, and that corporations are not responsible for these costs. But businesses must understand resource limits as well as social and environmental costs and rethink their business operations to be more ecologically conscious (Kotler, 2011). Thus, institutions must devise strategy to maximize profit and market share for their products and services, while also embracing environmental protection measures into their offering in order to meet consumer demand, changing preferences, as well as regulatory requirements and pressure from international players.

Although demand for green products and attitudes towards green products are expected to be uneven across market segments and cultures, according to (Ottman and Peattie, 1992). As a result, studies on the impact of green marketing strategies on buying behaviour of consumers in emerging Asian markets are deemed pertinent (Ottman J., 1992, 1993 and Peattie, 1992).

Green is the current watchword in the marketing world. Phosphate-free, organic, preservative-free, recyclable, and refillable as ecologically friendly items are highly associated with consumer perceptions of green products. Apart from that, green marketing is a much broader term that refers to everything from assessing a customer's demand until final disposal at the end of a product's life cycle, i.e., a Cradle to Grave approach. In recent years, green marketing has focused on product (packaging and labelling) and marketing tactics (Delafrooz, 2014).

Environmental knowledge is regarded as a trait that impacts all phases of the decision process in consumer research (Thogerson, 2000; Michel Laroche et al. 2001; Mostafa, 2006; Windrum et al., 2009; Rashid, 2009). Consumer environmental awareness will drive demand for ecological products, influencing both green purchasing behaviour and purchase intent (Agyeman, C.M. (2014). Ecologically minded individuals seek green products and are willing to pay extra for availing them (Mostafa, 2007, 2009; Hartmann et al., 2012; Yadav and Pathak, 2016). Additionally, the research

demonstrated that an individual may possess any of the following environmental concerns:

- Egoistic concern, in which individuals contribute to environmental preservation in the belief that it will directly benefit them.
- Social altruism lead to environmental preservation for the community/country/mankind.
- Ecological concerns at the biosphere level, as it affects all the living things on the planet.

All of these environmental concerns are connected to an individual's degree of association with the environment and other people in terms of their cognitive image of self (Schultz, 2000). The prime reason as why a consumers select a particular products based on their assessment in terms of value, cost, and satisfaction derived out of it (Kotler, 1997). A product must appease all tiers of the Customer Value Hierarchy that includes the core benefit, generic benefit, expected benefit, augmented benefit, and value-added benefit, as the case may be. It is time to incorporate an environmental benefit into the product in order to increase its appeal to customers. Only products that make a concerted effort to minimize a product's adverse impact on the environment are labelled "environmentally friendly." Manufacturers recognized the need to develop green products as negative environmental consequences of products began to influence customer purchasing decisions (Kleinrichert et al., 2012). However, it has been observed that while the entire strategy is to satisfy the needs and desires of the consumers, we tend to overlook the long-term interests of society and the environment; as a result, consumers' "needs" and "wants" must be revised through a sustainability lens, as previously stated by (McDaniel & Rylander, 1993; (Manaktola & Jauhari, 2007). We spend a certain amount of money in order to obtain the benefit of a product or service, which is called the cost. Essentially, pricing is defined as what the customer is willing to give up or agree on in exchange for the goods they desire. As a result, the total cost includes the customer's perceived non-monetary price, such as expensive/cheap, time cost, search cost, and emotional cost, among other things. Additionally, prior study has found that spectral changes according to demographic characteristics like as age, gender, level of awareness, education level, and marital status, amongst other factors are important to examine from sustainability point of view. However, despite the fact that the majority of past research suggests that consumers

perceive green items to be more expensive, there are some evidences that states that customers are even ready to pay a premium for environmentally friendly products. Customers, according to Laroche et al. (2001), are willing to pay a premium for environmentally friendly products if they believe in them. According to (Peattie and Charter, 2000), customers' confidence and faith in a product's environmental benefits is a significant predictor of their willingness to pay a higher price for it. Then according (Wong & Yazdanifard, 2016), going green is quite costly for businesses, though the long-term benefits are more than to offset for the short-term expenditures.

According to Davis (1993; Chen and Chang, 2012; Biswas and Roy, 2015; Muposhi and Dhurup, 2016), the key to successful green marketing is integrity, and as such, marketers should never distort environmental promises or create completely unrealistic expectations, as many researches have established problem likes green washing or marketing myopia. (Ottman et al., 2006).

This motivates the researcher to undertake this issue as a research topic for further exploration and to bring a comprehensive approach towards the future of sustainability of green products buying behaviour in long run and factors affecting the repurchase behaviour of millennials of Jharkhand.

1.9 RELEVANCE OF THE TOPIC

Everett Rogers (1962) identified five variables that impact whether a new idea is incorporated or not - in his book, "Diffusion of Innovations".

- ➢ Relative advantage: measures the degree to which it is presumed that the new behaviour will result in more favorable results.
- ➢ Observability: the ease with which the new behavior's consequences can be ascertained.
- ➢ Complexity: this highlights the difficulty associated with implementing a new behaviour.
- ➢ Trialability: refers to an individual's ability to test a new behaviour without getting engaged.
- ➢ Compatibility: is a measure of how consistent the new behaviour is.

In India, green is a novel concept (Maheshwari and Malhotra, 2011; Sarkar, 2012; Tiwari, 2014, Narula et al. 2016, Shrikanth at al. 2012, Kaur, 2017). Being

"green" is both a precondition and an incentive for companies in the modern era. Legal compliance, competitiveness, and environmentalism are just a few of the factors that motivate businesses to go green (Shrivastava and Hart, 1995; Bansal and Roth, 2000; Dangelico et al. 2010, González-Benito and González-Benito, 2006; Unruh and Ettenson, 2010; Murillo-Luna et al., 2008). India has been identified as a possible market for green products (Singh, 2004, 2013). According to the reviewed literature, Indian consumers value environmentally friendly products and services (Nath et al., 2012; Knight and Paradkar, 2008), and are becoming more selective in their purchasing decisions regarding green products, product quality, competitive pricing, and retail store's accountability (Singh et al., 2012; Manaktola and Jauhari, 2007). Given the rise in environmental consciousness in the Indian market (Singh et al., 2012; Singh, 2009; Mishra et al., 2010; Tiwari, 2014; Shrikath et al., 2012; Ghora et al., 2019), it is critical to investigate the determinants of environmentally friendly purchase decisions. Consumers receive and exchange information as members of a culture or social group, and they are cognizant of what others think about a product (Dholakia et al., 2004), and they form opinions about products based on the opinions of others (Escalas and Bettman, 2005). In this way, they can construct, specify, and reflect on their own tastes and preferences (Dholakia et al., 2004). Additionally, customers gravitate toward products that assist them in developing a sense of self and how they wish to be perceived by others (Kleine et al., 1993). As a result, it is discovered that social allure plays a role in the formation of their product preferences (Lee, 2008). As a result, academics, scholars, government agencies, and corporations are becoming interested in green marketing (Mishra et al. 2010; Singh 2014; Bhaskar 2013; Sarumthi, 2014).

Assuming that all products have some degree of environmental impact (Peattie, 1995), it is critical to understand when, why, and how much a product is considered as "Green". Therefore:

> ➢ *When:* describes the point in the product's life cycle where the green features manifest.
> ➢ *Why:* explains why a product is considered as green.
> ➢ *How:* entails the extent to which the natural environment is impacted.

According to Euromonitor's "International Lifestyles Survey 2019," environmental awareness and brand eco-friendliness were the most influential factors

for consumers (67 percent), followed by natural and organic ingredients (66 percent and 65 percent, respectively). Despite increased marketing efforts, consumers are hesitant to purchase green products (Peattie & Crane, 2005; Polonsky, 2011; Gleim et al., 2013; Ritter et al. 2015; Muposhi, 2016). Green Products currently hold less than 4% of the global market, and their share may be declining (Gleim et al., 2013; Anvar and Venter, 2014; Bartels and Hoogendam 2011). The worldwide Green Technology and Sustainability market is expected to expand at a CAGR of 26.6 percent from USD 11.2 billion in 2020 to USD 36.6 billion in 2025. Producers, marketers, and politicians may use consumer attitudes to encourage environmentally responsible consumer behaviour (Lin and Huang, 2012). In growing countries like India, there is a scarcity of green marketing research (Prakash, 2002; Mishra and Sharma, 2010; Bhattacharya, 2011; Cherian and Jacob, 2017). The Mahindra Group has conducted a survey entitled 'Alternativism' in the year 2019, which states that around 88 percent of respondents in the survey accepted that it's tough to switch to sustainable solutions since there aren't enough inexpensive, environmentally friendly alternatives in the market. While 89% thought that if firms gave alternative options to embrace green life, they would be able to address climate change more actively.

Therefore, we require sustainable products that can compete with conventional products while also serving as viable alternatives to existing non-green products and strategies to market such green products is the need of the hour along with an in depth understanding of green consumer behaviour to design the green product mix. As there is no Planet B, this would be a compulsion for all of us to bring sustainability into mainstream and a mass product. Hence, the present study is an attempt to help the marketers and policy makers to draw inferences about green buying behaviour and to understand the factors that will help in propagating green consumerism.

1.10 OBJECTIVES OF THE STUDY

- To determine the awareness of millennials in terms of green products.
- To study the buying behaviour of consumers with respect to green products.
- To identify the factors which will contribute towards the sustainability of green products in long run.
- To understand the repurchase behaviour.

➤ To understand the most preferred green product category viz. Personal care products, cosmetics, food and beverages, home cleaning products, electronics products.

➤ To understand the barriers to green purchase behaviour.

1.11 SCOPE OF THE STUDY

By 2020, India's average age is 29, and it will be the world's youngest country, with 64 percent of its population falling in the working age bracket and equipped with enormous purchasing power. Kotler while explaining marketing in the context of "Marketing 4.0" stated that the era 4.0 is more relevant for the 'Youth', 'Women' and 'Netizen'. Therefore, the study's overall objective is to understand the green purchasing habits of Jharkhand's urban millennials. Millennials have emerged as the most environmentally conscious generation (Butler, 2018).

Millennials, who were born between 1980 and 2000 and grew up with access to social media, smartphones, tablets, and other forms of digital technology, are rapidly approaching their prime spending years. As a result, marketers must understand their purchase behaviour because they have a longer influence on the product life cycle. Having increase in the purchasing power and both partners working, the working class prefers fast and ready-to-serve food. The current trend is buying things from one stop hyper stores and supermarkets and online. Bulk purchasing seems to be the new normal. Indian customers are price and value sensitive as well. The 'value factor' had become so ingrained in their life that even premium brands had to devise distinct pricing strategies to get the great Indian consumers to purchase their products.

It is the responsibility of both consumers and businesses to use natural resources efficiently, reduce pollution, and protect the global environment and eco-system for future generations in order to achieve a sustainable relationship between the economy and the environment. To realize the objective of a "Green World," an emphasis on millennials must be made by understanding their behavioral patterns while delivering products with green features.

1.12 CONTRIBUTION TO THE EXISTING BODY OF LITERATURE

One of its kinds of research in Jamshedpur, till date no research has been done on this topic in Jamshedpur. In terms of geographical coverage, the majority of research (43 percent) have concentrated on metro cities and the National Capital Region (NCR) (Mohd Danish Kirmani 2013). There was no exploration focused on small towns or rural areas.

It is a comprehensive study which not only dealt with gauging the awareness of the consumer about green products but also deals with the study of factors influencing the green behaviour the green behaviour of millennials of Jharkhand.

1.13 OPERATIONAL DEFINITIONS & SHORT NOTES

➢ **Marketing**

Marketing's definition has evolved drastically over the years. The latest definition approved by the American Marketing Association:" Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large".

➢ **Green**

The term "green" refers to the environment.

➢ **Product**

A product is one that can be offered to a market to satisfy a want or need.

➢ **Green Marketing**

American Marketing Association has defined Green marketing as the marketing of products that are presumed to be environmentally safe.

➢ **Millennials**

Also known as Net Generation, Nexters, Generation Me/Z/Y, and Echo Boomers, are a relatively young consumer demographic, ranging in age from 18 to 33 years old, born after 1980 (Pew Research Center, 2014).

> **Sustainability**

The Brundtland Commission of the United Nations(1987) defined sustainability as "meeting current needs without compromising future generations' ability to satisfy their own needs."

> **Consumer**

A consumer can be defined as a person or a group who intends to order or utilises or purchased goods, products, or services for personal use or social, family, domestic, or similar purposes that are not directly related to entrepreneurial or economical activity.

> **Green Consumer**

A green consumer can be described as one who accepts his or her responsibility of protecting the environment by deliberately purchasing green products or services. A green consumer strives to live a healthy and safe lifestyle without jeopardising sustainability of the planet or society's future.

> **Green Purchasing Behaviour**

Green purchasing behaviour refers to the buying of environment conscious or sustainable products that are "recyclable" or "biodegradable", "reusable" and "less harmful" to the environment and society.

1.14 LIMITATIONS OF THE STUDY

The data used in this study was collected over a short span of time. A longitudinal study conducted at various interval could yield more reliable findings, however it would be time consuming. Longitudinal studies may help researchers to see the causal relationships between variables more clearly. The main concern with research like this one is that even if there is an observed relationship between two variables, the direction of the causal relationship cannot be determined with certainty, as several interpretations can be made from the same set of data. Therefore, the researcher may

decide an interpretation that aligns with their theoretical orientations, prior knowledge or mere common sense. It is also important to consider the likelihood of a wrong choice in the data interpretation technique. As a result of this possibility, the study's findings are provisional and subject to modification as and when additional evidences from similar studies emerges.

1.15 SCHEME OF THE THESIS

This work has been divided into 6 chapters.

Chapter 1: Introduction

This chapter elaborates the background of the study, need for going green, introduction of sustainability in marketing, evolving relationship between sustainability and marketing, research problem, relevance of the topic, objectives of the study, scope of the study, operational definitions and brief notes, limitations of the study and thesis scheme.

Chapter 2: Literature Review

This chapter provides an outline of literature review done to synthesize the existing knowledge on the topic. For the literature review, the Library's books and research papers were referred to, as well as digital resources such as Emerald, JSTOR, Taylor & Francis, Science Direct, Inderscience, EBSCO, Pro Quest, and Google Scholar were used.

Chapter 3: Green Marketing–A Conceptual Framework

The chapter titled 'Green Marketing–A Conceptual Framework,' discusses the conceptual aspects of green marketing, such as the meaning of the term, the 4P's of green marketing, concepts on green marketing and an in-depth study on green philosophy posited by various researchers and the different variables studied so far.

Chapter 4: Research Methodology

This chapter elaborates the methodology used to validate the proposed model and hypotheses designed to test. The chapter begins with an overview of the research process, highlighting the crucial stages. It also included the research instrument,

sampling procedure, descriptive analysis of the sample, and a brief explanation of data analysis methodologies to be used for further exploration of the collected data.

Chapter 5: Data Analysis and Findings

This chapter provides an outline of the analysis and findings of the present study. At first the chapter provides a demographic description of the respondents and their association with latent variables identified during the analysis. Following that is the Structural Equation Modeling (SEM) and the path diagram.

Chapter 6: Conclusion

This chapter provides an outline of the research findings followed by managerial and policy implications and the scope for future research have also been highlighted.

CHAPTER 2: REVIEW OF LITERATURE

REVIEWOF LITERATURE

> ## "Every time you open wallets, you cast a vote, for or against the environment"
>
> **By**
> ## Donald W. Lotter
> ## In his Book, Earth score: Your Personal Environmental Audit and Guide

The present chapter would focus on the literature review. A review of the literature is a crucial stage in carrying out the research. It aids in outlining the problem, establishing the objectives, developing hypotheses, selecting a suitable research design and methodology to perform the study, interpreting data, and determining the outcome. The literature review is also a crucial step in developing the theoretical framework and identifying research needs. A thorough literature study was conducted in order to extract different constructs relating to the green consumer, consumer purchasing behaviour, consumer attitude, selection criteria for green products and identification of variables affecting the green purchase intention and behaviour.

To acquire relevant material for the literature study, a number of books, theses, journals, media articles, statistical reports, and websites were reviewed. Some of the sites frequently used by the researcher to review articles and research papers are:

- ➢ Emerald
- ➢ Google Scholar
- ➢ Taylor and Francis
- ➢ EBSCO
- ➢ Science Direct
- ➢ Pro Quest
- ➢ JSTOR
- ➢ Research Gate

The keywords which were used to search the Google Scholar are following:

- ➢ Green Marketing
- ➢ Ecological Marketing
- ➢ Sustainable Marketing
- ➢ Green Marketing initiatives in India
- ➢ Eco awareness
- ➢ 4P's of green Marketing
- ➢ Consumer Behavior towards green products
- ➢ Awareness towards green products
- ➢ Perception towards green products
- ➢ Consumer attitude towards green products
- ➢ Theory of planned behaviour
- ➢ Environmental concern
- ➢ Theory of planned behaviour
- ➢ Green behaviour
- ➢ Green purchase intention
- ➢ Green product purchase behaviour

2 APPROACH TOWARDS LITERATURE REVIEW

The current research is a review of the literature using a within-study and between-study literature analysis techniques. Both of these types of analysis are significant and should be included for all literature reviews, according to (Kaushik and Rahman, 2014; Salloum et al., 2011). The whole content of a paper is evaluated as a part of the within-study literature analysis. The title, literature, theoretical background, methods, findings, discussion, implications and future research directions are all examined and reviewed. A between-study literature analysis, on the other hand, involves comparing key data from two or more research. The similarities and differences across research are revealed in this way. The overall review of literature has been divided into two sections:

- Part I: Book Reviews
- Part II: Articles and journals on green marketing and green consumer behaviour were reviewed.

2.1 Part I: Book Reviews

Michael J. Polonsky, Martin Charter, 1999, "Greener Marketing – A Responsible approach to Business", provides information and ideas to environmental managers related to the new perspectives on marketing. This is book is divided into three sections with total 25 chapters. First part details strategic developments in green marketing. Second part dealt with greening the marketing mix and third part provides nine detailed international case studies on green concepts.

"A South Asian Perspective on Marketing Management," by Philip Kotler, 2014, focuses on modern marketing management in the twenty-first century and includes the following objectives –
- Planning and developing marketing strategies
- Evaluate market prospects and customer value, which entails scanning the market environment and analyzing consumer and commercial marketplaces.
- Choosing value, which includes market segmentation and targeting, brand positioning, and brand equity creation.
- Creating value through product planning, service management, and pricing.
- Providing value, which includes managing integrated marketing channels.

Green Marketing and Environmental Responsibility in Modern Corporations, by (Esakki Thangasamy, 2017). This book is an excellent resource for Sustainable Corporate Operations since it covers a wide variety of subjects including green consumerism, organic food items, supply chain performance, and ecological marketing. The book is divided into two sections: Ecological Marketing Tactics and Impacts and Sustainable Marketing and Corporate Liabilities.

According to John Grant's 2007, "The Green Marketing Manifesto," the grid of green marketing is split into three sections – green, greener, and greenest, which represent the amount of contribution made by marketers via creating new standards, sharing accountability, and promoting innovation. Green Marketing allows marketers to engage customers in a new phase of marketing by promoting a green lifestyle. Grant's five I's of green marketing are initiative, integrative, inviting, innovative, and informed,

which are the road markings that companies must follow to prevent errors and green washing.

Jacquelyn A. Ottoman (2011), "The New Rules of Green Marketing - Strategies, Tools, and Inspiration for Sustainable Branding," addressed the 20 New Rules of Green Marketing, stressing the importance of green marketing in corporate operations as well as influencing customer attitudes and behaviour. Her book is broken down into 10 chapters. The key themes covered are green mainstreaming, green consumer segmentation, green product greening techniques, and new green consumer communications strategies.

2.2 Part II: Published Articles & Journals

Shamdasani Prem et al. (1993), performed a research to assess the differences between ecologically concerned and non-ecologically concerned customers in Singapore based on the four P's of the products and the consumers' personal and social characteristics. According to the survey, green consumers are internally regulated, cosmopolitan, and socially integrated. The study also found that demographic factors are a poor predictor of ecological behaviour.

Polonsky, Michael Jay (1994), in his article 'An Overview of Green Marketing' stated that the basic concepts of green marketing, the significance of turning green, the reasons why businesses are adopting a green marketing strategy and the challenges associated with green marketing. It was determined that it is not only the responsibility of businesses, but also of consumers, to create an environmentally sustainable society.

Menon and Menon (1997), in their study outlined the environmental marketing strategies, which are categorized into three kinds: strategic, quasi-strategic, and tactical are based on i) the maturity of the environmental marketing strategy choice, ii) organizational core values, and iii) infrastructure. It was found that providing an overview of enviropreneurial marketing is extremely necessary in order to create a competitive edge within a product or market.

In their study, Straughan, R.D., and Roberts, J.A. (1999), looked at the dynamic character of environmentally conscious consumer behaviour (ECCB). The research also revealed this as a way for profiling and segmenting college students based on environmentally aware purchasing habits. A convenient sample of 235 students from

a prominent institution were asked to complete the survey. ECCB was the dependent variable, and it measured how many people buy items and services that are thought to have a greater positive (or less negative) impact on the environment. The demographic variables (age, family income, sex, and academic classification) as well as the psychographic measures were used as independent measures (perceived consumer effectiveness, environmental concern, altruism and liberalism). The fundamental association of each of the demographic factors with psychographic variables was used in the first phase of the study, which revealed that all of the demographic variables were strongly linked with ECCB separately. ECCB was also highly associated with psychographic factors. The second step of the research involves using regression to create a profile of the environmentally concerned shopper.

According to Pootey and O'Connor (2000), simply presenting information about an environmental problem is insufficient in generating concern. Concerns about the environment do not necessarily lead to pro-environmental sentiments. According to their research, the emotional domain is crucial in environmental education. Green marketing, on the other hand, has changed through time.

According to Peattie (2001), there are three stages in the evolution of green marketing. The first phase was dubbed "Ecological" green marketing, and it was at this time that all marketing actions were focused on assisting with environmental issues and finding solutions. The second phase was "Environmental" green marketing, in which the focus switched to clean and renewable technology, which included the development of new inventive goods that might address pollution and waste concerns. The third phase was modern, all-encompassing "Sustainable" green marketing.

Michel Laroche, Jasmin Bergeron, and Guido Barbaro Forleo (2001), posited that the key to promoting green products is to identify and target people who are ready to pay more for environmentally friendly products. The goal of this exploratory study, which included 907 consumers, is to profile green consumers. According to the findings, married women with children are more ecologically conscious. The findings also show that consumers who are prepared to pay extra for green items may believe that businesses are not environmentally conscious. As a result, it is critical for companies to conduct responsibly and build confidence among their current and prospective customers.

Polonsky, M. J., & Rosenberger III, P. J. (2001), the study emphasized green marketing as a complex and integrated strategic tool that has progressed beyond the mere ecological posturing of 20 years ago. Green marketing has grown into a sophisticated, integrated, strategic, and tactical endeavor. As a result, it is a more comprehensive strategy than the mere "commercial hype" or tactical opportunism used by some. Greening can be caused by external or internal forces. Satisfying customer demand, reacting to a competitor's greening efforts, channel/supplier demands to change inputs, cost, and company ideology are the primary external forces. The study also examined the many levels of green marketing, such as strategic, quasi-strategic, and tactical, based on targeting, green design, green positioning, green pricing, green logistics, marketing waste, green promotion, and green partnerships.

A. (2002), conducted the study in two level such as primary and secondary. The primary study dealt with greenness of products, while other strategically important issue such as price of the product was studied as secondary matter of concern. In the first section of the study, the discussion was made on green marketing strategies adopted by the firm in order to attract primarily consumers. In the second part of the study, relevant reviews were collected. In the third part of the study, the conclusion was drawn. The lack of interest on the part of consumers is due to many factors such as lack of credibility of firm's claim or insufficiency of information. The false advertisement of the environmentally friendly product should be avoided.

Prakash Aseem (2002), in his article "green marketing, public policy, and managerial strategies," underlined that firms may green themselves through value-added processes, management systems, and product. Consumers may be disinterested in green products owing to a lack of knowledge regarding the amount of greenness, the trustworthiness of businesses' claims about green benefits, and their conviction that individual efforts will not result in macro-level improvements.

Prothero and Fitchett (2002), have opined that the marketing has the ability to contribute towards creation of more sustainable form of society. It should act as a principle agent towards operation and proliferation of commodity discourse, and it has considerable responsibility as well to do so.

Ginsberg, J. M., & Bloom, P. N. (2004), the article addresses that while purchasing green may not appeal to everyone, there are a sizable number of customers

that may be responsive to a green appeal. It dealt with green consumer categories such as true-blue green, greenback greens, sprouts, grousers, and basic browns, as well as a green marketing strategy matrix that includes defensive green, extreme green, lean green, and shaded green.

D'Souza (2004), claimed that the rising global public concern for environmental safety and preservation has given credence to the idea that environmental labels may affect consumer choices in some way. It implies that eco-label information accuracy is important in order for the customers to make an educated decision. This article suggests categorizing customers using a matrix of four different environmental situations. These results are more likely to give an effective profile of a green consumer, allowing marketers to segment and target these groups based on a clear understanding of consumer behaviour.

Sanjay K. Jain and Gurmeet Kaur (2004), claimed in their study that environmentalism has swiftly became a global issue. Green marketing methods are being used by businesses to adapt to environmental concerns. The study evaluates the level of environmental knowledge, attitudes, and behaviour common among Indian consumers. As shown in the previous study, green marketing is a concept that is gaining acceptability among customers. As a result, more businesses see the need to shift toward green products.

Michael Polonsky (2005), the study intended to identify ways to include the environmental problems into marketing activities. This article discusses the concept of green marketing in a systematic manner, including the definition of green marketing, the application of green marketing activities to a diverse range of markets such as customers, businesses, governments, and investors, greening the marketing mix, green marketing activities at tactical, quasi-strategic, and strategic levels, green logistics, green targeting, green positioning green alliances and the do's and don'ts of green marketing.

Peattie, K., & Crane, A. (2005), the purpose of this paper is to analyze the history of "green marketing" since the early 1990s and to evaluate both theory and practice in order to understand how the marketing discipline may still contribute to better sustainability. The article discusses the ups and downs of green marketing as a result of sales orientation, financial orientation, and conservatism, as well as the failure

of green marketing as a result of green spinning, green harvesting, environpreneur marketing, green selling, and compliance marketing. The study also examined the reasons behind the difficulties in green marketing, as well as components of marketing philosophy and practice that need to be reformed, such as product redefinition, readiness to shift markets, a focus on benefits from product usage, marketing communication, and so on. It also stated that the longer we wait to address this issue and make progress toward more sustainable marketing, the more disruption and effort there will be to achieve the success.

Chamorro and Begil (2006), investigated the environmental indicators of Spanish organizations that have at least one eco-labeled product, were studied. Firms were queried to see if they used eco-labels only to boost sales or if there was a genuine environmental culture behind such eco-labels. Customers in Spain were thought to be skeptical of the legitimacy of the firms' green statements. It was also revealed that eco-labeling was just used as a promotional strategy to boost the firm's sales by assuring the product's environmental friendliness. The investigation discovered a perplexing scenario in which businesses adopted eco-labels as a proactive environmental approach. The same environmental concern, however, was not reflected in the firm's overall behaviour. The study also claimed that the use of authentic eco-labeling systems gives credibility to environmentally friendly products.

Alsmadi (2007), investigated Jordanian consumers' attitudes toward the environment and their propensity to adopt environmentally friendly consumption behaviour in a research. A drop-off approach was used to perform an empirical study on 303 Jordanian university students. The study revealed that because customers have a higher preference for traditional items and a low opinion of the dependability of "green" products, there appears to be a lack of actual purchasing intention among them.

Mohamed M. Mostafa (2007), in his study on Egyptian consumers, concluded that there is a considerable disparity between men and women when it comes to environmental concerns. To explore the gender difference in green buying behaviour, three independent variables were analyzed: environmental knowledge, environmental concern, and attitude toward green purchase. Although Egyptian consumers were shown to be environmentally conscious, males outperformed women in terms of environmental awareness, environmental concern, and attitude toward green products.

Kaman Lee (2008), the paper investigated factors that affect Hong Kong adolescent consumers' green purchasing behaviour. A total of 6,010 respondents in Hong Kong were surveyed through multi-staged random sampling for the study. The factors identified for study were green purchasing behaviour, environmental attitude, environmental concern, and perceived seriousness of environmental problems, perceived environmental responsibility, and perceived effectiveness of environmental behaviour, social influence and concern for self-image in environmental protection. Multiple regression analysis revealed that social influence was the top predictor for green purchasing behaviour, followed by environmental concern, concern for self-image in environmental protection, and perceived environmental responsibility are also important in predicting green purchasing behaviour.

Ottoman (2008), The article outlines the five easy guidelines of green marketing, which are to know your client, empower the consumer, be honest, reassure the buyer, and think about your price to propagate green marketing concepts.

Thompson, Anderson, Hansen, Kahle (2010), the research looked into how businesses utilize environmental marketing to appeal to environmentally conscious clients. The study examined data from two investigations to test if there is a relationship between demographic/psychographic variables and stated environmentally conscious intentions in the context of the forest product industry. Both studies discovered that environmental marketing of certified/eco-labeled forest goods appealed to a portion of environmentally conscious buyers. This appeal is applicable to both value-added (furniture) and non-value-added commodities (plywood). As a result, there is evidence to back up the idea that environmental marketing to environmentally conscious clients can result in "green segmentation. "."

In their paper "Going Green," Unruh, G., and Ettenson, R. (2010), presented three techniques that businesses may use to produce sustainable goods and promote green in their business modules. They are as follows: 1) accentuate: includes analyzing current product portfolios and expanding latent or present green characteristics. 2) Acquire: This refers to purchasing another company's green brand, like what L'Oreal did when it bought The Body Shop. 3) Architect: Finally, businesses must concentrate on developing green goods from the ground up.

Dr. P. S. R. Murthy (2010), in his paper titled "Strategic Green Marketing for Survival" has stated that the mantra for achieving sustainability by: 1) Focusing product development on sustainability. 2) Setting realistic prices. 3) Eliminating unnecessary packaging.

Chen and Chai (2010), the purpose of this study is to look at the link between gender, environmental attitudes, and attitudes toward green products. Gender distinctions do not exist. The most significant element for pro-environmental behaviour appears to be moral responsibility or personal norms. People are concerned about environmental issues, but they place the onus on the government to address them.

Saxena, R., & Khandelwal, P. K. (2010), examined the industry's stance on sustainable growth through green marketing. Green mindset and green activities are becoming increasingly popular among consumers. People in developing countries like India are also ecologically conscious and have a good attitude toward green marketing; they are prepared to pay a high premium for green options. It's worth noting that married individuals appear to be more responsive to green companies, and that their age and level of education also have an impact on their attitude toward green marketing. People who live in big cities are more likely to support green marketing than those who live in rural communities. Companies should adopt an ecologically sound business strategy and put their ideas into practice for long-term growth and competitive advantage. To mention a few, these principles should include making the best use of natural resources, reducing waste disposal, conserving energy, providing consumers with safe products and services, and protecting the environment. To ensure sustained development, a proper integrated marketing communications (IMC) plan should be created to identify profiles by highlighting their product's value proposition and competitive differentials.

Peattie, K. (2011), The article discussed three ages of green marketing: ecological green marketing, which focuses on environmental issues, environmental marketing is concerned with clean technology, green customers, competitive advantage, eco-performance, environmental quality, and the route to sustainability. The third era of Green Marketing focuses on product costs, rather than pricing, a deeper grasp of the marketing environment, industry structures, purchasing vs. consuming, moving from products to services, and distribution, among other things.

Delmas and Burbano (2011), explained about green washing as a marketing strategy used by firms who have poor environmental policies but over communicate about them. This might lead to deceptive marketing and a loss of confidence among potential customers.

Polonsky (2011), in his study confirms that Concerns about the environment/sustainability tend to result in better market segmentation, induce loyalty, lower price sensitivity, and improve customer communication.

Tiwari S et al. (2011), explained that worldwide evidence indicates that consumer are aware about the ecological issues and even ready to pay for the premium to make this planet a safer place for all the stakeholders. But they are still confused about the labelling, certification. So instead of focusing on green niche the strategies must be deigned and communicated to explore the full potential of green marketing.

According to Yazdarifard and Mercy (2011), the fundamental goal of green marketing is to safeguard the natural ecology. Designing environmentally safe products, recyclable packaging, and green manufacturing techniques that are both energy and water efficient are all significant aspects in promoting Green Marketing. Organizations must realize that environmental protection and consumer satisfaction are interwoven, and that customer satisfaction is the key to achieving customer loyalty.

Jacquie Ottoman (2011), in the article "Focus on Values Drive Growth in Green Consumerism" discussed six new rules of Green Marketing. These rules were laid down by consumers for manufacturers and marketers. The rules are: 1. Values guide Consumer Purchasing, 2. Life Cycle Considerations are Important, 3. Manufacturers and Retailers reputation count a lot, 4. Business and their philosophies, 5. Nearly everyone is a corporate stakeholder and 6. Authenticity. Ottman also discussed that consumers across all segment are demanding that the brands they buy and the companies that make them must share their own personal social and environmental values.

In the Indian context, SK Datta (2011), aimed to describe customers' pro-environmental interests, understanding of environmental issues, and awareness of eco-friendly products. Consumers who are extremely active and worried about environmental concerns, according to the study, prefer to buy eco-friendly items and

are even prepared to pay a premium price for them. According to the survey, educated Indian customers are worried about the environment and may consider purchasing eco-friendly items. Environmental concern remains a weak motivator for the majority of these well-educated respondents to buy eco-friendly items.

Rahbar & Abdul Wahid (2011), in their study have identified three green marketing tools eco-brand, eco-label and environmental advertisement that influences to a consumer's knowledge about environmental friendly products. These tools are also used to differentiate between green products and conventional products. They concluded that respondent's trust in eco-label and eco-brand has a positive effect on consumer's actual purchase behavior.

Kinoti, (2011), have determined that marketing, like any other functional area of organization, must contribute to environmental concerns and should seek solutions to these environmental issues through the implementation of green marketing strategies. Though the future of green marketing looks promising, it is developing at a slower rate.

According to Jansson (2011), Swedish consumers may be divided into adopters and non-adopters of environmentally friendly innovations based on norms, attitudes, novelty seeking behaviour, and perception of innovations. There is a favourable attitude toward the adoption of eco-innovations as long as they are less complex, compatible, and simple to use.

According to Promotosh and Sajedul (2011), three variables impact young customers' attitudes toward green products: 1) environmental awareness, 2) peers, and 3) parents. The age group of 27 is the most suited for green marketers to target for their efforts.

Nath, V., Kumar, R., Agrawal, R., Gautam, A., & Sharma, V. (2012), in their study stated that environmentalism is as an important issue worldwide in the 21st century. The study put across the fact that the level of environmental awareness among the Indian consumers in small towns is appreciable and awareness towards green products in the market is also present. However, consumers are susceptible to some promotional tools. However, certain barriers are also listed by the consumers which must be resolved by the marketers in order to increase the penetration of green products in the market.

Juwaheer et al. (2012), has noticed the influence of green marketing techniques on customer purchasing habits of consumers in Mauritius. According to the study, consumers have indicated an interest in environmental conservation and are concerned about the worsening of environmental conditions. There is a need to educate customers on environmental protection and the value of environmentally friendly products. There is a link between green marketing techniques and green purchase habits of customers. As a result, companies must promote ideas such as green branding, eco-labelling, and green packaging to encourage green consumption. There is a scarcity of studies on determining impact of green strategies.

Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012), The paper aimed at re-examining the determinants of ecologically conscious consumer behaviour (ECCB) by analyzing the green consumer profile both in terms of socio-demographic and psychographic variables. The study also explored the determinants of effective green purchase behaviour (GPB) considering ECCB and green purchase intention (GPI) into account. The paper put forward the argument that whenever ecological consciousness is high among consumers, the gap between GPI and GPB is less obvious. Therefore, understanding of green consumer profiles and behaviour can enable organizations to develop future marketing strategies. As a result, the study proposed leveraging environmental and social advantages in addition to normal benefits to encourage people to buy eco-friendly items.

P.B. Singh and Kamal K. Pandey (2012), in their study states the impact of green marketing strategies on customer satisfaction and environment safety. The paper also explores the challenges and opportunities businesses have with green marketing. It also identifies eight keys to successful green marketing such as being genuine, educating your customers, know your customers, empower your consumers, giving your customers an opportunity to participate, be transparent, reassure your customers and consider your pricing.

Jacob and Jacob (2012), the study has compiled various aspects related to the concept of green marketing. The research methodology is qualitative in nature. In this article the author has opined that there is a lack of green knowledge among the consumers on green products. But the scenario is changing and consumer have expressed the willingness to pay a premium price for green products and organization

have started noticing the changes in consumer behaviour and attitude and working hard to fulfill that need.

Mohajan, H.K. (2012), the study concludes that for all the business firms practicing green marketing is a must for sustainability in 21st century. As the consumers are becoming conscious about the environmental issues, in future green products will be popular in society. It also discussed about implementation of green marketing will not be easier in short run at the same time adoption of green products will be equally difficult but in long run it will be equally profitable for the all the stakeholders. The government, NGOs and other environmentalism practicing organization must compel organizations to adopt green technology, green manufacturing process as well as packaging for a better sustainability. The author has done a comprehensive study of various product segments and stated their reality vis- a- vis claim of green timber products, chemical products, child care products and toys, cosmetic products, food coloring industry, energy sector. So, proper steps must be taken to avoid green myopia and false claim made by the promotional schemes to show green initiative should be stopped.

Boztepe (2012), assessed at how environmental awareness, green product features, green product pricing, and green promotion, as well as demographic factors including age, gender, marriage status, education, and income, influenced customer purchasing decisions. Primary data collected from 540 consumers revealed a significant positive correlation between environmental consciousness, green product features, green promotion, green price, and green purchasing behaviour, with demographic variables having a moderate effect. There is also strong evidence of willingness to pay more for green products. There is significant difference between male and female purchasing behaviour with respect to environmental awareness, green product price, green product features. Companies should pay attention to promotional activities to promote eco-friendly product.

Singh et al. (2013), in their study intended to investigate and determine the elements of environmental attitude that will influence ecological behaviour among Indian consumers. The study indicates that cultivating an environmental mindset is critical for a long-term sustainable environment.

Mayank Bhatia & Amit Jain (2013), in their study revealed that though the majority of consumers are aware of the present state of the environment, but there is no adequate information on the initiatives taken by government, NGOs and organizations in this regard. They have shown willingness to purchase the green products but consumers felt that green products are priced higher than conventional products. Customers are ready to buy green products if it is available in the product category often purchased and also they are not skeptical about green claims. Newspaper remains leading source of information for green product and practices.

Jaya Tiwari (2013), in her paper titled "Green Marketing in India: An Overview" covered basics of green marketing such as evolution of green marketing, 4Ps of green marketing mix (green products, green pricing, green promotion and green Place. The major challenges were identified for green marketing in India are:

1) A relatively new concept and consumers are not aware of it.
2) Producing green products is also very costly for the companies.
3) Convincing consumers about the benefits of the green products is difficult.
4) Consumers are ready to pay more prices to avail green products.

The study concluded that green marketing in India is still exists in its infancy stage and lots of research is required to understand consumer behaviour.

Suki (2013), investigated with respect to the variables that have some effect on consumer ecological behavior. Data of 200 respondents were collected with the help of a structured questionnaire comprised of 3 sections i.e. (i) demographic (ii) personal experience with eco-friendly products, and (iii) factors affecting their perceptions. Structural equation model (SEM) was employed for data analysis. The study concluded that environmental knowledge is the key determinant to gauge consumer ecological behavior. Consumers who are environmentally conscious may prefer purchasing eco-friendly products.

Mohd Danish Kirmani et al. (2013), emphasized on types of research that has been on Green marketing in Indian context. The concept of green marketing is at the nascent stage in India and researchers need to explore this concept more critically. Most of the research has been done till date is to explore the concept of green marketing,

scope of green marketing, importance for green marketing, challenges of green marketing, but the role of demographic variable, socio-economic variables, effect of green communication, recycling behaviour and green packaging etc. are yet to be explored in Indian context. Most of the research analysis on green marketing has been done by using simple statistical tool while use of advance statistical method like Structured Equation Model is yet to be employed.

Ansar (2013), stated that over the last few decades, environmental concerns have been a major issue for multinational corporations, governments, academia, and other business stakeholders. The study's intention was to look at the elements that influence green buying intention. Socio-demographic factors, environmental ads, price, and environmental friendly packaging were all identified as variables. Environmental advertisements are somewhat linked with green buy intention, despite the fact that socio demographic factors have no significant association with green purchase intention. Environmentally safe packaging has a weak but favourable relationship with green purchasing intention.

Mahapatra S (2013), the study indicates that majority of consumers are aware of present environmental condition but the understanding of what constitutes a green product is varying from person to person. Proper steps must be taken by both the government and business organization in educating consumers about green products, it's a benefit to both the consumer and the environment. A proper certification system must be in place to avoid over or under green claims.

Saini, B. (2013), indicated that many non-green products and services are presented as green, which can be termed as green washing. Organizations following green washing must understand that this can damage their brand value and sales. Consumers are more environmentally conscious than the institutions consider them. Green is a wider term that promotes products and practices that are organic, sustainable and environmentally friendly.

H.L. Bhaskar (2013), stated that there is a high demand for green products. Green Marketing is an effective approach for companies looking to expand their market share by providing eco-friendly products. Organizations are adopting green behaviour as a result of strict environmental norms and regulations throughout the world, rising consumer preferences for eco-friendly products, and cost savings from reducing

hazardous waste. At the same time, consumers are not too dedicated to pursuing environmentally responsible behaviour, instead placing the onus on industry and government. Both manufacturers and consumers must recognize the significance of adopting green behaviour. The ultimate objective of green marketing is to encourage customers to "Think Green," "Think Clean," and "Think Eco-friendly," since only then would they be ready to pay a premium for green products and motivated to modify their lifestyles to be more environmentally conscious.

According to Krizanova, Majerova, and Zvarkova (2013), as the need to rectify the detrimental impact of the environment grows, more firms are contemplating green marketing initiatives. Green marketing is now seen as a way for businesses to demonstrate their social responsibility while also gaining a competitive edge. Though the majority of customers are favourable about green marketing initiatives, this has an impact on their purchasing decisions. This tendency is particularly noticeable in the transportation sector, which contributes significantly to environmental deterioration.

Bhatia, M., & Jain, A. (2013), in their study used a standardized questionnaire and investigated consumers' perceptions and preferences toward green marketing strategies and products. The primary data came from 106 people. The report stated that while consumers have a high degree of knowledge about the environment, they are less aware of green efforts conducted by government and non-government organizations. To sustain green brand positioning, green marketing communication activities should include emotional appeals for green buy persuasion and to stay top of mind memory of customers.

Gupta, A. K., & Abbas, S. S. (2013), the study explores that Consumers are familiar with the concept of green marketing and concerned for the environment, while gender does not show a significant difference in attitude toward green products, and older and high-income consumers have a less favourable attitude toward green products, there are no significant differences in attitude toward green products.

Kumar et al. (2014,) investigated that environmentally conscious customers are guided by their perceived self-worth, norms of equality, helpfulness, and affinity for the natural environment. Consumers, on the other hand, are enthusiastic about buying products that are environmentally friendly. Individuals are often motivated to buy eco-friendly items because of their concern for the environment. The study also indicates

that people have a good desire to buy environmentally friendly products, but the link between intention and actual purchase decisions is weak. The actual purchase is mostly influenced by the product's brand and price. Furthermore, the desire to buy an environmentally friendly product is influenced by concerns about the impact of the purchase on the natural environment, as well as environmental awareness. Organizations must assess their brand positioning and market communication strategy in order to take advantage of the opportunity.

Bhimrao Ghodeswar and Prashnat Kumar (2014), in their paper "The study "A Study of Green Marketing Techniques in Indian Companies" looked at green marketing practices used by Indian businesses. The goal of this research paper is to investigate green marketing techniques and discover what factors influence a company's green marketing approach. Product design advances for green products are substantially connected to green marketing approach, according to the study's hypothesis. According to the analysts, green marketing communication must go in a new path, one that is more ecologically conscious. This will tend to meet a variety of customer demands while also promoting a green corporate image. Marketers must focus their efforts in such a way that each marketing activity has an environmental focus, resulting in profitable exchange through greater consumer delight.

Wilson kong, et al. (2014), This cross-sectional study conducted by the researcher on respondents, above 18 years old, as these group of consumers were regarded as independent decision makers with an assumption that they are aware of green products. Data from 159 respondents were collected using self-administered questionnaire by employing multidimensional variables consisting of green corporate perception, green advertising, eco-label, green product value, and green packaging. The analysis was done using factor analysis. The study revealed that green corporate perception, consumer perception, eco-label and green product value in totality had a positive impact on green purchase intention. Eco-label played major role in persuading consumers about green product value, while green advertising and green packaging contributed no significant impact on consumer intention to purchase green products.

Mitra Dipa (2014), concluded in her study that the fundamental principle of green marketing is to raise knowledge about environmental concerns and how customers can assist the environment by purchasing green products. According to the

study, green products are still inefficient when compared to regular ones. They are inadequate, expensive, inconvenient, ineffective, or unavailable. The author suggests focusing on the four A's of green marketing: availability, affordability, acceptability, and customer awareness of the product.

Anvar and Venter (2014), investigated Generation Y attitudes in South Africa and concluded that the social influence, price, and level of environmental awareness of the younger Generation Y influence their purchasing behavior and attitude toward green products.

Maheshwari Shruti P. (2014), stated that there is some disconnect between consumers' perceptions and behaviour towards environmental stewardship. Marketers must raise consumer consciousness in light of poor consumer knowledge of current environmental issues. Indian enterprises must investigate the market for green products, as consumer awareness of such products is low. Indian companies may stop this vicious cycle by adding ecological efforts and customer education. According to the findings, there is a greater demand for the same and promote green products that are ecologically beneficial.

Delafrooz et al. (2014), attempted to locate green marketing methods used by various businesses, which mostly included product packaging and labelling. Psychological, socio-cultural, eco-labels, Eco-brand, and environmental advertising are the most important elements that may affect customers' purchasing decisions. According to them, green marketing does not successfully improve consumer quality of life or the environment.

Khare, A. (2015), argues that in India, there is a notable lack of study on ecological purchasing, environmental consciousness, and green purchasing behaviour. Environmentally conscious behaviour is not influenced by demographic variables. The goal of the study was to determine the impact of previous environmental buying behaviour and attitudes, green self-identity, peer influence, social and personal norms, on environmentally friendly purchasing behaviour. Consumers in India have a poor understanding of green marketing and green products. Green purchasing is seen as a form of self-expression by consumers. Green purchasing behaviour in the past determines green purchasing behaviour in the future.

Joshi, Y., & Rahman, Z. (2015), the study identified environmental concerns, product features, environmental awareness, and subjective standards are key motivators, but high prices, limited availability, and a lack of customer trust in green products are major issues when it comes to green purchasing. Other factors, including emotions, store-related details, and advertising, have received less attention in this area. Consumers are willing to buy green items, according to the survey, but this does not translate into real purchasing behaviour. To allow consumers and society to 'go green,' there should be enough diversity of products to provide customers a product selection to pick from.

Wong FuiYeng and Rashad Yazdanifard (2015), explained how green marketing uses three tools: eco-labels, eco-brands, and environmental advertising to raise awareness about environmentally responsible products. Green marketing was also explored, as well as the marketing mix for green products. Green marketing practices affect society, the environment, and the organization's bottom line.

Kumar and Ghodeswar (2015), Indian customers, according to researchers, are environmentally concerned and actively assist the environment by purchasing and using eco-friendly products. Green product usage is strongly linked to green buying decisions. Green product purchasing decisions are influenced by a number of variables, including a company's environmental friendliness and social attractiveness.

Al-Zu'bi et al. (2015), attempted to shed light on the impact of green perceived value, green perceived risk, green trust, and eco-labelling on green purchasing intention in Jordanian households, as well as the impact of age, gender, income, and education on buy intention. All demographic factors had a positive influence on green purchasing intention, with the exception of age.

Anu Varghese and Santhosh J (2015), made a study on customer attitude with According to the survey, the majority of respondents are aware of eco-friendly items. Customers overwhelmingly favoured organic produce and food products. The main element affecting consumer purchasing behaviour is product quality, however customers are cautious to acquire such items owing to product availability, high price, and low promotion.

Seema Laddha and Mayur Malviya (2015), in their analysis opined that the Indian consumers' pro-environmental concerns, understanding of environmental issues, awareness of eco-friendly goods, and educational levels influence their green purchasing behaviour. Marketers must promote customer awareness through advertising in order to influence their purchasing habits. When designing environmentally friendly products, the product's performance should be considered. A significant amount of study is required in this area in order to fully explore the possibilities of Green marketing.

Majerovaa, J. (2015), studied how businesses look for new tools and approaches to wow their consumers when standard marketing efforts fail to deliver. Green marketing is a tactic that may be used to get a competitive advantage. The majority of customers' buying behaviour is influenced by the product's green qualities, however there is no substantial link between consumer income and their willingness to pay higher costs for environmentally friendly products.

Martínez, P. (2015), the study attempted to explain hierarchy of effects model to understand antecedents of green loyalty i.e. green trust, green satisfaction and green overall image, and examined relationships among them. In the hospitality industry, environmental issues are more important because it requires huge quantity of water and energy to run its day to day activities. The findings suggest that overall green image has positive impact on green trust, green satisfaction and green loyalty- however; both green trust and green satisfaction are directly related to green loyalty.

Uddin and Khan (2016), according to their research, Indian customers are concerned about the environment. Furthermore, the engagement of the younger generation is critical in addressing environmental concerns and promoting sustainable consumerism.

Muposhi and Dhurup (2016), have conducted a study on generation Y and found that because this generation represents the future customers and has a substantially longer effect on the product life cycle, price, quality, performance, and availability are the most significant selection criteria for green products. The survey also indicates that marketers must avoid green washing in order to gain the confidence of buyers.

Sharma, M., & Trivedi, P. (2016), argues that Marketers' actions have an impact on customer behaviour. The impact of eco-labeling, eco-brands, environmental advertising, environmental awareness, green products, green price, green place, green marketing, and customer demographic profile was investigated by the author. Based on the facts, the author came to the conclusion that the green product's pricing should be affordable to everybody. Consumers are unaware of the existence of eco-brands and eco-labels. Customers should not be misled by environmental advertising, and green washing should be deemed a criminal offence. When developing green marketing strategy, demographic profiling is a requirement.

Paul et al. (2016), the study examined and validated Theory of Planned Behaviour (TPB) and mediating role of TPB variables as well as the Theory of Reasoned Action (TRA), to predict Indian consumers' green product purchase intention. Primary data was collected from 521 people and confirmatory factor analysis (CFA) was employed. The structural equation modeling (SEM) show that extended TPB has higher predictability than TPB and TRA as far as green marketing approach is considered. Consumer attitude and perceived behavioral control significantly predicts purchase intention whereas subjective norm does not. The study also pointed out that TPB mediates the relationship between environmental concern and green products purchase intention.

Verma et al. (2017), investigated that Green consumption is still in its infancy. Even still, Indian young buyers are aware of current environmental issues and have a good attitude and moral reflectiveness to embrace such behaviour. Consumers' intention to visit a green hotel was anticipated to be influenced by their mindset. Moral reflection and conscientiousness have also had a role in determining the likelihood of visiting a green hotel. The study demonstrates the TPB model's applicability and robustness in predicting young customers' desire to visit a green hotel in India.

Sharma, C. S., & Sharma, N. (2017), the article explored the significance of 'spirituality' in green consumer behaviour. A total of 115 people responded. The mediation model developed by Hayes was used to examine the data (2008). It looked at the impact of spirituality on consumers' green buying intentions (GPI) via the mediating function of perceived consumer effectiveness (PCE). Consumers' spiritual orientation has a substantial impact on their GPI, according to the study. The Because being green

has become a must-have for marketing a product or a company, businesses may use environmental concerns and consumer awareness to attract new customers and keep existing green customers.

Rehman (2017), in his study concluded that green marketing is a continuous process that requires ongoing engagement from all societal stakeholders. Despite the fact that consumer knowledge of green products is poor. It is the responsibility of organizations participating in green product development to raise awareness, maintain credibility of their green ideals and advantages, and assure product quality. Marketers should use suitable green marketing tactics to match the expectations and personalities of their customers.

Singh et al. (2017), in their study, they explored the factors that influence consumers' purchasing beliefs when it comes to organic products. The research was carried out in two stages. In the first stage, factors such as Perceived Price, Health Consciousness, Knowledge of Organic Foods, Subjective Norms, Product Availability on Attitude towards Organic Foods and are considered. The second stage of the research looked into how socio-demographic variables and attitudes influence customer purchase intentions for organic food items. When making purchasing selections, the location of the store is very essential. Variables such as health consciousness, knowledge of organic foods, subjective norms, perceived price, and availability all have a direct impact on actual purchasing behaviour, although attitude and purchase intention moderate the link. The effects of socio-demographic variables were also investigated. Gender has little effect on real purchases of organic items. However, three additional socio-demographic variables (age, income, and education) have a substantial impact on real purchasing behaviour.

According to Sujith T S (2017), customers are aware of environmentally sound products and have a favourable attitude toward green marketing and green products. However, their knowledge of organic options and other consumables was limited. When it comes to making a green buy, price is crucial. Marketers must try to make green products more accessible to everyone. Governments, NGOs, educational institutions, organizations, and society should all work together to raise consumer awareness and encourage environmentally responsible purchasing habits for social benefit.

Kalsi et al., (2017), the influence of the green marketing mix on consumer buying behaviour has been explained. Green marketing mix elements such as green product, green promotion, green price, and green product availability all have a positive and significant impact on customers' buy intentions and related purchasing behaviour. Although consumers are aware of the green choices, they may take pro-green behaviour in order to promote a sustainable way of life.

Rambalak Yadav et al. (2017), investigated the theory of planned behaviour by using perceived value and willingness to pay premium as additional variable to predict consumer behavior towards green products. The study confirms that all the variables significantly influenced the consumer's intention to purchase a green product that led to positive purchase behavior. According to the author there has to be more research in this domain to capture the vibes of Indian consumers.

According to Rahman, A. S., Barua, A., Hoque, R., and Zahir, M. R. (2017), marketers must find new and inventive ways to raise awareness and offer information about green goods and their environmental benefits, while green product costs should be kept reasonable to everybody. Green marketing tools such as eco-labelling and eco-packaging have been discovered. However, a worldwide standard is urgently required to alleviate consumer concerns regarding the quality of green products.

Mahmoud, T. O., Ibrahim, S. B., Ali, A. H., and Bleady, A. (2017), the finding of the study demonstrates that green product, green price, green place, and green promotion have a positive and significant relationship with purchase intention, while environmental knowledge moderates the relationship between green marketing mix and purchase intention. Consumers are prepared to spend extra to keep the environment cleaner and greener. The green revolution will benefit only eco-conscious organizations that are capable of recognizing and developing new goods, materials, and technology.

Iman Naderi and Eric Van Steenburg (2018), have studied green behaviour of US millennials by examining four psychographic variables (selfless altruism, frugality, risk aversion and future orientation) have concluded that frugality which is rational and self-oriented motive and future orientation mind set are directly linked to the green consumption of millennials. While selfless altruism and risk aversion does not play significant role in their intention to engage in green consumption practices. The study also concluded that although millennials have awareness about the present

condition of the environment, education and motivation but they yet to fully integrate their belief into action.

Trivedi, R. H., Patel, J. D., & Acharya, N. (2018), Environmental attitude was noticed as a process of inside and outward orientation in the study. 308 consumers were studied and the responses analyzed using confirmatory factor analysis and structural equation modelling. It looked at people's views regarding the environment and green packaging, as well as their intentions to buy green. In establishing the form of green purchasing intention, the function of internal environmental attitude and attitude toward green packaging is critical. Outward environmental attitudes, on the other hand, were shown to be less required.

Singh A (2018), Green marketing is continuous procedure which requires total commitment from all the stakeholders of the business i.e. Government, suppliers, producers and also the users. Brands have the power to change the attitude and behaviour of the consumer. So the organizations goal must be aligned with the green marketing objectives to create strong impact on the mind of the consumer to harness the full potential of green demand.

Sharma & Trivedi, Prachi (2018), pointed out that green marketing variables such as Eco-labelling, Eco-brands, Environmental awareness, Environmental Advertising, Green Products, Green Price, and Green Promotion adequately influences the consumer's purchase behaviour and marketers must take a note of that. They also mentioned that price of the green product is the major hindrance in adopting green product so it should be kept at economical level. Marketers must focus on demographic variables, as each of these have an impact on consumers' mind while planning the appropriate marketing strategy.

Chaudhary, R. and Bisai, S. (2018), The study was based on theory of planned behavior (TPB), the authors have extended the existing TPB model by adding two variables namely environmental concern (EC) and willingness to pay premium. The study found a direct association between subjective norm and purchase intention. Environmental Concern had an indirect influence on green Purchase intention was directly influenced by attitude, Subjective Norms and perceived behavioral control. Willingness to pay premium moderated the relationship of Purchase Intention with green buying behavior. Purchase Intention leads to actual purchase behavior (PB).

R Chaudhary (2018), the study clearly demonstrates that the entire globe is suffering from serious environmental deterioration, policymakers must devise and promote policies that encourage Indian millennials to make green purchases. The Theory of Planned Behaviour is a useful tool for evaluating green product purchasing intentions and behaviour in a multi-cultural country such as India. In order to understand the green buying intention and behaviour of millennials in India, the TPB framework was expanded by illustrating the addition of perceived value and willingness to pay. The impact of perceived value and willingness to pay a premium to green purchasing intention is confirmed by the author. While there is a strong desire to make green purchases, by improving policymakers' understanding of the factors influencing green product purchase intention and behaviour among Indian youths, this study will aid in the development of policies and programs to encourage the adoption of green purchasing behaviour, which will aid in addressing the problem of environmental sustainability.

D Jaiswal and R Kant (2018), conducted an empirical study to determine the relationship between cognitive factors and green purchase intention via the mediating variable attitude toward green products, which was then analyzed to better understand environmentally friendly purchasing behaviour in India. The model was developed using structural equation modeling and was based on the 'attitude-intention-behavior' theory. Green purchasing intention was shown to be strongly linked to attitudes toward green products, and the study also found that perceived environmental knowledge had no effect on attitudes toward green products or green buy intention. Green purchasing intent is also the most important indicator of green purchase behaviour.

D. Jaiswal and B. Singh (2018), Green purchasing behaviour acts as a bridge between businesses and society in the quest of sustainability, balancing demand and supply while also offering environmental and social advantages. Green purchasing behaviour is substantially connected to green purchase intention, which is considerably and favourable correlated to attitude toward green items, according to researchers. They also support the link between environmental concern and customer perceived effectiveness. These two characteristics are also important predictors of green product attitudes.

The study by Christine Nya Ling Tan, Adedapo Oluwaseyi Ojo, and Ramayah Thurasamy (2019), presents a developing economy's viewpoint on the drivers of green product purchasing behaviour among young consumers. Environmental awareness, eco-label, pricing, and promotion were all significant predictors of green product purchasing behaviour. While the influence of mindset in green purchasing behaviour among young Malaysian customers was minimal.

Prakash et al. (2019), consumers in India are becoming increasingly concerned about environmental and health issues. The authors looked at the effect of egoistic and altruistic ideals on young people's purchasing intentions for environmentally friendly packaged goods. There is a link between egoistic and altruistic ideals, as well as attitudes and purchasing intentions toward green packaging. When it comes to deciding customers' attitudes toward eco-friendly packaged items, altruistic motivations, such as environmental care, outnumber egoistic motives, such as health concern. With an altruistic appeal, advertising and promotional efforts should highlight the need for green choices. The adoption of environmentally friendly packaging and associated advantages as a point of difference between brands should be encouraged.

Dangi, N., Gupta, S.K. and Narula, S.A. (2020), the study intends to explore variables influencing organic food purchases, with a focus on eco-labels, and determine the relative importance of other drivers. It was a cross-sectional research project. Consumer psychographics, socio-demographics, and product-related factor groups were studied. The findings indicated that the most important variables in organic food purchasing are health concerns, environmental concerns, education and awareness, eco-labels, and price, followed by confidence in organic food claims. According to the research, eco-labels enhance trust in organic products by removing uncertainties in consumers' minds.

Bhatti et al. (2020), the study revealed that Indian consumers are socially and environmentally responsible. Retailers are identified as a link to sell green products to consumer and their efforts to be energy efficient, use for recycled material for store ambience convince consumers to purchase green products. Consumers associate themselves with a brand that claims to be responsible towards environment and eco labels on packages have a strong positive impact on consumers purchase decision. Gender has no impact on awareness towards green products at the same time educated

consumers with moderate to high income may prefer to purchase green products. Proper green product shelf allocation, knowledge about green product and promotional strategies will play a major role in influencing consumers purchase decision however role of consumers personal experiences, persuasion by family members, NGOs, corporate and leaders cannot be ignored as well.

Sharma, N., Saha, R., Sreedharan, V. R., & Paul, J. (2020), Buyers in emerging economies are becoming more environmentally conscious, forcing businesses to offer competitive eco-friendly products and services. Using traditional theories, previous research has sought to determine the link between green consumerism and an individual's purchasing behaviour. However, determining the role of green self-concept and green self-identity in predicting customer green purchasing intentions is a difficult task. Green self-concept, green purchasing intentions, product self-concept (PSC), green self-identity and green purchasing intentions all have a strong link. Green self-identity is identified as a mediator for the model.

Mehta, P. and Chahal, H.S. (2021), the study attempt to segment the consumer market based on consumers' attitude towards green product. A sample of 400 respondents were chosen for the study, which employed the survey method. Four distinct segments were identified. "Dynamic Green", was the largest cluster characterized by positive attitude towards green products. Finally, the study examined the attitudes of green and non-green customers, as well as the disparities between the two groups.

Gonzalo et al. (2021), the paper attempts to analyze the need of green packaging from both consumer and organizational point of view. Eco-friendly packaging/ sustainable packaging is relatively new concept in research domain. The study concluded that customers are concerned with environmental degradation, and their purchase decisions towards green products are also very much depends on different factors such as environmental concern, biodegradability and recyclability of packaging materials but willingness to acquire green-packaged products is also dependent on price. Moreover, organizations switch to green packaging due to societal pressure derived from environmental concern of the customers' their attitude and willingness to pay.

Following constructs were found as a result of a thorough literature review, which have previously been utilized by researchers to analyze consumers' green buying behaviour:

Table 2.1: Variables Identified from literature review

Variables Identified from literature review
Education, Age, Income, Gender, Knowledge about eco-friendly products, Awareness, Perceived behavioural control, Attitude, Advertisement & Eco-labels, Price, health concern, environment concern, knowledge and awareness, trust in organic food, Green labelling, green advertising, green packaging, green pricing, willingness to pay a premium price, features of green products, Environmental concern (EC), perceived environmental knowledge (PEK), perceived consumer effectiveness (PCE), group identity, perception of eco-label, perception of eco-brand and environmental advertisements, subjective norms, moral obligations, Green self-concept, green purchasing intentions, product self-concept (PSC), interpersonal influence, green self-identity, environmental affect, environmental attitude, environmental belief, environmental involvement, eco-literacy, religiosity, attitude towards green products, VALS, altruism, collectivism, self-enhancement, locus of control, self-transcendence, attitude towards green products, Environmental consciousness, skepticism towards green marketing, Social class, Purchase Behaviour and Purchase Intention.

(Source: Author's Own compilation after literature review)

2.3   RESEARCH GAP

Literature review revealed that only a few studies have been conducted on green marketing in the Indian context. While international researchers prefer empirical studies, Indian scholars prefer conceptual or non-empirical studies (Kirmani & Rehman, 2013). Research gaps were discovered after a thorough literature review. In terms of study, Indian academics have focused on the fundamentals of green marketing, such as its scope, importance, and difficulties (Kirmani & Rehman 2013). Green marketing is new to India (Hartmann and Apaolaza-Ibáez, 2010; Maheshwari and Malhotra, 2011; Sarkar, 2012; Tiwari, 2014, Narula et al. 2016, Shrikanth at al. 2012, Kaur, 2017 Kirmani & Rehman 2013; Newton et al., 2015; Narula & Sabharwal 2016). Green products are often difficult to sell, despite their benefits to the environment and humans. Studying the factors that influence green buying behaviour is thus critical (Carrete et al., 2012; Atkinson and Kim, 2015). Apart from that, we've seen that, for any business

strategy, all four Ps must be taken into consideration in order to forecast the future of any product or service. However, it was discovered during the literature review that while researchers conducted a detailed study on pricing as a key factor in analyzing consumer buying behaviour in terms of green products, other elements of the marketing mix such as product, place, and promotion were overlooked in the Indian context. Product effectiveness, green product performance, ease of use of green products, and the Green product quality, green product satisfaction, role of media in influencing green buying behaviour and green repurchase behaviour, in particular.

There is a significant gap exists between claimed pro-environmental sentiments and actual consumption patterns of apparently green customers. There has been a lot of research done to understand the demographic profile of the consumer and consumer purchase behaviour in terms of green products, but there has been insufficient research done to understand the barriers to green product adoption as well as the repurchase behaviour of Indian consumers in terms of green products.

According to research conducted in Western nations, customers are ready to spend a higher price for green/eco-friendly items, but Indian consumers are often thought to be price sensitive.

In terms of Indian customers, there has been a rise in consumer mistrust of greenness and perceived quality. (Navdeep Kaur et al., 2017). The majority of previous study was based on data obtained from university students and college students, who may or may not reflect the perception of actual buyer.

As pointed by Kirmani & Rehman (2013), it is necessary to do more empirical studies on customers' attitudes towards green and environmentally friendly products other than the NCR and metro cities, as majority of Indians (70%) reside in rural areas (Census, 2011), rural customers' environmental concerns should be investigated as well.

According to Prahalad Kakkar," Profit lies at the bottom of the pyramid" there has been no study done in this area to date to get insight into customer attitudes regarding green products with regards to middle income and lower income group people.

CHAPTER 3: GREEN MARKETING

A CONCEPTUAL FRAMEWORK

GREEN MARKETING – A CONCEPTUAL FRAMEWORK

Modern society will find no solution to the ecological problem unless it takes a serious look at its lifestyle. – Pope John Paul II

The previous chapter dealt with understanding the extent of work done so far in the field of green marketing by various researchers. This chapter aims to provide a conceptual understanding of green marketing, the 4P's of green marketing, green products, green consumers, factors stimulating consumers' interest towards eco-friendly products, various issues related to consumer purchase behaviour toward eco-friendly products, and various concepts related to the green philosophy as posited by various researchers.

3.1 WHAT 'GREEN' MEANS

Green is developing as a significant brand differentiation, even if it is not the primary purchase motivation for the majority of green buyers. As per CII 2019 report, Green refers to environmental sustainability and includes a wide range of issues such as air, water, and land pollution, energy consumption and efficiency, and waste creation and recycling, to name a few. Green initiatives seek to reduce the environmental effect of human activities. The same has been reiterated by Bearse et al. (2012), in their study they defined green as a broad set of product attributes that are more environmentally and socially sustainable. These characteristics included: low water usage, reduced packaging, organic, locally grown, fair trade, energy efficient, biodegradable, non-toxic and low volatility organic compounds, and recyclable materials or content.

3.2 OVERVIEW OF GREEN MARKETING

The concept of green marketing has become a significant issue due to growing concern over environmental degradation. A broad definition of green marketing is the practice of selling items or services based on the benefits they provide for the environment. Green is emerging as an important brand differentiator. Green marketing sometimes is seen as a double edged sword (Polonsky, 2005). Any product or service may be considered as environmentally friendly if it meets the following criteria:

- Being manufactured in a sustainable way
- Prohibiting the use of toxic materials or ozone-depleting substances in manufacturing process
- Being made from renewable organic and bio-degradable material
- Avoiding unnecessary packaging
- Designing products to be reusable, recyclable, and repairable rather than supporting "throwaway tendencies".

3.3 DEFINITIONS OF GREEN MARKETING

In the corporate world, green is the new buzzword. It has been interpreted in a variety of ways by different academics. However, the average consumer associates words like organic, preservative-free, phosphate-free, non-toxic, recyclable, and so on. However, previous research has found that the majority of consumers believe that green marketing is all about advertising and promoting items with environmental attributes. Phosphate free, organic, preservatives free, recyclable, and refillable are characteristics that most consumers connect with environmentally friendly products. Aside from this, green marketing is a much wider notion that encompasses everything from recognizing a consumer's demand till the final disposal after the product has been used in its complete life cycle.

American Marketing Association has defined Green marketing in three ways:

➢ **Retailing Definition**, 'Green marketing is the marketing of products that are presumed to be environmentally safe.

- ➢ **Social marketing Definition**, The creation and promotion of products aimed to reduce the negative impacts on the physical environment or to improve its quality.

- ➢ **Environment definition,** the effort made by an organization to create, advertise, package, and promote a products in such a way that they are sensitive or responsive to ecological concerns.

According to Dam and Apeldoorn (1996), "Green marketing is vulnerable to market pull and regulatory push towards greater, environmentally friendly business performance,"

According to Michael Jay Polonsky, green marketing is "all actions meant to produce and support any exchanges intended to meet human needs or desires in such a way that the fulfilment of these needs and wants occurs with the least amount of negative influence on the natural environment."

According to Pride and Ferrell, A company's efforts to create, promote, price, and distribute products that do not affect the environment

Mintu and Lozada have described green marketing as "the application of marketing techniques to promote exchanges that meet organizational and individual goals in such a manner that the preservation, protection, and conservation of the physical environment is maintained."

According to Stanton and Futrell, "all exercises required to create and deliver any transactions intended to satisfy human needs and wants; as a matter of fact, it ensures that the organization, environment and all of its consumers' interests are protected, and voluntary exchange will not occur unless both all benefit from the transaction."

Chamorro and Baegil characterized Green Marketing as "the methods to develop and establish connections with consumers go far beyond their current requirements, while also taking into consideration the public interest in safeguarding the natural environment."

Green marketing, according to Soonthonsmai, is described as measures taken by organizations concerned about the environment or green challenges in order to satisfy consumers and the community by offering environmentally friendly goods or services.

Green marketing, according to Rahman, Reynolds, and Svaren, is a business that operates in a way that reduces waste, is environmentally friendly, saves energy, and primarily promotes environmental health and societal sustainability.

Ecological marketing, as described by Henion and Kinnear, is concerned with all marketing actions that contribute to the cause of environmental problems or that may give a solution to such problems. Ecological marketing is therefore defined as the study of the benefits and drawbacks of marketing activities on pollution, energy depletion, and the deterioration of non-energy sources, among other things.

From all of the definitions provided, it is evident that green marketing is concerned with satisfying the needs and wants of consumers while creating zero or little harm to the environment. Product modification, manufacturing process modification, packaging adjustments are only a few examples of the processes included by this term.

When a firm conducts a marketing activity with the objective of having a good impact on the environment or decreasing the negative impact of a product on the environment, this is referred to as green marketing. Green marketing encompasses a larger concept than merely selling products that have environmental benefits.

Green marketing includes the development of products and packaging that are ecologically friendly or less environmentally harmful. Green marketing covers a wide array of subjects, ranging from environmental preservation to pollution control. Companies should make every effort to perform research and development in order to generate environmentally friendly goods for the benefit of customers in particular and society in general, and this should be encouraged by the government. The likelihood of a company engaging in green marketing increases if the company is committed to sustainable development and corporate social responsibility.

More firms are striving to adopt sustainable business practices because they recognize that doing so will enhance customer appeal while also decreasing expenses associated with items such as packaging, shipping, energy/water use, and so on and so forth. Businesses are becoming increasingly aware of the fact that demonstrating a high level of social responsibility may increase brand loyalty among socially conscious customers and increase sales.

Following Philip Kotler (2011), we must accept that there has been a major shift in the mentality of firms and customers in the pre-sustainability vs. sustainability worlds. The following are some of the assumptions that marketers in the past have been ignored:

➢ Wants are natural and infinite, and encouraging unfettered consumption is a positive development.

➢ The resources of the world are almost endless, while the earth's waste and pollution carrying capacity is virtually limitless.

➢ Over consumption and want fulfilment is seen as the indicator of rising quality of life and personal happiness.

Marketing and other external factors have a major impact on consumer wants. Those who advocate for sustainable practices, on the other hand, believe in the following principles:

➢ The earth's resources are finite and at risk of depletion.

➢ Increased expenditure and want fulfilment do not always result in an improvement in the overall quality of life and personal satisfaction.

3.4 HISTORY OF GREEN MARKETING

The environment and long-term sustainability have emerged as the new buzzwords of the twenty-first century. Rachel Carson's book "Silent Spring" in which she detailed the destructive effects of pesticides such as DDT on humans, animals, and the environment, was the foundation for the first environmental movement, which began in 1962 with the debut of her book. After ten years, DDT was no longer permitted in the United States. This book has pushed for regulatory changes and provoked a snowball effect in which more people join the movement, raising environmental awareness and forming a definitive connection between all business stakeholders, such as users and producers, and the governing agency as well as end consumers.

Following a rise in environmental awareness in the late 1980s and early 1990s, the phrase "green marketing" attracted attention. The word 'green marketing' first surfaced in academic circles and research in the late 1980s and early 1990s. "Ecological marketing," the world's first book on green marketing, was published as a consequence of the initiative.

3.5 EVOLUTION OF GREEN MARKETING

According to Peattie (2001), the concept of green marketing may be split into three stages. In the first stage, environmental marketing (also known as "ecological green marketing"). Environmental marketing is concerned with environmental concerns and the solutions to those challenges (Henion and Kinnear, 1976). Local concerns, as well as specific environmental issues such as air pollution, depletion of energy sources, pesticide impacts, and so on, were the primary focus of marketing efforts during this phase of the campaign (Peattie, 2001). Environmental marketing was considered a minority practice at the time, according to Peattie (2001). During this stage, only a small number of customers and businesses are willing to change their habits.

The second phase, called "environmental green marketing," began in the latter half of the 1980s and continued to the present day. The focus has been shifted to implementing clean technology, which was designed to be pollution-free and waste-reduction in nature, rather than traditional technology. The need for clean technology appeared as a result of the global spread of environmental disasters such as the Bhopal gas tragedy (1984), the discovery of a hole in the ozone layer (1985), and others, the notion of clean technology emerged. A direct outcome of the negative impact on the natural environment and human health caused by these disasters has been the emergence of new and significant ideas such as sustainable practices, environmental awareness, eco-performance, green consumerism, and so on (Peattie, 2001).

Sustainable green marketing, which was the third stage of green marketing during the 1990s and early 2000s. At this period, marketers' tactics grew more inventive, and the emphasis shifted to the adoption of environmentally friendly business practices (Peattie, 2001).

The fact that, during this time period, there was widespread concern about green marketing had risen but at the same time a few instances of false green marketing claims also appeared (Kumar et al. 2011). Business leaders did not pay enough attention to the issue at the time, and as a result, the green marketing industry suffered a setback

(Crane, 2000). In the opinion of Crane (2000), the main reasons for the backlash against green marketing were customer mistrust and uncertainty regarding the green promises made by marketers.

TerraChoice Environmental Marketing Inc. (2007) published an in-depth investigation of green marketing claims on North American consumers in the 1990s, which was published in the journal Environmental Marketing. The study was performed on 1,018 consumer items with 1,753 environmental claims, which included a total of 1,018 products. All but one of the 1,018 goods that made environmental claims were responsible for at least one of the Six Sins, according to the study.

- *Sins of hidden trade-off* i.e. claims that a product is green based on a single environmental feature or an overly narrow set of qualities without taking into account other relevant environmental concerns. For example, Paper (including household tissue, paper towel, and copy paper) and lumber products (including framing products and plywood) that promote recycled content or sustainable harvesting practices without considering manufacturing impacts such as air emissions, water emissions, global warming, and forestry impacts.

- *The Sin of No Proof* i.e. claim that is not substantiated by easily accessible supporting documentation or a credible third-party certification. Example: Personal care goods (such as shampoos and conditioners) that state they have not been tested on animals yet provide no evidence or certification of this claim.

- *Sin of vagueness* i.e. every claim that is so vague or generalized that its true meaning is likely to be misinterpreted by the intended consumer commits the Sin of Vagueness.

- *Sin of irrelevance* i.e. The Sin of Irrelevance is committed when an environmental claim is made that, while true, is irrelevant and unhelpful to consumers looking for ecologically preferable alternatives.

- *Sin of lesser of two evils* i.e. these are "green" statements that may be accurate within the product category, but they risk diverting the customer from the category's larger environmental consequences. Here are several examples: Cigarettes made with organic ingredients. Insecticides and herbicides that are "green" etc.

> *The Sin of Fibbery* is committed when environmental statements are absolutely false.

Theodore Levitt proposed the concept of "marketing myopia", in the Harvard Business Review essay published in the year 1960, (Ottman et. al, 2006) in their study opined that "Green marketing must achieve two goals:

> better environmental quality and

> customer happiness

Hence, Green Marketing Myopia refers to misjudging a misbalance between the two. They revealed that a huge number of green products fail because we tend to overemphasized the product's greenness while ignoring consumers' expectations from such products.

According to Peattie and Crane (2005) five unsuccessful marketing techniques that have impeded the effectiveness of green marketing. These are green spinning, green selling, green harvesting, environpreneur marketing, and compliance marketing:

> Green spinning occurs when a business does not modify its manufacturing technology, regulations, or procedures, but they just try to rely only on public relation agencies to project its green image.

> In a green selling strategy, still the marketers make no changes to the product features, but just a little adjustment is made to advertising methods to highlight the product's eco-friendliness.

> Green harvesting entails that the companies are employing methods for decreasing packaging materials and use of energy resources only for the benefit of the organization. However, green products continue to be expensive, limiting their general appeal.

> Environpreneur marketing approach was used by business enterprises use to create and sell green products without first analyzing the consumer's need and desire.

> Compliance marketing strategy used by business enterprises just to adhere to statutory environmental protection standards to avoid any consequences.

Green Marketing /Environmental marketing may be defined as a movement in managerial thinking from considering the natural and physical environment as a secondary impact on decision making to viewing it as essential to marketing and management strategy (Menon and Menon, 1997). According to Wasik (1996), a firm cannot contemplate producing an environmentally sound product unless it considers

how its raw material acquisition, development, production, distribution, sales, and disposal processes influence the environment.

3.6 MCKINSEY'S FIVE STEPS TO GREEN MARKETING

In the year 2008, McKinsey has published a report titled 'Helping Green Products Grow,' which outlines five anecdotes firms must follow to successfully promote green products:

➢ Educate consumers: Because most people are ignorant of green products, it is the primary job of the firms that offer them to educate them on this, rather than acting as a sales machine.

➢ Build better products: Because most customers value performance, dependability, and durability much more than environmental sustainability, businesses must create better green products.

➢ Be truthful: in order to win public trust, businesses must provide accurate information about the environmental effect of their goods and their efforts to decrease environmental degradation.

➢ Provide more: Businesses must ensure that customers understand the financial and environmental benefits of green products.

➢ Get products to people: Manufacturers must ensure seamless availability of green products as and when required.

3.7 FIVE REASONS FOR FIRMS TO INCULCATE GREEN MARKETING INTO THEIR BUSINESS

Polonsky (1994) recognised five reasons for businesses to include green marketing into their operations.

➢ *Opportunity:* [Keller 1987] and [Shearer 1990] both believed that green marketing is a novel market opportunity to captivate more customers, target a different consumer category or introduce an entirely different product line in order to increase profits. As an example, (ITC) has developed ecologically friendly sheets and boards that are chlorine-free.

➢ *As a part of the corporate social responsibility:* (Keller 1987; McIntosh 1990; Shearer 1990; Freeman and Liedtka 1991,; avis 1992) argued that today's industry groups are operating in an era of increased transparency and

accountability. They are responsible for every action they do in order to achieve their objectives. Companies believe that they have a moral obligation to be socially responsible. Panasonic, for example, has created "eco ideas" in order to provide environmentally friendly items that reduce CO_2 emissions to a minimum. HP's energy-saving campaign, dubbed "power to change," is also a corporate social responsibility effort.

➢ *Pressure from government bodies:* Businesses think they owe it to society to be more socially responsible. Government agencies are putting pressure on businesses to be more environmentally responsible [NAAG 1990].

➢ *Pressure from Competitors:* Businesses are engaged in green marketing efforts to replicate the movements of their rivals in order to retain their competitive positions.' [NAAG 1990] Xerox produced 'revive 100 percent recycled paper' in an attempt to counteract the launch of recycled papers by other manufacturers.

➢ *Cost factor:* Because green marketing employs a cradle-to-grave approach to product management, it is cost-effective for businesses, reducing waste disposal, material consumption, and so on in their manufacturing, packaging, and so on [Azzone and Manzini 1994].

Polonsky (1994) noted that in order to reduce waste, businesses are frequently prompted to re-examine their production methods, which often results in more effective operations, waste reduction, and even optimum resource usage.

According to Prakash (2002), businesses may become green in three ways:

➢ *Greening the value-addition process*, which entails revamping the production process, modifying technology, or introducing new technology or raw materials.

➢ *Greening of the management system*, i.e. reducing or eliminating environmental impact as a management philosophy.

➢ *Product greening*

3.8 THE FIVE SIMPLE RULES OF GREEN MARKETING

A strong commitment to environmental sustainability in product design and production may result in substantial potential for your company to expand, develop, and establish brand equity. While developing green marketing strategies, Ottman, J. A. (2008) established the following golden rules:

➢ *Know your Customer:* While selling a greener product to customers, you must first ensure that they are aware of and concerned about the challenges that your product is designed to address.

➢ *Consumers should be empowered*: Ensure that customers believe that they can make a difference on their own or in combination with the rest of your product's users which will act as a primary motivation for customers to choose greener products.

➢ *Be transparent:* Consumers must trust the authenticity of your goods and the promises you're making.

➢ *Reassure the buyer:* Customers must think that your product is up to the task. It's bound to happen; they're not willing to compromise product quality for better environment.

➢ *Consider your pricing:* As many ecologically desirable goods cost more because of economies of scale and the use of higher-quality materials, we must ensure that consumers can pay the premium and believe it is worthwhile.

3.9 FIVE I'S OF GREEN MARKETING

Five I's of green marketing were outlined by John Grant in his book "The Green Marketing Manifesto (2007)". It's a list of features that marketing professionals should emphasize while imposing Green Marketing:

➢ *Intuitive:* Individuals avoid altering their buying habits. Purchasing organic or sustainable goods looks to be more difficult than purchasing standard goods. The marketing team's goal is to make it as simple and straightforward as possible.

➢ *Integrative:* Business, technology, social effects, marketing, and ecology should all be incorporated into green marketing. Unlike traditional marketing, it should connect all aspects of the business from manufacturing to sale, including environmental efforts.

➢ *Innovative:* In order to apply an effective green marketing strategy into business, marketing professionals need to develop creative and innovative goods.

➢ *Inviting:* Marketers who use green marketing strategies should encourage customers to choose ecologically sustainable items. From a sales standpoint, it is critical to emphasize the present benefits of these goods - beneficial health qualities, increased efficiency, durability, adaptability, and so on.

- *Informed:* The modern world's brands exist to enlighten the public. People who are unfamiliar with vineyards choose to purchase a wine brand simply because they perceive a well-known brand to be of high quality. The opposite should be preferred by Green Marketing. It should disseminate information - environmental education and awareness should be promoted.

3.10 BENEFITS OF GREEN MARKETING

According to Ottman et al. (2006), all marketing initiatives must persuade customers by recognizing basic product features and employing the following strategies:

- *Consumer value positioning:* A company should concentrate on creating a product that stands out from the competition and outperforms it.

- *Consumer knowledge calibration:* When creating marketing communications, a company should always highlight the product's distinctive features, environmental benefits, and solutions that correspond to the customer's norms and values.

- *Product claim credibility:* validation of stated green products.

  Concerns about the environment provide both challenges and opportunities (Ottman, 1997). Using green marketing tactics resulted in a number of advantages (Ottman, 1997)

- Green products are more profitable because they produce less waste, utilize fewer raw resources, and conserve energy.

- Companies that are the first to market with an environmental breakthrough to get a competitive edge.

- The level of brand loyalty is decreasing day by day.

In fact, the number of people in the United States who believe that some brands are worth paying more for is decreasing. According to a Porter Novelli study (2019), consumers considered a company's environmental record as a significant driver of their purchasing choice. Green products provide customers the capacity to live healthier, more satisfied lives while also helping to make the world a better place. It promotes lesser degree of air and water pollution, wastage of energy resources, global warming, deforestation, depletion of natural resources, and lesser landfill rate and all this will surely benefit the physical environment if all green marketing tactics are implemented in a well-coordinated manner.

3.11 CHALLENGES IN GREEN MARKETING

As pointed by Kumara (2017), followings are the challenges in adoption of green marketing:

➢ There is still no standards in place to certify a product as environmentally friendly. There will be no verifiable ways unless certain regulatory authorities are involved in delivering the certificates.

➢ Marketers must be patient in order to reap the long-term rewards of the green movement. It will take time because it is a fresh concept and notion, and there will be no quick effects.

➢ Green products need the use of renewable and recyclable materials, which is an expensive endeavor. This new notion also necessitates the development of technology, which necessitates significant R&D expenditure.

➢ The goal of green marketing is to put the client first. As a result, if the price of a green product is too expensive, it will lose market acceptance.

➢ Consumers are not uninformed of green products and its uses.

➢ Water treatment technology, which is too costly.

➢ Confusion regarding green or sustainable product claims.

➢ Huge credibility gap from consumers and end-users point of view.

3.12 GREEN MARKETING: SWOT ANALYSIS

Table 3.1: SWOT ANALYSIS

Strength	Weaknesses
➢ **Greater brand equity and brand loyalty among eco conscious customers.** ➢ **Marketers might charge a premium for products that can be seen to be more environment conscious.** ➢ **Organizations which pursue green marketing are deemed to be more socially conscious.**	➢ **Lack of trust on green claims.** ➢ **Customer tend to priorities their personal needs over environmental concerns.** ➢ **Green products are being considered as inferior quality and highly priced.** ➢ **Overemphasizing greenness may turn away the potential customer.**

Opportunities	Threat
- First Movers Advantage - Green products are gaining traction - Worldwide acceptance of such products and services - Increasing number of LOHAS client base. - Green is the new buzzword in the market.	- False green claims. - Green marketing is still in its infancy stage. - Going green is still considered as trend and not a need.

(Source: Author's Research)

3.13 THE FOUR Ps OF GREEN MARKETING

From product development to market introduction, every component of the marketing mix will have a green viewpoint, according to the green marketing concept (Arseculeratne & Yazdanifard, 2014). However, in comparison to conventional marketing mix, Peattie, K., and Charter, M. (2003) proposed four "S" criteria for green marketing success: *satisfaction, safety, social acceptability, and sustainability*.

Figure 3.1: Green Marketing Mix

(Source: Kataja, R., 2014)

3.13.1 Green Products

Zeithaml, Parasuraman, and Berry (2006) define product by the characteristics of the related physical products, quality level, accessories, packaging, warranties, product lines, and branding. Product is divided into three levels: core product, real product, and augmented product.

Green products are ones that are made using green technology and offer less of an environmental danger. In order to protect natural resources and achieve sustainable development, green technology and green goods must be encouraged. "Green Products," according to Simon (1995), are products manufactured with less material, highly recyclable material, non-toxic material, do not include animal testing, do not harm protected species, consume less energy during manufacturing or use, and have minimum or no packaging. The core product solves the customer's problem and is the rationale for purchasing the product. Brand name, quality, style, features, and packaging are all part of the actual product. The augmented product surrounds the core product and real product with additional advantages and services such as after sales services, delivery and credit, installation, and warranty. Peattie (1992) states that "green brand image can be established by attaching some environmental perspective to it or any green features such as organic/natural/clean production processes, having recyclability attributes, or by linking some green or eco symbols to the brand."

A green product, according to (Shamdasami et al., 1993), is one that does not impact the natural environment or harm natural resources and can be recycled for further use or new application or can be preserved to extend the life cycle of the product. It is a product with more ecologically friendly content or packaging in order to decrease environmental effect. According to Chen and Chang (2013), it should not have a negative influence on the natural environment or human health. Green products, according to researchers, should perform better on ecological criteria than conventional products (Ottman et al., 2006; Schiederig et al., 2012). Green product innovation has been identified as a critical component in achieving growth, environmental sustainability, and a higher quality of life (Pujari et al. 2010). According to Ottman et al. (2006), "although no human activity leaves zero impact on the environment, in business parlance terms 'green product' or 'environmental product' or eco-product are

used as synonym to each other to describe those product that strive to protect the natural environment by conserving energy and/or resources and less wastage.

Going green, environmental protection, sustainable lifestyles, sustainable development, environmental protection, and many more phrases have become synonym for going green. Strategies like green purchasing, green productivity, and green quality management systems are latest buzzword to keep up with Green wave (Gholve et al., 2015)

3.13.2 Characteristics of Green Products

The usage of green products can be identified by the following three phases:

➢ Prior to use stage which mainly concern with material extraction.

➢ During use means material manufacturing processes, and transportation processes.

➢ after use means product disposable stage

There is no universal indication of green products, different researchers have given different overview as what constitutes green.

Table 3.2: Characteristics of Green Products

Authors	Characteristics associated with the 'green' nature of a product
Elkington and Hailes (1988)	• Not endangering the health of the consumer or of others Causing no significant damage to the environment during manufacture use or disposal
	• Not consuming a disproportionate amount of energy during manufacture, use and disposal
	• Not causing unnecessary waste, either because of over packaging or because of an unduly short useful life. No use of materials derived from threatened species or from threatened environments.
	• Not involving unnecessary use or cruelty to animals
	• Not adversely affecting other countries, particularly the third world
Simon (1992)	• Reduced raw material, high recycled content
	• Non-polluting manufacture/non-toxic materials
	• No unnecessary animal testing
	• No impact on protected species
	• Low energy consumption during production/use/disposal
	• Minimal or no packaging
	• Reuse/refillability where possible
	• Long useful life, updating capacity
	• Post-consumer collection/disassembly system
	• Remanufacturing capability

Authors	Characteristics associated with the 'green' nature of a product
Schmidheiny (1992)	• Eliminate or replace product Eliminate or reduce harmful ingredients. • Substitute environmentally preferred materials or processes • Decrease weight or reduce volume. • Produce concentrated product. • Produce in bulk. • Combine the functions of more than one product. • Produce fewer models or styles. • Redesign for more efficient use • Increase product life span. • Reduce wasteful packaging. • Improve reparability. • Redesign for consumer reuse • Remanufacture the product
Peattie (1995)	• Recyclability • Resource efficiency • Emissions • Impact on ecosystems • Social impact • Sustainability of resource use and disposal • Eco-efficiency of production and organization
Robert (1995)	• Minimize the use of nonrenewable materials. • Avoid the use of toxic materials. • Use renewable resources in accordance with their rate of replenishment
Shrivastava and Hart (1995)	• Low environmental impact during usage • Easily composted, reused, or recycled at the end of their useful life
Roy et al. (1996)	• Capable of lessening global environmental problems Energy efficient • Easily repairable • Designed to last, or to be reused, reconditioned or recycled. • Generates minimum pollution and waste. • Can be disposed of safely. • Minimal use of materials, including packaging. • Manufactured from renewable or abundant resources, or recycled materials Manufactured, if possible, locally and from locally obtainable materials to reduce transport requirements Environmental information on product available to purchaser Not harmful to human health Satisfies a genuine human need

Authors	Characteristics associated with the 'green' nature of a product
Luttropp and Lagerstedt (2006	☐ Do not use toxic substances and utilize closed loops for necessary but toxic ones.
	☐ Minimize energy and resource consumption in the production phase and transport.
	☐ Use structural features and high-quality materials to minimize weight.
	☐ Minimize energy and resource consumption in the usage phase.
	☐ Promote repair and upgrading.
	☐ Promote long life.
	☐ Invest in better materials, surface treatments or structural arrangements.
	☐ Prearrange upgrading, repair and recycling.
	☐ Promote upgrading, repair and recycling
	☐ Use as few joining elements as possible
Ljungberg (2007)	☐ Reduce the materials and the use of energy for a product.
	☐ Reduce emissions, dispersion and creation of toxics.
	☐ Increase the number of recyclable materials.
	☐ Maximize the sustainable use of renewable resources.
	☐ Minimize the service intensity for products and services extend the useful life for a product.
	☐ Assess and minimize the environmental impact.
	☐ Having a "functional economy"
	☐ Use "reverse logistics" Increase the efficiency in the usage phase

(Source: Dangelico, R. M., & Pontrandolfo, P. (2010))

3.13.3 6R's For Greening Product

Based on Charter (1992), 6R's for greening product are:

➢ *Repair* – prolong the life of a product by mending its parts;

➢ *Recondition* – extend the life of a product by extensively overhauling it;

➢ *Remanufacture* – the new product is based on old ones;

➢ *Reuse* – design a product to be reused several times;

➢ *Recycle* – goods may be recycled and converted into raw material for use in another or the same product.

➢ *Reduce* – product consumes less raw material or creates less disposable trash, it provides advantages equivalent to its previous version or rival products.

According to some studies, green policies and products are commercially viable only if they are cost effective when implemented properly. Green businesses, when used wisely, can steer the future and gain first-mover advantages over competitors (Porter and van der Linde, 1995).

3.13.4 Benefits of Green Products

Green Products provide several advantages to customers (Ottman, Jacquelyn A. 2011):

Table 3.3: Green Product Advantages

Product category	Consumer benefits
CFL Light bulbs	Save money, last longer
Hybrid cars	Quiet ride, fewer fill-ups, status
Natural cleaners	Safety, peace of mind
Organic produce	Safety, better taste
Recycled paper	Save money
Car sharing	Convenience, save money
Solar-powered cellphones	Extended use

(Source: Ottman, Jacquelyn A. 2011)

3.13.5 Types of Green Products

Companies that are committed to sustainable development must make some fundamental adjustments to their manufacturing and marketing strategies. Marketers must adapt to the rising understanding of limiting resources and significant environmental consequences of over production, over consumption, unnecessary packaging, and implementation of green technology in production process, green supply chain and logistics and disposable of products after their life cycle. They need to alter their product development, pricing, marketing policies, branding and distribution. As consumers react to the current financial downturn, another layer of anxiety has emerged.

With the necessity of pursuing long-term sustainability- De- marketing and social marketing will be given more emphasis (Kotler 2011). Examples of green products:

Table 3.4: Examples of green products

Sr. No.	Types	Examples
1	Everyday grocery items	Organic foods, Reduced packaging soups,• Ecofriendly plastic bottles
2	Produce	Locally grown fruit s and vegetables
3	Meat/fish/poultry	Cage-free eggs, Free range chicken, Wild caught seafood
4	Health and beauty	Non-toxic hair spray, No animal testing lipstick, Recyclable Razors
5	Cleaning and household	Concentrated laundry detergent, Non- toxic all-purpose cleaner, biodegradable cleaning spray bottle , "Natural" cleaning product/solution
7	Paper products	Recyclable paper products
8	Apparel	Apparels made of organic cotton and natural fibers
9	Pet Products	Recyclable "regrind" for pet toys,• Corrugated cardboard packaging
10	Electronics Appliances	High efficiency washer/dryer, Energy efficient light bulbs, Energy efficient battery chargers, Low water usage appliances

(Source: Bearse et al. 2009)

Violeta and Gheorghe (2009) presented six pointers of green strategy mix, which includes 5Ps+ EE, which stands for Planning, Process, Product, Promotion, People, and Eco-Efficiency.

Siddiqui et al. (2014) in their study cited that as per Kotler (2011), all of the major marketing components, such as product, pricing, distribution and marketing communication, can be developed and implemented in a more environmentally friendly manner under a green marketing approach. When developing a product, it's important to think about the materials that will be utilized in order to lower the product's carbon

footprint and save energy. It is necessary to establish a price difference between the standard and environmentally friendly products when pricing. Product containing an environmentally friendly label may be priced higher. To decrease waste of paper and needless traffic, more promotion and sale of the goods should be done online. Communication about the company's sustainability development should be incorporated into the firm's promotion. Long-distance transportation, which cause pollution, should be avoided by decentralizing production.

Datta and Ishaswini, 2011, in their paper investigated that, because of the organization's focus on environmental protection and also to give value added solutions to its consumers who have embraced, utilized, or consumed green products, a greener marketing mix has emerged. Some of the important variables pertaining to green products are green product quality, green product experience and green product satisfaction that also influence customers green purchase decisions.

According to Abdul-Muhmin (2002) and Chen (2006) green product quality was described as the dimensions of product characteristics, product design, and product package that contribute to energy conservation, pollution prevention, resource efficiency , waste recycling, and environmental friendliness.

Green product experience is another factor that influences consumers' green product purchase decisions and it is precisely their prior experience with green products. As per (Laroche et al., 2001), individuals often attempt to learn about green products on their own and develop knowledge about green product ingredients, environmental impact, and product functionality, among other things to ensure the quality of green products. They share green product knowledge and information with their friends and learn from one another (Khare, 2014; Cheah and Phau, 2011). Product evaluation allows people to grasp the environmental benefits of green products as a result of the learning process, and thus successfully develops an inclination for green products (Cegarra-Navarro and Martinez, 2010). It has a greater impact on their purchasing decisions, allowing consumers to make the best selections possible and increase their willingness to spend more for green products (Zhao et al., 2014; Barber et al., 2009).

Green consumer satisfaction is defined by Bansal (2005), Oliver (2006), and Barnet (2007) as the customer's impression that purchasing green products fulfils some need, purpose, or desire linked to environmental or green concerns, and that this fulfilment is satisfactory. In other words, green customer satisfaction is a metric that determines whether customers' green needs, environmental norms were met, and

society's long-term expectations were met or exceeded as a result of green product consumption.

3.13.6 Green Price

Price is the amount of money charged for a product or service, and while it also indicates demand, price tends to focus marketing thought on the producer's requirements and expenses, as well as the exchange process. Price is simply one component of the expenses associated with obtaining, recycling, or disposing of a product from the consumer's perspective. The term "total consumer cost" refers to the complete consuming process as well as non-monetary transaction expenses such as time and effort (Peattie & Belz, 2010).

Price consists of flexibility, price level, terms, differentiation, discounts and allowances (Zeithaml et al., 2006). The price of a product is the amount paid for it. It's an important part of the marketing mix. The bulk of buyers will only pay a premium if they believe the product has additional value (Eric, 2007). Green marketing pricing is essential, and given that they promote environmental friendliness, value may be added to the product by changing its look, usefulness, and via customization, among other things (Shrama & Goyal, 2012). Green products are frequently seen as being more expensive than non-green products (Chang, 2011; Peattie & Crane, 2005; Peattie, 1995).

Figure 3.2: Total Customer Cost
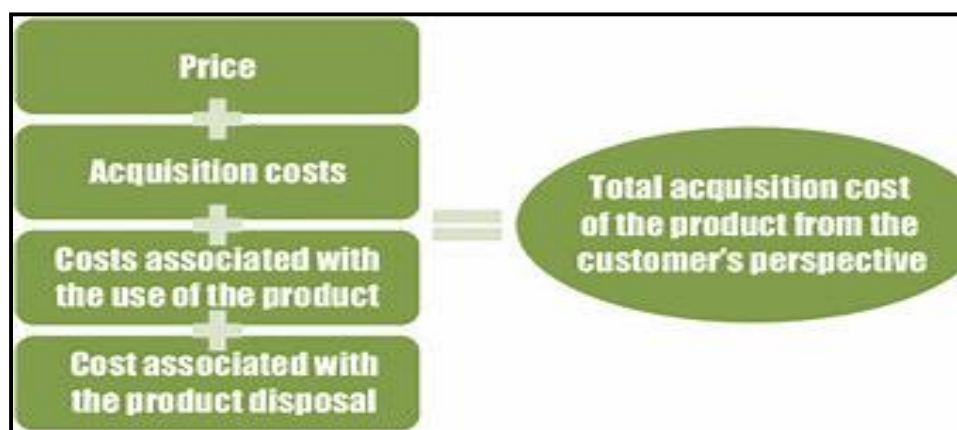
(Source: Peattie & Belz (2010))

According to Laroche et al. (2001), customers are willing to pay extra for green products if they believe in them. According to Peattie and Charter (2000), customers' confidence and faith in the environmental advantages given by products is an important predictor of their willingness to pay a higher price for them. In the case of green

products, environmental and social costs incurred during production are typically not factored into the final pricing structure. According to Wong & Yazdanifard (2016) going green is quite costly since it involves different expenditures such as training a society, establishing new technology, absorbing external charges, and recycling waste. Without a doubt, this will result in the products being more expensive.   As a result, the green price is referred to as a premium pricing.

3.13.7 Green Place

Place refers to how and where products are created, as well as where and when consumers buy products and services. It also refers to where and how products are delivered (Weybrecht 2014 and Laasch and Conaway 2015).The energy used in product sourcing, production, and the socio-environmental impact of shipping a product from one area to another is an essential component of a product's overall eco-performance (Peattie, 1995). Belz and Peattie (2009) argued that, despite the fact that the globe has become a worldwide center, production, distribution, and consuming activities should be carried out locally to reduce distances and fuel consumption. According to Kotler (2003), marketers that want to reduce their company's carbon footprint should look for new distribution channels, such as the internet channel, and compare them to existing distribution channels.

3.13.8 Green Promotion

According to the BSR Report (2010), while giving information to customers, organizations can communicate in order to give choice and encourage sustainable behaviour. The communication style falls into one of the four focal areas listed in the table below. Advertising, public relations, sales promotion, and direct marketing are all elements of promotion. According to Davis (1993), the key to successful green marketing is credibility, and as such, marketers should never exaggerate environmental promises or set unreasonable expectations. Grundey and Zaharia (2008) recommend that the firm publicize its environmental protection expenditures and emphasize that green products likely require extra attention.

Table 3.5: Types of information that have been communicated

FOCUS		DESCRIPTION
Consumer Choice	Product attribute	Information about social and environmental attributes of products
	Operational performance	Information about social and environmental performance of corporate operations
Consumer Action	Product use	Information on how to reduce impacts during product use
	End-of-life	Information about extending product life cycle and/or end-of-life actions consumers can take

(Source: BSR Report (2010))

Carlson et al. (1993) proposed four categories of environmental information that can be incorporated in environmental advertising:

➢ *Product orientation:* the claim concentrates on the environmentally friendly features of a product. A biodegradable product is an example of such a product.

➢ *Process orientation:* the claim is involved with an organization's internal technology, manufacturing process, and/or disposal method that results in environmental advantages. For example, 20% of the raw materials used to make this product are recycled.

➢ *Image orientation:* the assertion connects an organization with an environmental cause or activity that has widespread public support. For example, "we are dedicated to the preservation of our forests.

➢ *Environmental fact*: the claim consists of an independent, seemingly factual statement made by an organization on the environment or its state.

Green advertising, according to Gomon (2005), must fulfil one or more of the following criteria:

➢ addresses the link between a product or service and the biophysical environment, either explicitly or implicitly;

➢ Promotes a green lifestyle, with or without promoting a product or service; and

➢ Presents a corporate image of environmental responsibility.

Ottman (1998), has proposed many green promotion techniques to bridge the gap between environmental information and promotion:

➢ Consumers should be educated about the environmental issues that a green product solves.

➢ Demonstrate how green products and services may help safeguard customers' health while also preserving the environment for future generations.

➢ As many consumers believe green-based products are inferior to traditional items, provide performance assurance.

Lu, Bock, and Joseph (2013) conducted a study on the Millennial Generation's use of green products, administering a questionnaire to 197 undergraduates at a private institution in the southern United States. The main findings of this study suggested that when developing marketing communications, marketers should pay more attention to recyclability or re-usability, biodegradability, and positive health effects resulting from eco-friendly product attributes, as these characteristics shared the strongest associations with Millennial intent to purchase green products. Lack of communication is seen to be a key factor in the commercial failure of ecologically friendly products, owing to the fact that communication is a crucial stage in the formation of favourable customer behaviour (Jacob & Jacob 2012).

3.13.9 Green Packaging

Packaging is the fifth P, which has been added to the four Ps of the product. All the procedures involved in designing and manufacturing a product's outer container are referred to as packaging. Packaging is a communication medium between firms and customers, according to Draskovic et al. (2009), capable of grabbing consumers' attention. Green packaging is described by Van Dam and Van Trijp (1994) as the extent to which buyers comprehend and consider environmental factors in their perception of product packaging and overall preference determination. Size, form, material, color, text, and brand are the six aspects that Kotler (2003) believes must be considered when determining package decisions. It is critical in attracting customers and buying decision may be influenced by it. However, unnecessary packaging, such as toothpaste packaging, contributes to environmental pollution. As a result, eco-friendly packaging has become a hot topic among corporations and researchers across the world. Organizations are striving to enhance package design in order to reduce resource

consumption, boost recycled content, and generate more sustainable packaging materials (Prakash & Pathak, 2016). When compared to advertising and promotion campaigns, packaging is one of the key components that may offer a competitive advantage in the marketplace for many consumer products, and even a modest investment in changing the packaging may result in huge gains in brand sales (Barber, 2005, 2010). Although packaging cannot be eliminated, the objective should be to avoid superfluous packing in order to reduce both input costs and environmental costs. As a result, the 3Rs (Reduce, Recycle, and Re-use) of packaging should be addressed throughout the product design process. However, in developing nations such as India, more effort is needed to promote environmental awareness among customers, particularly in terms of green packaging, who currently exhibit low levels of such behaviour (Prakash and Pathak 2016). Dabur India introduces carton-free eco-friendly packaging for toothpaste. In recent years, Coca-Cola has taken advantage of technology to reduce the weight of its packaging for many of its products.

3.14 ECO LABELS

According to Tang et al. (2004), an eco-label is a type of information tool that uses a logo to tell consumers about the environmental consequences of purchasing a product. Furthermore, Rex and Baumann (2006) define eco-label as a tool that allows customers to make environmentally conscious decisions and determine how products are manufactured. According to Sonderskov and Daugbjerg (2011), an eco-label is a product claim that provides customers with reliable and easily available information about a product's environmental qualities. Also, according to Sammer and Wustenhagen (2006), an eco-label is a significant marketing tool for overcoming market failure owing to asymmetry of information. The promotion of eco labels on ecologically friendly products is an essential technique of green marketing (D Souza et al., 2006). Eco labelling is a useful tool for bridging the gap between suppliers and customers by giving information on two different levels: The information function displays intangible quality metrics such as product quality, while the value function displays recyclability and brand prestige connected to CSR (Sammer and Wustenhagen, 2006).

The Government of India created "Eco-mark," an eco-labelling programme, in 1991 to raise consumer awareness and make it easier to recognize environmentally beneficial items. The Eco mark is applied to products that fulfill specific environmental standards as well as quality requirements set out by Indian Standards. An energy star

label is used in the case of electrical appliances. Furthermore, prior studies conducted in Western countries have found that most customers have a favourable attitude toward eco-labeled items (Cherian & Jacob, 2012). Eco-labels are attractive tools that inform customers about the environmental consequences of their purchasing decisions (Rashid, 2009). Some of the prominent eco-labels in India are:

Table 3.6: Eco-Labels

Eco- Labels	Description	Symbol
Ecomark	Ecomark is a non-profit organization that certifies environmentally friendly consumer products.	
GreenPro	GreenPro is a product certification offered by the Confederation of Indian Industry.	
India Organic	Organic accreditation in India assures that the product or its raw materials were cultivated without the use of chemicals such as fertilizers, pesticides, or artificial hormones. In 2002, India launched the National Program for Organic Production (NPOP).	
GOTS	The Global Organic Textile Standard (GOTS) establishes internationally recognized guidelines for certifying textiles as organic.	

(Source: Author's own compilation)

Eco-labels are voluntary certifications that promote environmentally responsible manufacturing and consumption. Consumers may make a greener option and make well-informed purchasing decisions via using eco labels. FSSAI, ISO, and Energy Star are some of the additional eco labels available in India.

3.15 GREEN MARKETING STRATEGIES

The green strategy focuses on activities that are beneficial to the environment. It can be found all the way up the value chain. It necessitates a long-term commitment. As a result, it represents a commitment on the part of the organization. There has been a significant shift in culture, decision-making, and market evaluation and changes in the planning and implementation of the marketing programs (Cronin et al., 2010). Greening

strategies would lead to changes in material sourcing, design, production, logistics, and distribution as well as targeted marketing communication (Taghian et al. 2016). Ginsberg and Bloom (2004) offered a set of green marketing strategies based on the organization's capacity to differentiate itself on green traits and the sustainability. Based on differentiability in greenness and sustainability of green market segments, the author has defined four major dimensions: defensive green, shaded green, lean green and extreme green.

➢ *Shaded Green*: Greening should be viewed as a chance to produce creative, need-satisfying products and technology that can help businesses achieve a competitive edge. Organizations in this sector prefer to focus on other qualities in order to gain attention in the mainstream market, owing to the fact that they have a greater opportunity to distinguish on green issues. Environmental paybacks are a secondary consideration.

➢ *Lean Green:* Lean Greens seek to focus on lowering economic expenses and increasing efficiency by embracing pro-environmental actions, which in turn results in a lower-cost competitive advantage rather than a core green one.

➢ *Extreme Green:* The business and product life-cycle processes are fully integrated and amalgamated with environmental considerations. Since their foundation, these organizations have had a strong focus on "greenness." Extreme green organization's greener practices include life-cycle pricing methods and production with environmental considerations.

Figure 3.3: Green Marketing Strategy Matrix

(Source: Ginsberg and Bloom (2004))

➢ *Defensive Green:* Green marketing is employed to protect the environment, as a response to a disaster, or as retaliation to a competitor's actions. Serving the green segment is acknowledged as important but the business is unable to separate itself from rivals on green concerns. As a result, organizations in this quadrant should aim to avoid over green promotion initiatives.

3.16 THE TRIPLE-A APPROACH TO GROWING GREEN

Growing green: three smart routes to producing sustainable products, a recent article in the Harvard Business Review, offered three main methods that firms seeking green growth might pursue. While each approach may be employed individually, as the article indicates, the best results will be gained if all three can be utilized together. But first, let's look at the strategies:

➢ *Accentuate:* An Accentuate strategy entails emphasizing existing or potential strengths and adding latent green attributes in the current portfolio as per demand.

➢ *Acquire:* Another viable option is to acquire by purchasing someone else's green brand.

> *Architect:* Firms with a passion for innovation and significant new-product development resources must think about designing and formulating green offerings from the beginning.

3.17 GREEN MARKETING: CASE STUDIES

Environmental marketing is used by businesses to pitch to ecologically conscious clientele, according to Thompson, Anderson, Hansen, and Kahle (2010). To become green or adopt 'green' is new mantra for customer attention and growing opportunity for companies, (Hart and Shrivastava, 1995). Green marketing, according to Ottman (1993), has two main goals:

> To develop products that meet the needs of consumers for convenience, affordability, and performance while having a low environmental impact;
> To present a high-quality image that includes environmental issues, both in terms of product characteristics and the manufacturer's environmental compliance track record.

Product design is at the heart of the development of sustainable consumption. On one level, the essence of sustainable consumption is about finding ways to deliver value without taxing natural resources—or people—in the process (BSR Report, 2010).

According to the State of India's Environment report, India stands 177th out of 180 countries on the Global Environment Performance Index. Climate change is a big threat, and all society's stakeholders must work together to achieve a solution. However, in a developing country like India, the government's responsibility in environmental protection becomes vital. The following are a few of the government of India's initiatives in this regard:

> In 1991, the Government of India introduced the Eco-Mark system to raise consumer awareness of environmentally friendly products.
> In March 2013, the Government of India with its National Solar Mission established 1100MW grid-connected solar facilities and set an ambitious aim of deploying 20GW of grid-connected solar power by 2022 (Goyal, 2014).
> Eco-Box is the same as saying "no box." Puma's new "Clever Little Bag" will help to minimize the usage of cardboard approximately 65 percent, resulting in a save of 8,500 dollars, 20 million tonnes of paper, electricity in mega joules, and 1,000,000

liters of water because it is lighter than a shoebox. It will also save space and the quantity of gasoline consumed transporting the footwear.

➢ Reliance Industries is launching fabric out of pet bottles.

➢ ITC has chosen a Low-Carbon Growth Path and a Cleaner Environment Approach, and has already launched ozone-treated elemental chlorine-free bleaching technology that has benefited millions of people across the world.

➢ New Delhi, India's capital, was rapidly becoming polluted until the Supreme Court of India ordered a changeover to other energy. To reduce pollution, a directive was issued in 2002 mandating the use of CNG in all public transportation systems.

➢ IndusInd Bank was one among the first banks in India to oppose the use of paper for ATM counterfoils and to deliver electronic communications, and it has made significant contributions to decreasing deforestation and conserving paper.

➢ ONGC, India's largest oil producer, is ready to revolutionize the way things are done with the development of green crematoriums, which will serve as a suitable substitute for funeral pyres, which generate a lot of smoke and consume a lot of oxygen.

➢ Nike was the first shoe company to promote itself as environmentally friendly, promoting their Air Jordan sneakers as such. Nike claims to have cut down on the use of hazardous glue adhesives (Welling & Chavan, 2010).

➢ The Footwear Design and Development Institute (FDDI) is concentrating on tyre re-use, employing unusual ways to create footwear and accessories out of old and recycled tyres.

➢ Tuna manufacturers modified their fishing techniques because of increased concern over driftnet fishing, and the resulting death of dolphins.

➢ PepsiCo, made a company-wide commitment to the environment in terms of their business operation and since 2007,

➢ In India, the Tata group of companies has taken significant steps to reduce carbon emissions across the value chain. The green movement is gaining traction inside the organization after years of being on the periphery. From manufacturing processes to distribution networks to environmentally friendly consumer items, India's oldest industrial company is ramping up efforts to decrease its carbon footprint across the value chain. Tata Steel has become the

first Indian steel company to acquire the Green Pro Rebar Certification, which allows end users to make an informed decision about steel which has the minimal environmental effect.

➢ The Indian Hotels Company, which owns the Taj brand, is in the midst of developing eco rooms with energy-efficient minibars, organic bed linen, and recycled paper napkins.

➢ Tata Motors is constructing an environmentally friendly showroom using natural construction materials and energy-efficient lighting. The project is still in its early stages.

➢ Wipro's Green Ware initiative has created eco-friendly workstations with the objective of decreasing e-waste. The new systems are devoid of toxins and have a sophisticated recycling strategy. Wipro has 17 e-waste collection units in India, where products are collected and recycled, and 12 Wipro campuses have acquired green building certification.

➢ Wipro Ltd, a leading provider of IT and business transformation services, has brought its new eco-friendly Wipro Green ware desktops in India for the first time, which are made with materials that are completely free of harmful chemicals like polyvinyl chloride (PVC) and brominated flame retardants (BFRs).

➢ Pidilite has introduced Fevicol AC Duct King Eco Fresh, an environmentally friendly synthetic resin glue. It is touted to be India's first eco-friendly glue, as well as an all-in-one adhesive. This water-based glue, according to business experts, spreads quickly and smoothly at room temperature without releasing any hazardous gases and is ideal for both residential and industrial installations.

➢ Haier India launched a green endeavor by unveiling its 'Eco-Life' line electrical goods, which are aimed at developing smart and environmentally friendly products that suit client demands while also following environmental regulations. Refrigerators, all types of automated washing machines, split and window air conditioners, a broad selection of water heaters, and LED and LCD TVs are among the electrical items available through this series.

➢ Customers of IRCTC may now carry the PNR number of their E-Tickets on their laptops as well as mobile phones. Customers do not need to bring their printed tickets with them.

- HCL has introduced the HCL ME 40, a line of environmentally friendly laptops. HCL claims that it is an environmentally friendly notebook that does not include polyvinyl chloride (PVC). The Bureau of Energy Efficiency also gave this device a five-star rating. They also fulfil REACH (the European Community Regulation on Chemicals and their Safe Use) requirements, are 100 percent recyclable, and are devoid of toxins.

- GODREJ has a continuous focus on productivity and environmental sustainability in its efforts to expand the Greener India movement. They have invested in a strong technological solution to their data monitoring system to track, evaluate, and analyze their whole environmental impact across factories, from raw materials to completed items. Energy efficiency, water conservation, and waste management at their manufacturing sites, as well as encouraging IGBC/LEED-certified green buildings, are all part of their sustainability strategy.

- Bajaj Auto is a green car manufacturer. In all of its corporate efforts, production procedures, and technical advances, Bajaj Auto Limited has taken an environmentally responsible approach. This 'Green Approach' has long been ingrained in the company's culture.

- ACC has just unveiled its eco-friendly brand, 'Concrete+.' This brand utilizes fly ash (a hazardous industrial waste) to help conserve natural resources because dumping of fly ash is a huge environmental concern and thus making it an eco-friendly product is the need of the hour. The new product has been specifically developed to ensure long-term durability.

- Retailers such as Big Bazaar, Reliance Trends, Pantaloons, More, Central, and D-Mart shall only supply polythene carry bags to consumers who are willing to pay a surcharge for them.

- Havell's India has focused on environmental responsibility by implementing Techniques such as zero water discharge and zero hazardous materials in four of its products, projects for renewable energy generation such as biomass, and solar energy reduces carbon dioxide emissions while also being ecologically sound solutions that are lucrative for the market.

Middle class consumers will grow significantly by 2030, which would put pressure on resources and points to the need of shift to better consumption pattern with sustainable production and resource utilization.

3.18 GREEN CONSUMER

Elkington (1994: 93) defines a green consumer as one who avoids products that are likely to endanger the consumer's or others' health; cause significant environmental damage during manufacturing, use, or disposal; consume a disproportionate amount of energy; generate unnecessary waste; use materials derived from threatened species or environments; or involve unnecessary use of, or cruelty to animals. A green customer, according to Hailes (2007), is someone who links the act of purchasing things with the prospect of leaving the environment unaffected.

3.18.1 Characteristics of Green Consumer

Green customers are hard to ascertain since everyone has unique features. They can, however, be distinguished by their shared characteristics. According to the Institute for Sustainable Development, some of the characteristics shared by all green consumers include:

➢ Their commitment to leading green lifestyles;

➢ A critical approach to environmental issues;

➢ A tendency to overstate green behaviour;

➢ A desire for an easier way to protect the environment;

➢ A tendency to distrust companies that claim to uphold green values;

➢ They are unaware of environmental problems, but they are ready to learn more about them.

Going green isn't always about saving the environment for many organizations, rather, it is about saving the company also due to government norms and international market demand.

The International Institute for Sustainable Development (IISD) also provides some broad generalizations about the demographics of green customers:

➢ Many are young adults who have been influenced by their children.

➢ Women are an important target market. They frequently make purchases on men's behalf.

➢ Consumers with ample disposable money to spend are the best green customers (excellent potential for firms).

3.18.2 Types of Green Consumers

In the center of the green marketing studies, there is a concept of the "green consumers" (Merdin, 2011). Not all customers are enthusiastic about environmentally friendly products. Consumer categories may be distinguished when it comes to green products, and behaviour within these segments varies as well (Lindqvist, 2010). Understanding the characteristics of these green customers is crucial for businesses to build new targeting and segmentation methods (D'Souza et al., 2007). Consumers were willing to embrace green products when their fundamental needs for performance, quality, convenience, and price were fulfilled, according to Ottman (1992). Green consumerism has grown as a result of a number of factors, including increased public awareness of environmental issues, as a result of extensive media coverage; increased levels of information available to help green consumers make informed decisions; the emergence of an increasing number of green substitute for traditional products; and the widespread use of green themes in advertising (Peattie 1992; Strong 1998). Green consumers are demographically apart, they are diversely spread along all income ranges, age brackets, education levels and various household sizes (Bearse et al.2012). As cited by (Coddington, 1993), the Roper Organization (1990) created a well-known categorization of green customers, according to which there are five types of consumers:

- ➢ *True-Blue* Greens- are the most active of the green consumers.
- ➢ *Greenback Greens* - their dedication is demonstrated in their readiness to pay a greater premium for green items;
- ➢ *Sprouts*- are people that support green efforts but do not necessarily act in a pro-environmental manner.
- ➢ *Grousers*- are those who recognize a lack of pro-environmental behaviour and strive to rectify it by making various reasons or criticizing others.
- ➢ *Basic Browns*- are those who do not feel that environmental problems are as severe as they are claimed to be.

The Natural Marketing Institute (NMI) has created the LOHAS (Lifestyles of Health and Sustainability) segmentation model, which is based on a customer's level of knowledge and engagement in environmental concerns. According to NMI, there are five LOHAS segments:

- ➢ *LOHAS* — environmental stewards who are committed to personal and planetary well-being. These are the biggest buyers of green/socially

responsible goods and the early adopters who have a big influence on others.

➢ *Naturalists*- are generally driven by personal health concerns.

➢ *Drifters* - despite their good intentions, drifters follow trends when they are convenient and inexpensive. They are presently heavily involved in green buying.

➢ *Conventionalist* - pragmatists who embrace LOHAS behaviour when they feel they can make a difference, but are primarily concerned with being very careful with their resources and doing the 'right' thing because it will save them money.

➢ *Unconcerned* - either uninformed or unconcerned with environmental and societal concerns, owing to a lack of time or resources, these customers are primarily concerned with survival.

Figure 3.4: LOHAS Model

(Source:https://www.nielsen.com/us/en/insights/article/2009/)
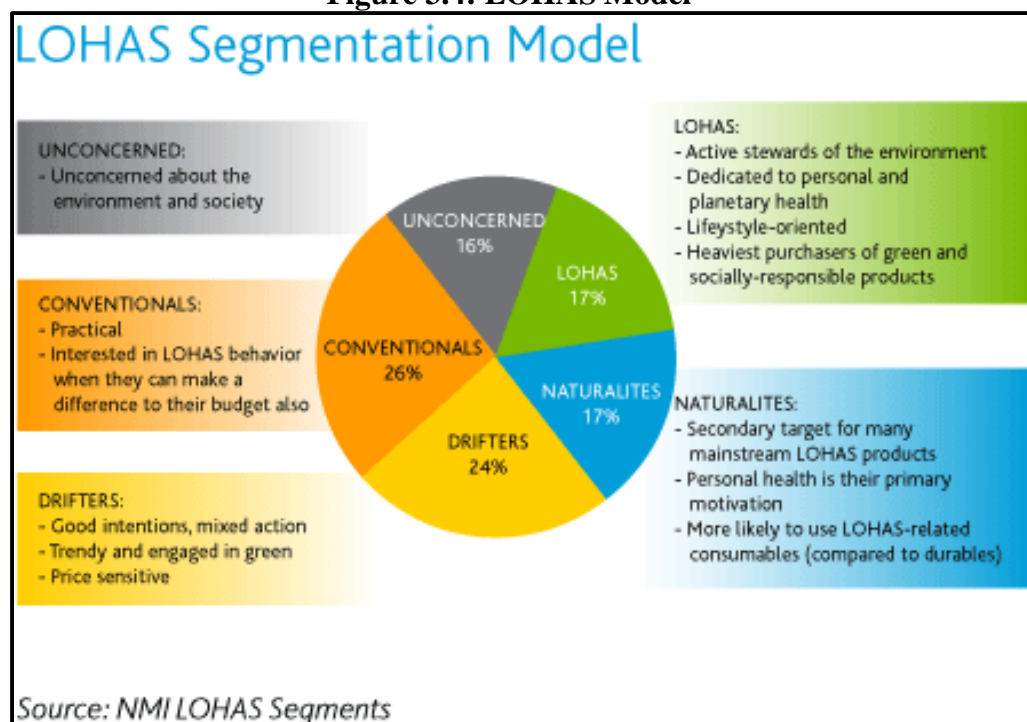
Since the 1980s, The Hartman Group, a Seattle-based market-research organization, has been researching customer opinions, primarily around food and organics. The Hartman Report on Sustainability suggests that understanding the customer perspective is recent matter and it mostly examines "how consumers feel

about a society trying to live in balance now for the benefit of future generations." It analyses the consumer landscape in the following way:

> *Radical Engagement-* These individuals do not join together and use radical methods to solve significant issues (36 percent).

> *Sustained Optimism-* They embrace science and reasonable intellect to solve significant issues and ensure a bright future (27 percent).

> *Divine Faith-* they are hesitant, put everything in God's hands and believe will work out spontaneously (20 percent).

> *Cynical Pessimism-* they do not believe that an individual can make a difference via their actions (9 percent).

> *Pragmatic Acceptance-* they are unconcerned with the world's main issues since they believe that these are not individual concerns but rather the responsibility of government (8 percent).

Furthermore, Landor Associates is among the most prolific green research agencies focusing on the US market. Landor has developed three distinct green market segments, both independently and in collaboration with others. According to the report, 58 % of the US public considers themselves to be Green Uninterested as they are unconcerned with environmentally friendly activities such as recycling, corporate social responsibility, or natural and/or organic components. Green Interested are concerned about the environment but not actively involved in its defence and made up of 25% of the population.

According to a recent survey (Angelika Kaprelian, 2019), green consumers are:

> *Behavioural greens:* Consumers who think and act green are known as behavioural greens. They have a negative attitude toward products that harm the environment and often employ green initiatives.

> *Think Greens:* This category of consumers tries to be environmentally conscious, when possible, but if doing so is inconvenient or does not meet other personal requirements, such as affordability, they will purchase a non-green product.

> *Potential Greens:* Consumers who do not act or think in an environmentally conscientious manner but are undecided on major environmental problems.

➤ *True Browns:* Consumers who aren't environmentally concerned and may have unfavourable feelings towards media that focuses heavily on the environment.

In the present era of green consumerism, consumers are shifting towards sustainable consumption with the rising demand of green products. Despite consumers' demand of such products, their attitudes towards eco-friendly practices can neither be the same for different consumer groups nor can be treated as they all are equally green (Jaiswal et al. 2021). The targeted consumers are segmented according to various factors like demographical, geographical, psychographical, etc. but in green marketing the same segmented consumers are further sub segmented into four types.

They are:

➤ *Resource Conservers* - Waste is something that resource conservationists dislike.

➤ *Health Fanatics* - Overexposure to the sun is a concern, as are pesticide residues on foodstuff and toxins in children's toys etc.

➤ *Animal Lovers* - are likely to be vegetarians or vegans, members of People for the Ethical Treatment of Animals (PETA), and seek for items that are branded as "cruelty-free" or similar terms.

➤ *Outdoor Enthusiasts*- spend their free time camping, rock climbing, skiing, and hiking and are true nature lovers.

Figure 3.5: Segments of Green Consumer
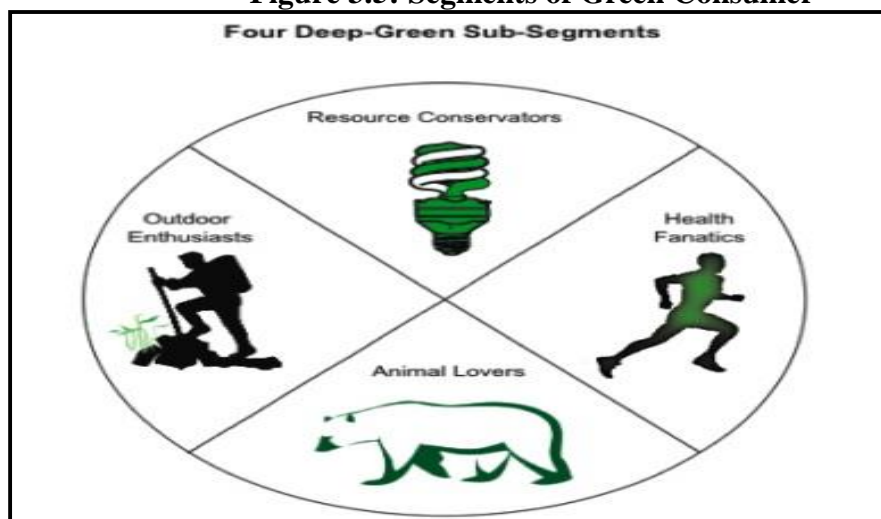
Source (Ottman 2010)

There are several additional techniques to segmentation, Coddington and J. Walter Thompson (1993), devised one of the most common techniques to *segmentation:*

Greener-that green, Green, Light green, Un-green. According to Crane (2000) there are four strategies in this regard:

- ➢ *Passive greening:* to address environmental issues due to pressures from stakeholders such as customers, regulators, corporations, pressure groups, or the media.

- ➢ *Muted greening:* improvements to products to make them more environmentally friendly.

- ➢ *Niche greening:* Consumers who are concerned about the environment should be targeted, and the product should be positioned as an ecologically friendly alternative to traditional offers.

- ➢ *Collaborative greening:* Combining efforts to deal with environmental concerns.

Kirmani & Khan (2016) in their report distinguished heavy green Indian customers from medium green and light green consumers. Uncommitted, green activists, and undefined are three segments described by Paco et al. (2010). Green activists are the most environmentally conscious, whereas unidentified customers are the least concerned. Similarly, Awad (2011) defined four segments: green, ambiguous, undevoted, and adventurer, with green segment customers having a strong dedication to the environment.

The consumer segments identified by Gonzalez et al. (2015) are non-ecological, eco-indifferent, eco-saver, eco-fashion and eco-integral.

Given the new paradigm of green as mainstream, as well as the increased awareness and diverse needs of green consumers, marketers will need to devise new strategies to develop products with lower environmental and social impacts, as well as to satisfy the needs for quality, performance, affordability, and convenience, as well as to generate demand for the products through credible and values-driven marketing (Ottman, 2012). Ottman et al. (2006) looked into the causes behind green marketers' failures and coined the term "green marketing myopia." The goal of green marketing should be to boost both environmental and customer quality. According to Ottman et al. (2006), many green goods fail because marketers overemphasize the product's greenness while ignoring wider customer expectations.

3.19 THEORETICAL BACKGROUND

A variety of approaches are used to predict and comprehend a specific behaviour or attitude in terms of green behaviour. The Theory of Reasoned Action (TRA) of Fishbein and Ajzen (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980) and Ajzen's Theory of Planned Behaviour (TPB) of Ajzen (Ajzen, 1985; Ajzen & Madden, 1986) are the best known and most widely applied models of attitude behaviour-relationships. The theories are simple and clear, easy to implement, and applicable to a wide range of behavioural contexts.

3.19.1 Green Marketing Theories

Previous scholars have developed various theories concerning consumer behaviour and attitudes. This section discusses many such substantial theories.

3.19.1.1 Hierarchy of Effects Theory

The hierarchy of effects model describes how a customer continues to progress through all six stages of awareness, knowledge, liking, preference, conviction, and purchase. It was founded in 1961 by Robert J Lavidge and Gary A Steiner. The model of the hierarchy of effects proposes six steps to evaluate the consumer purchase behaviour.

Figure 3.6: Hierarchy of Effects
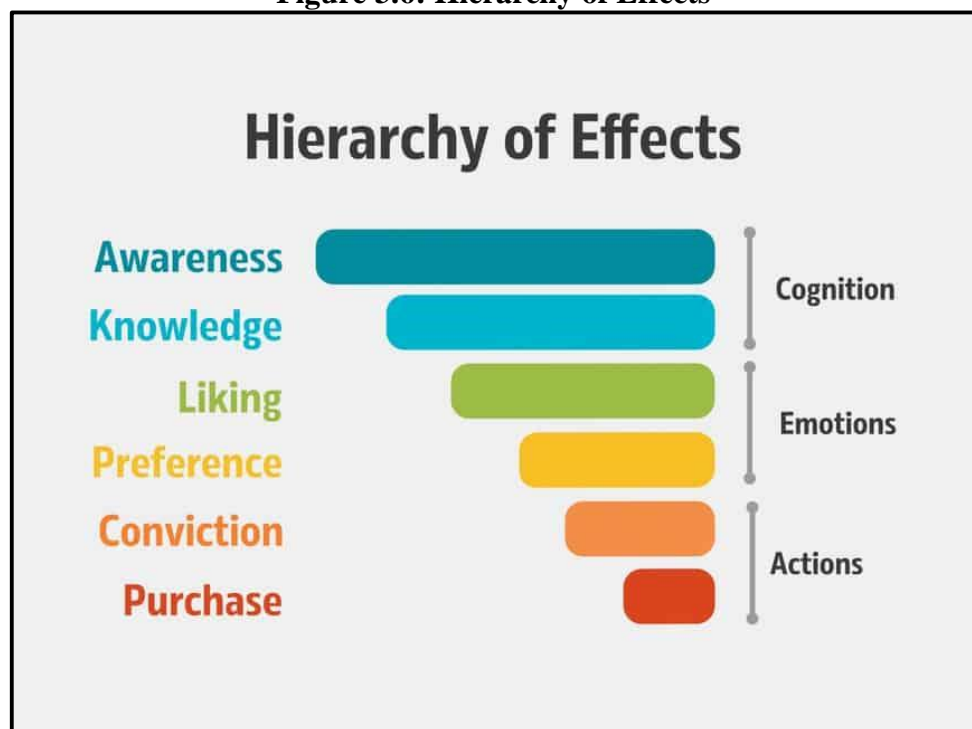
(Source: https://stefanstroe.com/hierarchy-of-effects/)

These six stages of consumer behaviour were classified by Lavidge and Steiner into three major stages:

1. Cognitive: the state of mind. In this stage, the consumer gathers product knowledge and develops awareness, evaluates the product based on prior learning experiences, and evaluates the product based on his ability to understand.

2. Affective: This is the emotional stage in which the consumer forms positive or negative feelings about the product.

3. Conative: This is the point at which the consumer decides whether to buy the product after considering the benefits.

3.19.1.2 Attitude-Behaviour-Values Model

Laroche et al. (2001) proposed and validated a framework that plotted the effect of attitude-behaviour values on Willingness to pay. Laroche et al. (2001) examined the many factors that influence consumers' willingness to pay for environmentally friendly products. The factors that were taken into account to construct the model are values (which also comprises of individualism, collectivism, security, and enjoyment/entertainment), knowledge related to environmental problems (eco-literacy), attitudes, behaviour, and demographics factors such as age, gender, income, education. In this model, attitude was used to quantify the perceived importance of using green products, the inconvenience associated with using green products, the severity of the environmental problem, and the level of corporate responsibility.

3.19.1.3 Theory of Planned Behaviour

The Theory of planned behaviour (TPB) was posited by social psychologists and has been popularly used as a paraphernalia to endorse our understanding of a variety of behavioural patterns that individual hold. Ajzen (1985) proposed the TPB as an extension of the theory of reasoned action (TRA; Fishbein and Ajzen 1975). According to the theory of planned behaviour, human behaviour is goal-oriented; they tend to exhibit socially acceptable behaviour and make logical and rational decisions.

TPB focuses on the factors that influence an individual's decision to engage in a particular behaviour. It also makes the assumption that the individual's behaviour is strongly motivated by intention, whereas motivation is determined by attitude, subjective norms, perceived moral obligation, and perceived control behaviour. The motivation of a person is referred to as their intention. Human intention, according to the theory of planned behaviour, is determined by the following factors:

➢ *Behavioral belief* - beliefs about the likelihood of the behavior's outcomes and evaluations of these outcomes in terms of a favourable or unfavourable attitude toward the behaviour.

➢ *Normative belief-* refers to paying attention to the normative expectations of others and motivation to comply with these expectations, which results in perceived social pressure or subjective standards.

➢ *Control belief-* is the belief that there are factors present that can help or hinder the effectiveness of general behaviour. Perceived behavioural control refers to a person's belief that they have control over the performance of a behaviour.

Figure 3.7: Theory of Planned Behaviour

(Source:https://www.comminit.com/malaria-africa/content/theory-planned-behavior)
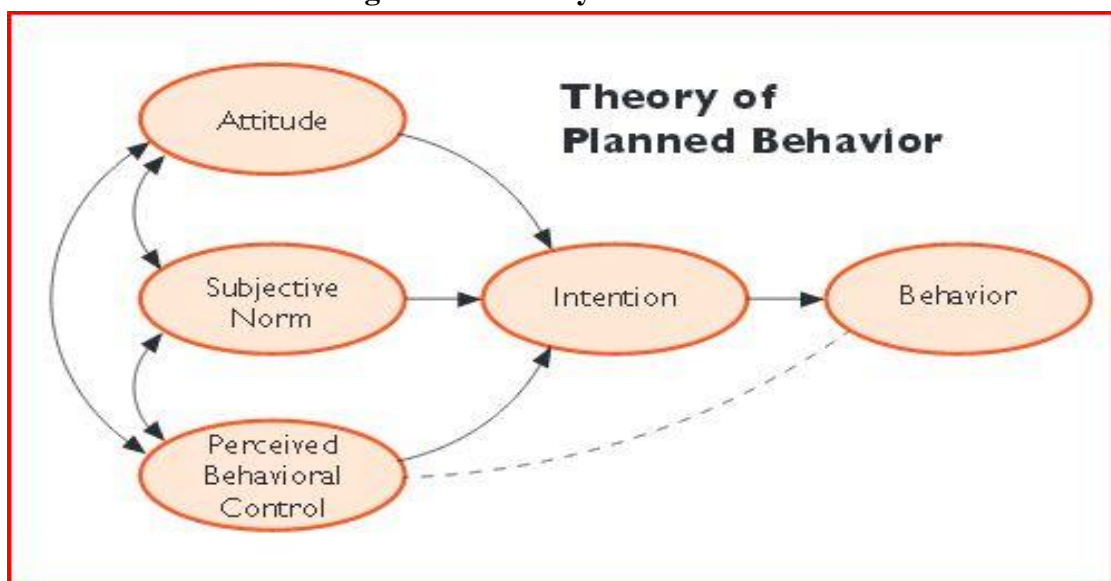
CHAPTER 4: RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

> *Research is formalized curiosity, it is poking and prying with a purpose.*
>
> *Zora Neale Hurston*

The previous chapter dealt with the background of the present study and the objectives the researcher is trying to achieve through this research. Present chapter will outline the research design and enactment of variables, a method for data collection, and a methodology for data analysis. The chapter entails the primary objectives and hypothesis developed for the current study. It summarizes the methods used to select respondents, the method used to collect data, the tools used to analyses the data, and the statistical test used to test the questionnaire and hypothesis.

4.1 NEED FOR THE STUDY

Green marketing has been portrayed using various terms such as sustainable marketing, organic marketing, eco-friendly marketing, environmental marketing, and ecological marketing and in almost every scholarly literature, these terms are used interchangeably at times. Green is quickly has become the emblem of environmental consciousness. Green marketing has been around since the 1960s but topic has become quite apt in today's pandemic situation and we are witnessing the repercussions of all our wrong doings towards mother earth in the name of profitability, growth, development, technological advancement and our quest to conquer the whole universe.

After conducting the detailed literature review on the evolution of green marketing, we could see five types of researches conducted so far in the domain of green marketing. The first type investigated green marketing theories and concepts. The next

type of research is based on segmentation and profiling of green consumers. The third type of studies are mostly concentrated on green marketing in terms of public, policy and organizational strategic orientation point of view. The fourth category of research topic are basically dealt with factors affecting the buying behaviour of consumers, their attitude towards green products, green buying behaviour, intention and attitudinal orientation. The fifth type of studies attempted to identify the role of different green marketing tools such as Eco-labels, green advertising, characteristic of green, ability to pay for green products, green packaging to name a few.

However, there is dearth of research in terms of understanding the green product effectiveness, ease of using green products, repurchase behaviour of consumers and identifying the barriers of acceptance of green products. It is also observed form the literature review that there is no such study identifying the quantitative measurement and their inter relation among the identified variables.

4.2 OBJECTIVE OF THE STUDY

After an in-depth study of the domain and review of literature, detailed in Chapter II, research objectives have emerged from research gaps. When finalizing the research objectives, effort has been made to critically scrutinize determinants of consumer green behaviour while also ensuring the feasibility of these objectives. The following are the research objectives that have been identified for further study.

- ➢ To examine and analyze the demographic factors that influence consumer preferences for green products.
- ➢ To determine the role of media in propagating green behaviour.
- ➢ To determine the factors that influence the attitude of consumers towards green products.
- ➢ To examine the impact of green claims on the consumer buying behaviour.
- ➢ To determine the impact of green product attributes that influences consumer green buying behaviour.
- ➢ To determine the role of post purchase experience of customers in accessing their repurchase behaviour.
- ➢ To understand the barriers to green purchase behaviour.

4.3 RESEARCH VARIABLES

Although the extensive literature review revealed various factors, only a few were found to be pertinent to the topic and were included for the current study. Many such demographic and psychographic variables have been examined, but the results are inconsistent. Numerous researchers believed that there is a strong correlation between consumer personality traits, socio-demographic characteristics, psychographic characteristics, and geographical factors, and that this relationship may be critical for environmental sustainability and consumer awareness and deliberate action to tackle environmental issues and adoption of green products.

Studies on the determinants of customer behaviour have reported that psychological and social factors have a stronger influence than demographic factors (Pickett, Kangun, & Grove, 1995). Furthermore, Pickett et al. (1995) acknowledged in their study that when these variables are manipulated by any means the consumers exhibit diverse behaviour; this can be taken into consideration while developing green marketing strategies. Despite of heightened attention that sustainability has received, the sales of sustainable products or waste management products are not picking up and there is huge gap in terms of consumer's attitude towards green products and their consumption and buying behaviour (Luchs et al. 2010). Therefore, following variables have been identified for the current study:

Figure 4.1: Variables under consideration

(Source: Author's own compilation)

4.3.1 List of Variables Used In the Study and Their Respective Factors

Table 4.1: Variables identified for present study

Parameters	Sl. No.	Sub Parameters
Media Influence	1	I agree TV channels have enhanced knowledge about green products.
	2	Newspapers and magazines are a good source for propagating environmental issues.
	3	Environmental issues can be widely spread through social media.
	4	Media has played an important role in raising environmental awareness.
Perceived Environmental Knowledge	5	I know that I buy products and packaging that are environmentally safe.
	6	I know more about recycling than the average person
	7	I know how to select products and packaging that reduce the amount of waste ending up in landfills.
	8	I understand the environmental phrases and symbols (Eco-Labels) on product package.
	9	I am very knowledgeable about environmental issues.
Environmental Concern	10	I make additional efforts to purchase plastic and paper products that are made from recycled material.
	11	I have shifted to eco-friendly/ green products due to ecological concerns.
	12	When I have need to choose between two equal products, I buy the one which is less harmful for people and the environment.
	13	Mankind was created to rule over the rest of nature.
Perceived Green Product Knowledge	14	Do you read eco labels before buying the green products?
	15	Are you aware that purchasing eco-friendly products will contribute to the sustainable future?

	16	I believe that Eco-friendly products consume the least amount of resources and energy.
Green product quality	17	I believe that the eco- friendly products meet or exceed the requirements of environmental regulations.
	18	The products of this company consume the least amount of resources and energy.
	19	I believe that the eco- friendly products are easy to recycle, disassemble, decompose, and reuse.
	20	I believe that the eco- friendly products results in minimum environmental damage.
	21	I believe that Eco-friendly products are free of strong toxic/chemical materials.
Green product experience	22	I share my green products experiences and information with my friends.
	23	I buy green products even if they are more expensive than non-green products.
	24	I strive to learn as much as possible about environmental issues.
	25	I learn about environmental products from my friends.
Green customer satisfaction	26	I am satisfied with my decision to purchase the green products of this company.
	27	I am glad to purchase the green products of this company.
	28	I believe that I do the right thing in purchasing these green products.
	29	I feel that I contribute to the environmental protection and sustainable development.
Ease of using Eco-friendly Products	30	Eco friendly products are easily available?
	31	Eco friendly products are easy to use as well as dispose?
	32	Trying to control pollution is much more trouble than it is worth?
	33	Recycling is too much trouble in case of Eco friendly products

Scepticism towards environmental claims	34	Most environmental claims made on package labels or in advertising are true.
	35	Because environmental claims are exaggerated, consumers would be better off if such claims on package labels or in advertising were eliminated.
	36	Most environmental claims on package labels or in advertising are intended to mislead rather than to inform consumers.
	37	I do not believe most environmental claims made on package labels or in advertising
Green packaging	38	I would look for packaging that is made from recyclable materials.
	39	I would look for packaging that is biodegradable.
	40	I would look for packaging that is reusable.
Price Sensitivity	41	In general the price or cost of buying green products is important to me.
	42	I know that a new kind of green product is likely to be more expensive than older ones, but that does not matter to me.
	43	I am less willing to buy a green product if I think that it will be high in price.
	44	I don't mind paying more to try out a new green product.
	45	A really good green product is worth paying a lot of money.
Green Purchase Attitude	46	I like the idea of purchasing green.
	47	I have a favourable attitude toward purchasing green version of a product.
Green Repurchase Intention	48	I prefer buying environmental friendly products again and again.
	49	Buying environmental friendly products have long term benefits.

	50	I feel a sense of accomplishment buying eco-friendly products and I will continue to do so again and again.
	51	I use products made from recycled materials again and again.
Barriers in adoption of green purchase	52	Have you ever bought or considered buying products which are designed with environmental issues in mind?
	53	Do you consider your effect on the environment as a consumer before purchasing general day to day products?

(Source: Author's compilation from Literature Review)

4.4 RESEARCH HYPOTHESES

To accomplish the aforementioned objectives, a set of 7 hypotheses has been constructed, which will be validated and inferences will be drawn according the findings. The hypotheses are given below:

Hypothesis 1: Demographic factors play an important role towards the sustainability of green products purchase behaviour in the long run.

Hypothesis 2: Media Influence played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 3: Green Purchase Attitude played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 4: Green Product Attribute played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 5: Post Purchase experience of Green Product played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 6: Sceptism towards Green claims played an important role in the sustainability of green products purchase behaviour in the long run.

Hypothesis 7: Green distrust is the major barriers to green purchase behaviour

4.5 RESEARCH INSTRUMENT

The current study recorded respondents' responses- using a self-administered 5-point Likert scale questionnaire. The questionnaire is split up into two sections. The first section collected demographic data and consumer knowledge of Green Products. Consumer Attitude, Consumer Behavior, Purchase Intention are all recorded in the final stage.

4.6 SAMPLING

4.6.1 Sampling – Technique and Size

To determine the sample size from an infinite population, the researcher used a simple random sampling method and the following formula:

$$n = \frac{z^2 p(1-p)}{ME^2}$$

Where
n=sample size
ME=margin of error
Z= standard z value
p= proportion of success

Therefore, if *Confidence level = 95%*

Margin of error = 5%   &   Z= 1.96

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

This indicates that at least 385 sample size is required to justify our hypothesis.

4.6.2 Profile of the Respondents

The demographic profile of the respondents is presented in the Table 4.2.

Table 4.2: Profile of the Respondents

Gender		Age	Educational Qualification	Family Income	Employment Status
Male	N	239	239	239	239
	% of Total Sum	63.00%	61.30%	63.10%	62.60%
	Minimum	<30	Secondary Level	Upto 2.5 Lakh	Full-time employment
	Maximum	50-60	Other	Above 10 Lakh	Student
Female	N	146	146	146	146
	% of Total Sum	37.00%	38.70%	36.90%	37.40%
	Minimum	<30	Secondary Level	Upto 2.5 Lakh	Full-time employment
	Maximum	50-60	Other	Above 10 Lakh	Student
Total	N	385	385	385	385
	% of Total Sum	100.00%	100.00%	100.00%	100.00%
	Minimum	<30	Secondary Level	Upto 2.5 Lakh	Full-time employment
	Maximum	50-60	Other	Above 10 Lakh	Student

(Source: Author's Research)

Out of total 385 respondents, 62% of them were male whereas remaining 38% of them were female, majority of them were below 30 years of age and have attended upto higher secondary level of education and were employed full time with average family income upto 2.5 Lakh.

4.7 DATA COLLECTION

The data collection for the present study was entirely primary in nature. A total of 500 respondents were contacted from the field and by digital means by applying convenience random sampling process. A variety of statistical tools and techniques,

including Chi-square test, CFA and Structured Equation Model was used for data analysis. As with any questionnaire-based survey, non-response always exist. The most often cited reasons for non-response were respondents' reluctance to participate in the survey and enumerators' inability to gather replies in a reasonable amount of time. Therefore, special care has been taken to eliminate the non-response/incomplete entries.

4.8 RELIABILITY OF THE SCALE

A measure of consistency between numerous measurements of a variable is referred to as reliability. (Hair et al., 2010). Hair et al. (2010); Malhotra and Dash (2011) define it as the degree to which a scale delivers consistent findings every time the measurements are repeated. The consistency of results, the stability of a measurement, and the similarity of measurements are the three dimensions of consistency described by Kirk and Miller (1986). Internal consistency is the most significant of these three dimensions (Zigmund, 1995). It describes a scale's capacity to correlate with other scale items. Cronbach's alpha is the most often used method for determining a scale's internal consistency (Cronbach, 1951; Warner, 2008). Cronbach's alpha has a high value if the scale items are highly linked (Hair et al., 1998). Although Cronbach's alpha has been frequently utilized by the researchers, there is no agreement on the acceptable range for gauging the internal consistency of scale. 35 respondents were contacted for the pilot survey so that any type of anomaly in the questionnaire could be resolved through their response pattern. The Cumulative Cronbach's Alpha value of the proposed scale is:

Table 4.3: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Output Based on Standardized Items	Total number of Items
0.850	0.868	53

(Source: The author's analysis using JASP 4.1)

Various scholars have stated that Cronbach's Alpha values of 0.5 or greater (Schuessler, 1971) or 0.60 or greater (Bowling, 2002) are sufficient. However, some studies, like Nunnally (1978), Leedy (1997), Howitt and Cramer (2003), and Hair et al. (2010), have suggested that Cronbach's alpha values larger than 0.7 are acceptable. The Cronbach's Alpha value of the scale used in the present study is 0.0868, which states

that the internal consistency of the scale is good and the questionnaire was deemed acceptable for the present research.

The multicollinearity among the variables can often lead to intricate interrelationships between the predictor variable and the dependent variables, hence determining the presence of multicollinearity is a crucial step in any multivariate study (Hair et al., 2010)

The researcher used correlation analysis to evaluate the linearity among the variables chosen. The researcher discovered that a few of the variables were strongly correlated after using the Shapiro test to determine multicollinearity among the variables under study. These variables were thus eliminated for further analysis. As a result of the correlation analysis, a total of 23 variables out of 53 initial variables were remained for further exploration.

4.9 DATA ANALYSIS TECHNIQUES

Descriptive statistics, Chi Square test and Structured Equation Model were used to validate the study's hypotheses. The data were analyzed using SPSS 26 and JSAP 4.1.

4.10 CONCLUSION

This chapter simply has tried to describe the different methods that would be adopted for the study. In order to address the objectives of the study the required variables were identified and a blue print was designed to test the hypothesis in the next chapter.

CHAPTER 5: DATA ANALYSIS AND FINDINGS

DATA ANALYSIS AND FINDINGS

> ***If You Torture The Data Long Enough, It Will Confess.***
> **Ronald Coase, Economist**

The preceding chapter discussed the research methodology used in the present study. The purpose of this chapter is to outline the data analysis methods and to present the research findings. To begin with, the chapter provides demographic profile of the respondents of the questionnaire. Both descriptive and inferential statistics were applied to the dataset. Frequency, percent, mean, and standard deviation were all descriptive analysis methods were applied in the present study. The Chi-square test was used as inferential statistics in this research to explore demographic variables. Graphical representations have been given wherever possible. Following that, conclusions about the proposed model were drawn using inferential statistical approaches such as SEM, first order CFA, second order CFA with path diagram.

5 DESCRIPTIVE STATISTICS

The descriptive analysis was performed to infer the demographic characteristics of the respondents.

5.1 Demographic Profile of the Respondents

The socio-demographic characteristics of the respondents investigated in this study were gender, age, educational qualification, employment status and income. The general demographic profile of the respondents is shown below:

5.1.1 Gender

Figure 5.1: Analysis for gender of the respondents

Gender	Percent
Male	62
Female	38
Total	100
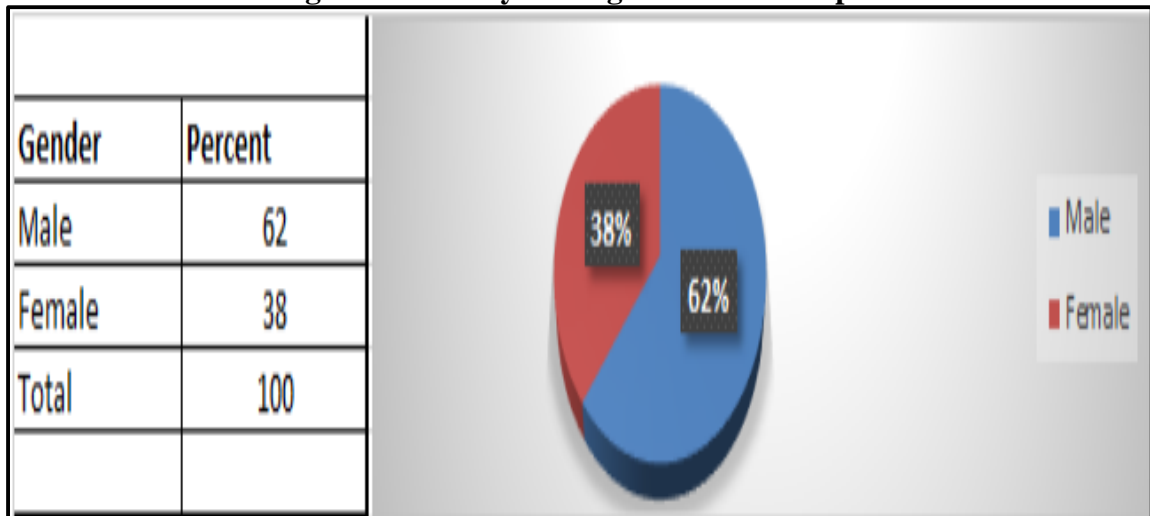
(Source: The author's analysis using JASP 4.1)

The study surveyed approximately 62% male and 38% female respondents. Previous researchers have empirically proved that male and female consumers have substantial variations in their green preferences (Laroche et al, 2001; Banyte et al, 2010; Erdogan et al, 2012). Some studies have claimed that women are more mindful in adopting green purchasing behaviour than males in developed countries. According to several of the researchers, males are more worried about environmental concerns than women. In the Indian context, however, no such strong indicator exists to demonstrate gender bias in favour of green behaviour. As a result, the findings of gender-based studies are still inconclusive, suggesting that additional study is needed in the future. (Mostafa, 2007; Chen & Chai 2010). According to Shrum et al., 1995; D'Souza et al 2007; Mostafa, 2007; Fisher et al. 2012; women who are concerned about environmental problems are more suspicious of green commercials than males.

5.1.2 Age

Figure 5.2: Analysis for age of the respondents
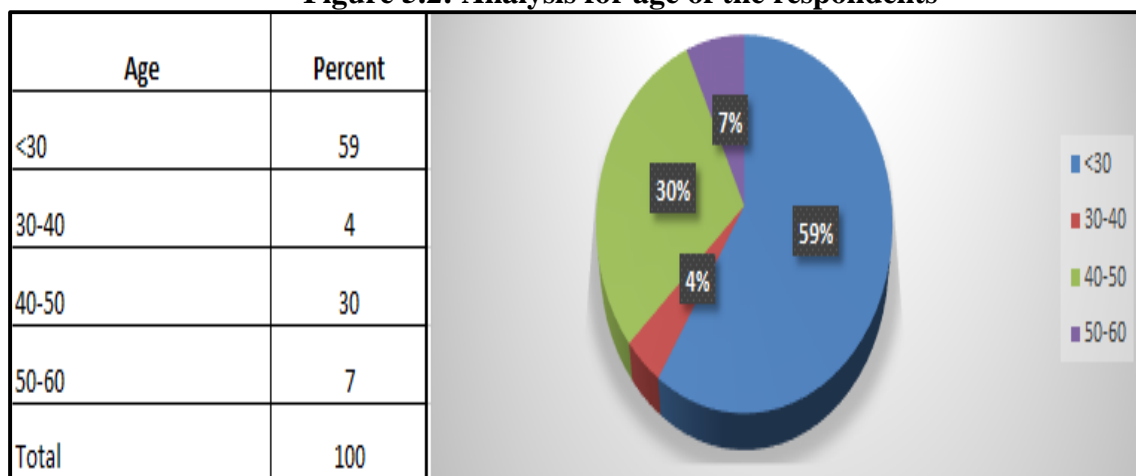
Age	Percent
<30	59
30-40	4
40-50	30
50-60	7
Total	100

(Source: The author's analysis using JASP 4.1)

The recorded information clearly shows that the majority of participants (59 percent) are under the age of 30, while 30% of the respondents are in the age bracket of 40-50 years, 4 % of them are in between 30-40 years and only 7% of them are 50-60 years old. Hence, the current study successfully captured the attitudes of Jharkhand's millennials or youngsters. According to a study conducted by UNESCO (2019), India has the world's biggest adolescent and youth population, and by 2020, it became world's youngest country, with an average age of 29 years and 65 percent (65%) of the population under the age of thirty-five. According to UNFPA predictions, India's population would remain among the world's youngest country until 2030. The same has been backed up by a study conducted by Deloitte's Global Millennial and Gen Z Survey (2021), Millennials and Generation Z feel the world is on the verge of a major environmental crisis and they're also calling themselves and organizations answerable to make the world more sustainable and equitable. According to the survey, nine out of 10, Indian millennials and Gen Zs are confident that the changes witnessed during the pandemic would help counteract ecological damage. Therefore, understanding the consumer behaviour of younger population of India is a must for sustainability of green products as Millennials are in their working age bracket, have enormous purchasing power and longer influence on the product life cycle.

5.1.3 Educational Qualification

Figure 5.3: Analysis for educational qualification of the respondents
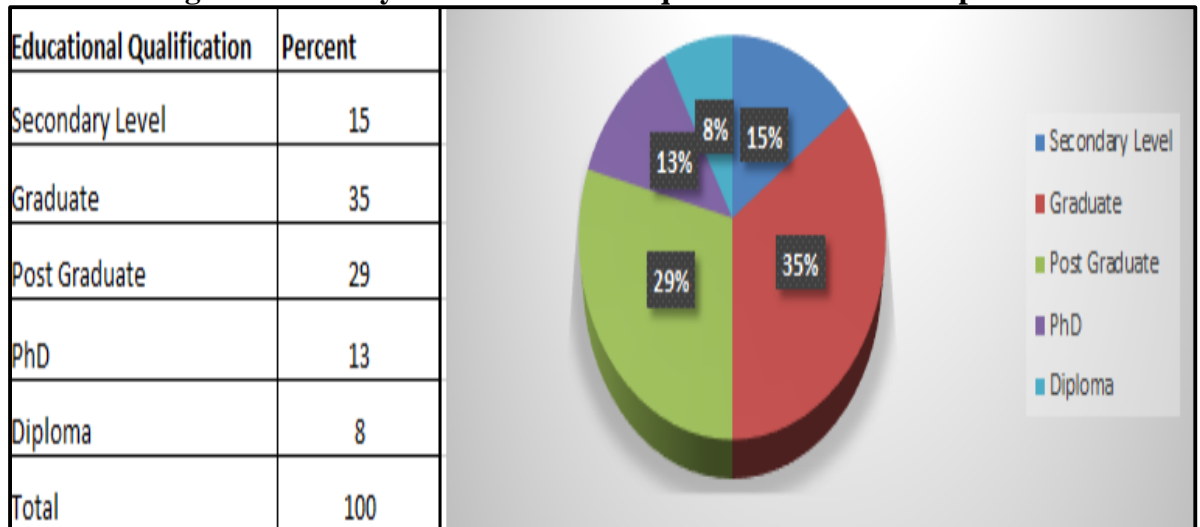
Educational Qualification	Percent
Secondary Level	15
Graduate	35
Post Graduate	29
PhD	13
Diploma	8
Total	100

(Source: The author's analysis using JASP 4.1)

About 35% of the respondents were graduates, 29% were postgraduates, 13% were PhDs, and 8% were diploma holders, illustrating that the sample is comprised up of highly educated individuals.

Education also plays an important role in deriving green purchase behaviour. Consumers' green preferences have been shown to be favourable influenced by education (Balderjahn, 1988; ; Banyte et al, 2010; Paco et al, 2010; Awad, 2011; Teng et al., 2011; Mourad and Ahmed, 2012; Fisher et al. 2012; Paul and Rana, 2012; Rezai et al., 2012; Nath et al., 2013; Chen, 2013; Wang and Wong, 2019) on the contrary many studies like (Shamdasani et al., 1993; Akehurst et al., 2012; Samarasinghe, 2012; Khare 2014, 2015) did not find a significant correlation between these two variables. Hence, this becomes an important construct for further investigation.

5.1.4 Employment Status

Figure 5.4: Analysis for employment status of the respondents
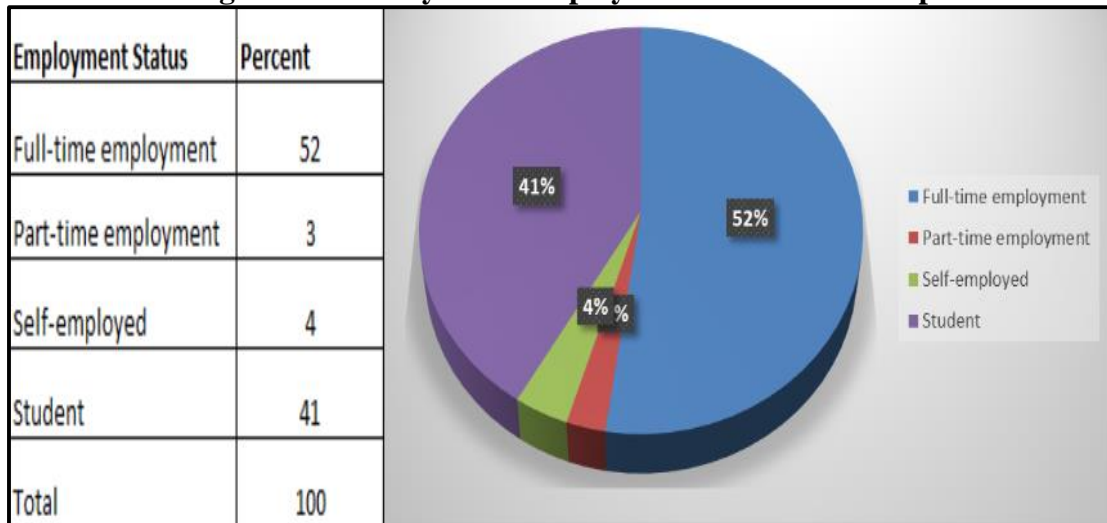
Employment Status	Percent
Full-time employment	52
Part-time employment	3
Self-employed	4
Student	41
Total	100

(Source: The author's analysis using JASP 4.1)

The above table clearly indicates that the majority of respondents, around 52%, are employed full-time, 4% were self-employed, and 3% were part-time employed and so have purchasing power, while the remaining 41% are students. India's economy is considered as a middle-income emerging market economy. It is the third-largest purchasing power parity (PPP) economy in the world. Therefore, understanding the impact of this variable is also important for the marketers and policy makers.

5.1.5 Family Income

Figure 5.5: Analysis for family income of the respondents
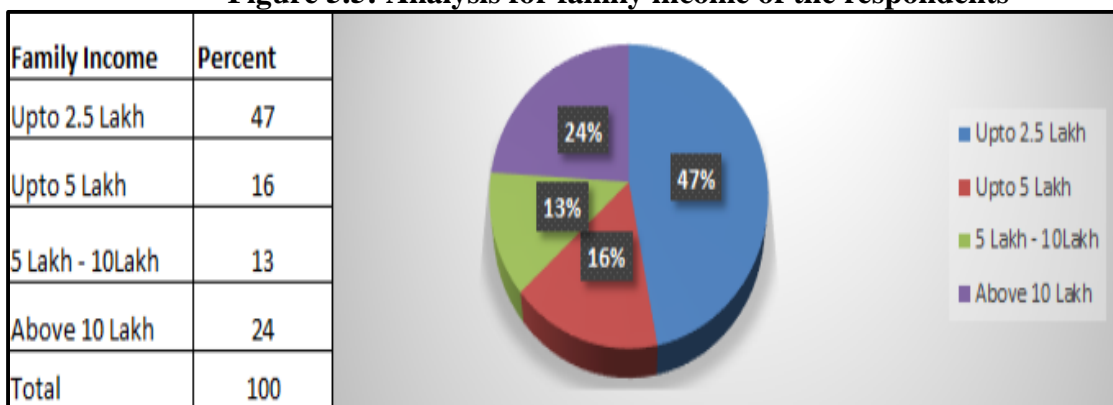
Family Income	Percent
Upto 2.5 Lakh	47
Upto 5 Lakh	16
5 Lakh - 10Lakh	13
Above 10 Lakh	24
Total	100

(Source: The author's analysis using JASP 4.1)

In terms of income distribution, approximately 47% belongs to the low-income category (i.e., household income up to 2.5 Lakh), 16% were from the middle-income category (i.e., family income up to 5 Lakh), approximately 13% fell into the 5-10 lakh income

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category, and the remaining (24%) fell into the high-income category (i.e., family income more than 10 lakh). Because there is a general perception among customers that most of the green products are more expensive than their conventional counterparts, hence, income is assumed to have a positive correlation with consumer green purchasing decisions (Awad, 2011; Paco et al., 2009;). According to previous studies, people in high-income groups are more likely to respond to green marketing initiatives, whereas (Zhao et al. 2014; Akehurst et al. 2012; Paul and Rana, 2012; Ansar, 2013) found that income had no influence on customers' green purchasing preferences. According to Boztepe (2012; Okan & Yalman, 2015), whereas we also saw that customers with low income levels are influenced by green advertising, firms should spend in more comprehensive promotional efforts targeted at this group and also undertake public relations measures in addition to television advertisements to influence the low income segment customer to engage in green behaviour. Therefore, it is also an important factor to explore and to understand its impact on green buying behaviour as general perception of Indian consumer states that they are price sensitive.

5.2 GENERAL AWARENESS ABOUT ENVIRONMENTAL CONDITIONS AND GREEN PRODUCT KNOWLEDGE

Environmental constructs such as awareness about environmental conditions, green product awareness, preferences for green products, preferences for repurchasing green products and responsibility towards propagating of green products were examined to establish the general understanding of consumer profile.

5.2.1 *Awareness towards Present Environmental Condition*

Figure 5.6: Environmental awareness
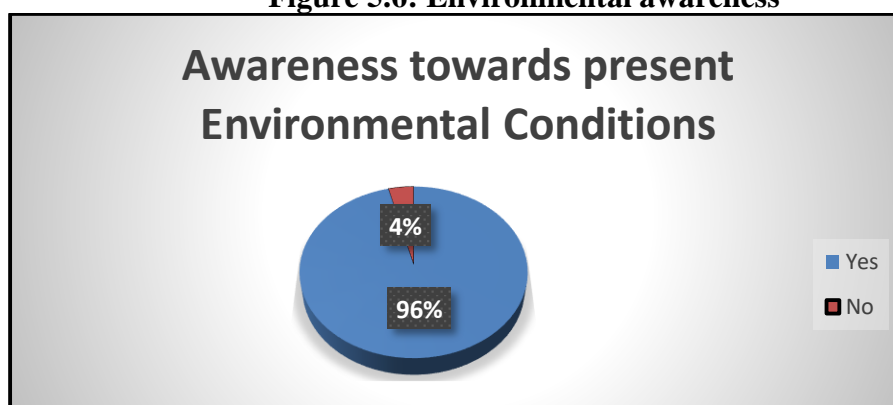
(Source: The author's analysis using JASP 4.1)

96 percent of the respondents, reported of being aware of the present environmental situation in India, therefore, it can be concluded that maximum number of the respondents are aware of present environmental situation.

5.2.2 *Awareness about Green Products*

Figure 5.7: Green product awareness
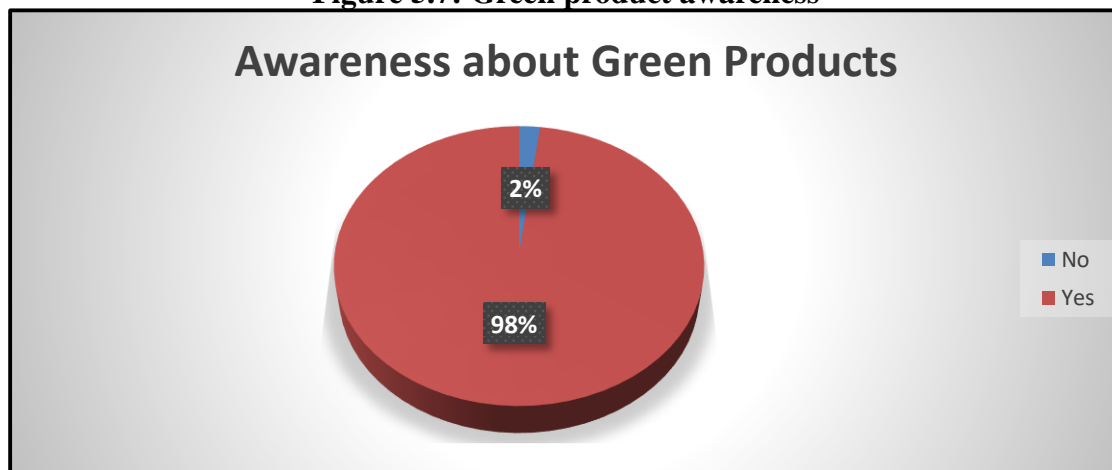
(Source: The author's analysis using JASP 4.1)

98 percent of the total respondents, reported being aware of the Green Products, therefore, it can be concluded that the awareness about green product is also higher among the respondents.

5.2.3 *Level of Awareness about Green Products*

Figure 5.8: Level of Green Products Awareness
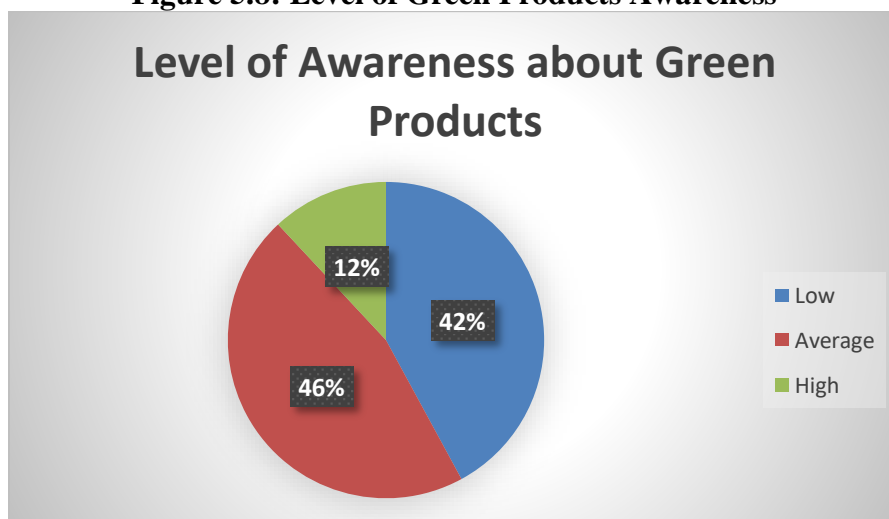
(Source: The author's analysis using JASP 4.1)

We found that 42% of the respondents indicated that they had low level of awareness about green products, 46% of the respondents indicated average level of awareness and 13 % of them had high level of awareness about green products.

5.2.4 Preferences for the Green Products

Figure 5.9: Preferences for the Green Products
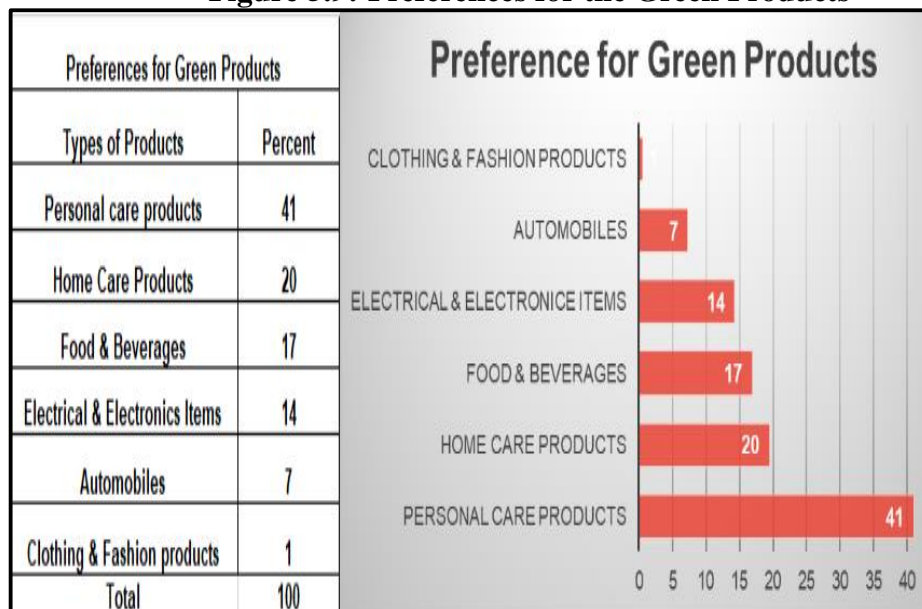
(Source: The author's analysis using JASP 4.1)

From the above chart it is evident that 41% of the total respondents preferred Green personal care products, 20 % of them preferred home care products, 17 % of them preferred food & beverages, 14 % preferred electrical and electronic items, 7% of them preferred automobiles and around 1% of the respondents preferred clothing & fashion products.

5.2.5 Preferences for Repurchasing the Green Products

Figure 5.10: Preferences for Repurchasing
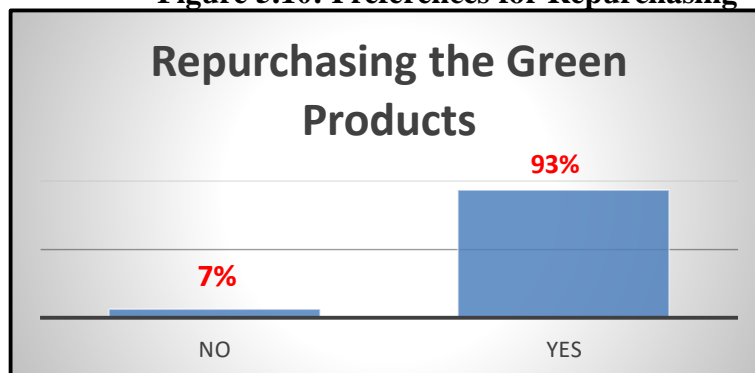
(Source: The author's analysis using JASP 4.1)

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From the above, we can conclude that majority of the respondents (93%) are favouring towards repurchasing green products while 7% have denied repurchasing green products.

5.2.6 Responsibility to Promote the Usage of Green Products

Figure 5.11: Responsibility to Promote Green Products
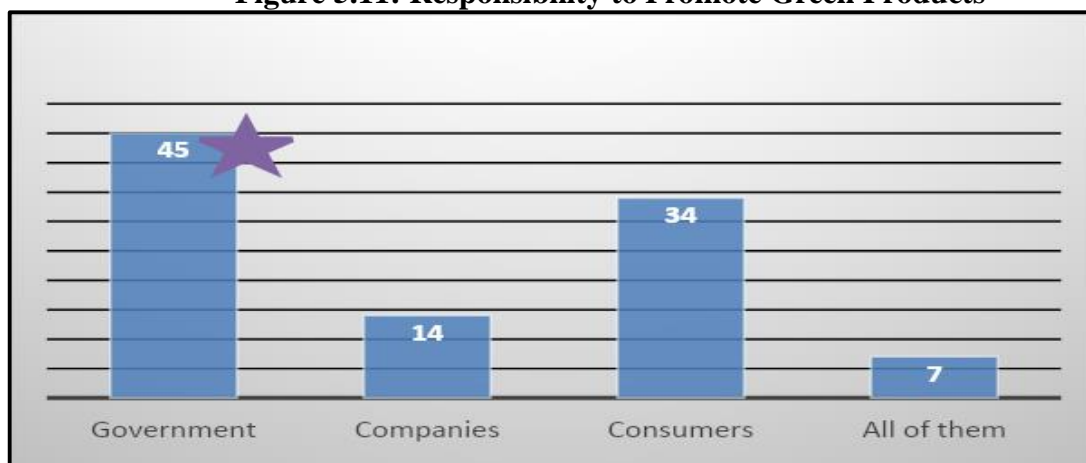
(Source: The author's analysis using JASP 4.1)

To determine who consumers believe is responsible for promoting the use of green products, they were asked to choose from a list of options as shown in Figure 5.10 above. Companies, governments, and consumers, according to most respondents (45%) stated that, government has a responsibility to promote the usage of green products. 34 % of respondents believe they should support the use of green products, while 14% believe firms and 7% believe that all of them are responsible, for encouraging the use of green products.

The result contradicts the study conducted by Nittala et al. (2021) which found that the majority of respondents (59.4%) believe corporations, governments, and consumers are all responsible for encouraging the usage of green products.

5.3 ANALYSIS FOR DEMOGRAPHIC CONSTRUCTS

Environmental constructs such as Environmental Knowledge, Environmental Concern, Price Sensitivity, Media Influence and Sceptism towards Green Claims were also examined in relation to demographics (gender, age, education, and family income) of the consumers.

5.3.1 Analysis for Gender

5.3.1.1 Analysis for Gender and Environmental Knowledge

Table 5.1: Gender * Environmental Knowledge

Gender * Environmental Knowledge				
		Environmental Knowledge		Total
		Low	High	
Gender	Male	98	141	239
	Female	58	88	146
Total		160	225	385
The chi-square statistic is 0.0614. The p-value .804241. The result is not significant at p < .05.				

(Source: The author's analysis using JASP 4.1)

The Table 5.1 above shows, gender wise bifurcation of respondents and their environmental knowledge. A Chi-square test of independence showed that there was no significant association between gender and environmental knowledge.

5.3.1.2 Analysis for Gender and Environmental Concern

Table 5.2: Gender * Environmental Concern

Gender * Environmental Concern				
		Environmental Concern		Total
		Not Concerned	Concerned	
Gender	Male	99	140	239
	Female	61	85	146
Total		160	225	385
The chi-square statistic is 0.0048. The p-value is .944829. The result is not significant at p < .05.				

(Source: The author's analysis using JASP 4.1)

The Table 5.2 above shows, gender wise bifurcation of respondents and their environmental concern. A Chi-square test of independence showed that there was no significant association between gender and environmental concern.

5.3.1.3 Analysis for Gender and Media Influence

Table 5.3: Gender * Level of Media Influence about Green Product

Gender * Level of Media Influence About Green Product					
			Level of Media Influence		Total
			Low Media Influence	High Media Influence	
Gender	Male	Count	77	162	239
	Female	Count	48	98	146
Total			125	260	385
The chi-square statistic is 3.37. The p-value is .0.849. The result is not significant at p < .05.					

(Source: The author's analysis using JASP 4.1)

The Table 5.3 above shows, gender wise bifurcation of respondents and the influence of media in propagating green behaviour. A Chi-square test of independence showed that there was no significant association between gender and Level of Media Influence.

5.3.1.4. Analysis for Gender and Price Sensitivity

Table 5.4: Gender * Price Sensitivity

Gender * Price Sensitivity					
			Price Sensitivity		Total
			High	Low	
Gender	Male	Count	122	117	239
	Female	Count	73	73	146
Total			195	190	385
The chi-square statistic is 0.403. The p-value is .940. The result is not significant at p < .05.					

(Source: The author's analysis using JASP 4.1)

The Table 5.4 above shows, gender wise bifurcation of respondents and their sensitivity towards price of the green products. After performing a Chi-square test on the above mentioned data, it is revealed that there was no significant association between gender and price sensitivity.

5.3.1.5. Analysis for Gender and Sceptism towards Green Claims

Table 5.5: Gender * Sceptism towards Green claims

<table>
<tr><td colspan="7">Gender * Sceptism towards Green claims</td></tr>
<tr><td colspan="3" rowspan="2"></td><td colspan="2">Sceptism towards Green claims</td><td colspan="2" rowspan="2">Total</td></tr>
<tr><td>Distrust Green Claims</td><td>Trust Green Claims</td></tr>
<tr><td rowspan="2">Gender</td><td>Male</td><td>Count</td><td>117</td><td>132</td><td colspan="2">239</td></tr>
<tr><td>Female</td><td>Count</td><td>68</td><td>78</td><td colspan="2">146</td></tr>
<tr><td colspan="3">Total</td><td>175</td><td>210</td><td colspan="2">385</td></tr>
<tr><td colspan="7">The chi-square statistic is 3.043. The p-value is .963. The result is not significant at p < .05.</td></tr>
</table>

(Source: The author's analysis using JASP 4.1)

The Table 5.5 above shows, gender wise bifurcation of respondents and their Sceptism towards Green Claims. After performing a Chi-square test on the above mentioned data, it is revealed that there was no significant association between gender and Level of Sceptism towards Green Claims.

5.3.2 Analysis for Age

5.3.2.1 Age and Environmental Knowledge

Table 5.6: Age * Environmental Knowledge

<table>
<tr><td colspan="4">Age * Environmental Knowledge</td></tr>
<tr><td rowspan="2">AGE</td><td colspan="2">Environmental Knowledge</td><td>Total</td></tr>
<tr><td>Low</td><td>High</td><td></td></tr>
<tr><td>< 30 years</td><td>72</td><td>155</td><td>227</td></tr>
<tr><td>>30 years</td><td>85</td><td>73</td><td>158</td></tr>
<tr><td>Total</td><td>157</td><td>228</td><td>385</td></tr>
<tr><td colspan="4">The chi-square statistic is 49.992. The p-value is .000. The result is significant at p < .05.</td></tr>
</table>

(Source: The author's analysis using JASP 4.1)

The Table 5.6 above shows, age wise bifurcation of respondents and their environmental knowledge. A Chi-square test of independence showed that there was a significant association between age and environmental knowledge.

5.3.2.2 Age and Environmental Concern

Table 5.7: Age * Environmental Concern

AGE	Environmental Concern		Total
	Low	High	
< 30 years	69	158	227
>30 years	91	67	158
Total	160	225	385
The chi-square statistic is 323.455077. The p-value is .000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.7 above shows, age wise bifurcation of respondents and their environmental concern. A Chi-square test of independence showed that there was a significant association between age and environmental concern.

5.3.2.3 Age and Price Sensitivity

Table 5.8: Age * Price Sensitivity

Age * Price Sensitivity			
	Price Sensitivity		Total
AGE	Low	High	
< 30 years	114	113	227
>30 years	81	77	158
Total	195	190	385
The chi-square statistic is 35.206878. The p-value is .000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.8 above shows, age wise bifurcation of respondents and their sensitivity towards price of green products. A Chi-square test of independence showed that there was a significant association between age and sensitivity towards price of green products.

5.3.2.4 Age and Media Influence

Table 5.9: Age * Media Influence

Age * Media Influence			
	Media Influence		**Total**
AGE	**Low**	**High**	
< 30 years	49	178	227
>30 years	26	132	158
Total	75	310	385
The chi-square statistic is 27.493512. The p-value is .000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.9 above shows, age wise bifurcation of respondents and the influence of media on their green behaviour. A Chi-square test of independence showed that there was a significant association between age and media influence.

5.3.2.5 Age and Sceptism towards Green Claims

Table 5.10: Age * Sceptism towards Green Claims

Age * Sceptism towards Green Claims			
	Sceptism towards Green Claims		**Total**
AGE	**Distrust Green Claims**	**Trust Green Claims**	
< 30 years	88	139	227
>30 years	79	79	158
Total	167	218	385
The chi-square statistic is 39.683218. The p-value is .000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.10 above shows, age wise bifurcation of respondents and their sceptism towards green claims. A Chi-square test of independence showed that there was a significant association between age and sceptism towards green claims.

5.3.3 Analysis for Educational Qualification

5.3.3.1 Analysis for Educational Qualification and Environmental Knowledge

Table 5.11: Educational Qualification * Environmental Knowledge

Educational Qualification * Environmental Knowledge			
Income	**Environmental Knowledge**		**Total**
	Low	**High**	
Secondary Level	32	24	56
Diploma	2	29	31
Graduate	56	80	136
Post Graduate	53	59	112
PhD	14	36	50
Total	157	228	385
The chi-square statistic is 272.181865. The p-value is < 0.000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.11 above shows, educational qualification wise bifurcation of respondents and their level of environmental knowledge. After performing a Chi-square test on the above mentioned data, it is revealed that there was a significant association between educational qualification and environmental knowledge.

5.3.3.2 Analysis for Educational Qualification and Environmental Concern

Table 5.12: Educational Qualification * Environmental Concern

Educational Qualification * Environmental Concern			
Income	**Environmental Concern**		**Total**
	Low	**High**	
Secondary Level	42	14	56
Diploma	2	29	31
Graduate	56	80	136
Post Graduate	60	52	112
PhD	1	49	50
Total	3 4	351	385
The chi-square statistic is 81.0171. The p-value is < 0.00001. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.12 above shows, educational qualification wise bifurcation of respondents and their environmental concern. After performing a Chi-square test on the above mentioned data, it is revealed that there was a significant association between educational qualification and environmental concern.

5.3.3.3 Analysis for Educational Qualification and Price Sensitivity

Table 5.13: Educational Qualification * Price Sensitivity

Educational Qualification * Price Sensitivity			
Income	**Price Sensitivity**		**Total**
	Low	**High**	
Secondary Level	15	41	56
Diploma	24	7	31
Graduate	69	67	136
Post Graduate	51	61	112
PhD	1	49	50
Total	160	225	385
The chi-square statistic is 192.224. The p-value is < 0.000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.13 above shows, educational qualification wise bifurcation of respondents and their sensitivity towards price of green products. After performing a Chi-square test on the above mentioned data, it is revealed that there was a significant association between educational qualification and price sensitivity.

5.3.3.4 Educational Qualification and Media Influence

Table 5.14: Educational Qualification * Media Influence

Educational Qualification * Media Influence			
Income	**Media Influence**		**Total**
	Low	**High**	
Secondary Level	18	38	56
Diploma	10	21	31
Graduate	21	115	136
Post Graduate	17	95	112
PhD	9	41	50
Total	75	310	385
The chi-square statistic is 26.277. The p-value is < 0.003. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.14 above shows, educational qualification wise bifurcation of respondents and influence of media in propagating green behaviour. After performing a Chi-square

test on the above mentioned data, it was revealed that there was a significant association between educational qualification and media influence.

5.3.3.5 Educational Qualification and Sceptism towards Green Claims

Table 5.15: Educational Qualification * Sceptism towards Green Claims

Educational Qualification * Sceptism towards Green Claims			
Income	**Sceptism towards Green Claims**		**Total**
	Distrust Green Claims	**Trust Green Claims**	
Secondary Level	29	27	56
Diploma	11	20	31
Graduate	55	81	136
Post Graduate	56	56	112
PhD	16	34	50
Total	167	218	385
The chi-square statistic is 39.764. The p-value is < 0.000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.15 above shows, educational qualification wise bifurcation of respondents and the Sceptism towards green claims. After performing a Chi-square test on the above mentioned data, it was revealed that there was a significant association between educational qualification and Sceptism towards green claims.

5.3.4 Analysis for Family Income

5.3.4.1 Analysis for Family Income and Environmental Knowledge

Table 5.16: Family Income * Environmental Knowledge

Family Income * Environmental Knowledge			
Income	**Environmental Knowledge**		**Total**
	Low	**High**	
Upto 2.5	73	109	182
Upto 5 Lakh	13	48	61
5 Lakh - 10Lakh	12	39	51
Above 10 Lakh	59	32	91
Total	157	228	385
The chi-square statistic is 195.488589. The p-value is .000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.16 above shows, Family Income wise bifurcation of respondents and their environmental knowledge. After performing a Chi-square test on the above mentioned

data, it was revealed that there was a significant association between family income and environmental knowledge.

5.3.4.2 Analysis for Family Income and Environmental Concern

Table 5.17: Family Income * Environmental Concern

Family Income * Environmental Concern			
Income	**Environmental Concern**		**Total**
	Low	**High**	
Upto 2.5	69	113	182
Upto 5 Lakh	14	47	61
5 Lakh - 10Lakh	10	41	51
Above 10 Lakh	67	24	91
Total	160	225	385
The chi-square statistic is 167.331803. The p-value is .000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.17 above shows, family income wise bifurcation of respondents and their environmental concern. After performing a Chi-square test on the above mentioned data, it was revealed that there was a significant association between family income and environmental concern.

5.3.4.3 Analysis for Family Income and Price Sensitivity

Table 5.18: Family Income * Price Sensitivity

Family Income * Price Sensitivity			
Income	**Price Sensitivity**		**Total**
	Low	**High**	
Upto 2.5	87	95	182
Upto 5 Lakh	45	16	61
5 Lakh - 10Lakh	21	30	51
Above 10 Lakh	42	49	91
Total	195	190	385
The chi-square statistic is 44.383465. The p-value is .000. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.18 above shows, family income wise bifurcation of respondents and the sensitivity towards prices of green products. After performing a Chi-square test on the above mentioned data, it was revealed that there was a significant association between family income and price sensitivity.

5.3.4.4 Analysis of Family income and Media Influence

Table 5.19: Income * Media Influence

Income * Media Influence			
Income	**Media Influence**		**Total**
	Low	**High**	
Upto 2.5	20	162	182
Upto 5 Lakh	12	49	61
5 Lakh - 10Lakh	1	50	51
Above 10 Lakh	1	90	91
Total	3 4	351	385
The chi-square statistic is 19.7044. The p-value is .000195. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.19 above shows, Family Income wise bifurcation of respondents and the influence of media on their green behaviour. After performing a Chi-square test on the above mentioned data, it was revealed that there was a significant association between family income and media influence.

5.3.4.5 Analysis of Family income and Sceptism towards Green Claims

**Table 5.20: Family Income * Sceptism towards Green Claims**

Family Income * Sceptism towards Green Claims			
Income	**Sceptism towards Green Claims**		**Total**
	Distrust Green Claims	**Trust Green Claims**	
Upto 2.5	69	113	182
Upto 5 Lakh	27	34	61
5 Lakh - 10Lakh	15	36	51
Above 10 Lakh	56	35	91
Total	167	218	385
The chi-square statistic is 26.301621 The p-value is .002. The result is significant at p < .05.			

(Source: The author's analysis using JASP 4.1)

The Table 5.20 above shows, Family Income wise bifurcation of respondents and their sceptism towards green claims. After performing a Chi-square test on the above mentioned data, it was revealed that there was a significant association between family income and sceptism towards green claims.

5.4 OUTCOME OF DEMOGRAPHIC CONSTRUCTS

Figure 5.12: Final outcome of demographic variable
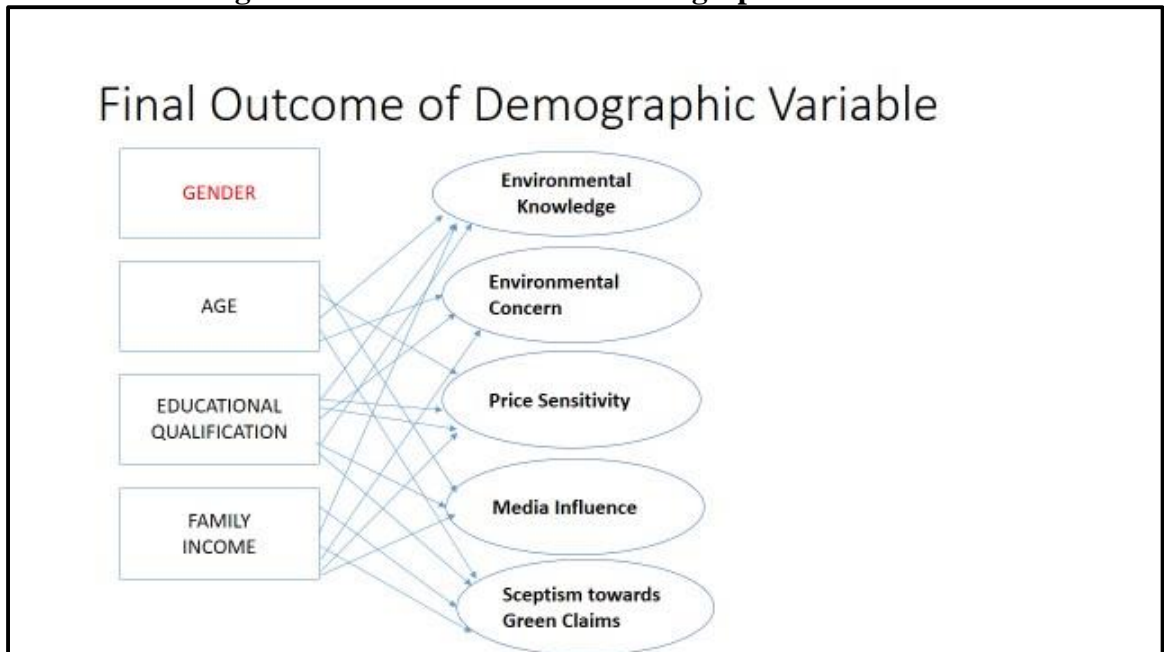
(Source: Author's analysis)

From the above figure, we can clearly conclude that except gender all other demographic variables such as age, educational qualification and family income have significant association with environmental knowledge, environmental concern, price sensitivity, media influence and sceptism towards green claims.

5.5 APPLICATION OF STRUCTURED EQUATION MODEL (SEM)

5.5.1 Model Development

Various factors, such as degree of environmental concern, green product knowledge, role of media in creating awareness for prevailing environmental conditions, green purchase attitude, quality of green product, product price, green packaging, green manufacturing processes, product performance, and attitude toward green claims by the organization, to name a few, all have contributed to the long-term sustainability of green product purchase behaviour.

Structural equation modelling (SEM) is a multivariate methodology that uses a mixture of two statistical methods: confirmatory factor analysis and path analysis to test and assess multivariate causal links in social sciences research.

We couldn't directly assess the Green Repurchase Behaviour parameters (latent variables) in our study because the respondents couldn't express a coherent

answer that would completely and precisely indicate green buying behaviour, but we may identify the same in conceptual terms. Therefore, to determine the number of latent variables in our study we used domain knowledge and insights gathered from the literature review, and the identified latent variables are Green Purchase Attitude, Media Influence, Green Product Attribute, Post Purchase Experience of Green Products and Scepticism towards Green Claims. We chose a set of five latent variables to assess the sustainability of green products purchase behaviour in long run (Y).

The appropriateness of actual data to the specified factor pattern can be determined using CFA. The researcher's primary goal in conducting a CFA analysis is to determine the measurement model's fitness and the construct validity. There are so many model fit indices, such as the Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Standardized Root Mean Square Residual (SRMR), and RMSEA (Root Mean Square Error of Approximation) etc. can be used to examine the fitness of a measurement model. The RMSEA model fit indicators have been used in the present research. A value above 1.0 is regarded as bad, a range between 0.5 and 1.0 is considered moderate, and a value below 0.5 is considered a good fit for RMSEA (Hair et al., 2010).

Therefore, we used the first order Confirmatory Factor Analysis method and the second order Confirmatory Factor Analysis method in this study to construct the mathematical measurement for each latent variable with each observed parameter, as well as the impact of each latent variable on overall sustainability of green products purchase behaviour in long run.

### 5.5.1.1 The First Order Confirmatory Factor Analysis

A latent variable is examined in First-Order CFA based on various factors that may be observed directly in our survey. The parameters are determined by applying theoretical domain knowledge and the outcomes of the literature study.

The first order CFA model is stated as follows using standard notations (Hair et al., 1998):

$$\eta = \delta_1 X_1 + \delta_2 X_2 + \ldots + \delta_n X_n + \varepsilon$$

Where η is represent the latent variable and δ represent the coefficient of observed variable to measure the influence of the latent variable with an error term ε. The below is a conceptualization of the linkage between the latent variable and the observed variables:

Figure 5.13 First-order Confirmatory Factor Analysis Model
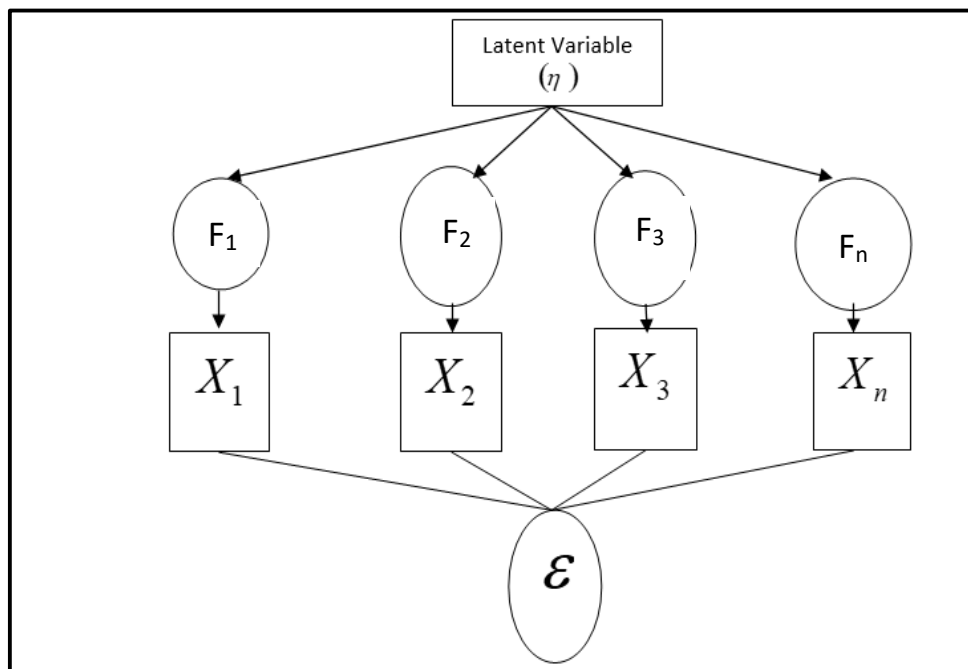
(Source: The author's framework)

5.5.1.1.1The Latent Variables of Media Influence

Role of TV channels in enhancing the knowledge about green products, Role of Newspapers and Magazines as a source of propagating environment issues, Role of social media in propagating knowledge about environmental issues, Role of media in creating awareness about Eco-Labels and the environment consciousness that has been created by the media lately are five uni-dimensional indicators that are identified in the present research for Media Influence. The following is the outcome of the First Order Confirmatory Factor Analysis for this latent variable.

Figure 5.14: Confirmatory Factor Analysis of Variable Media Influence
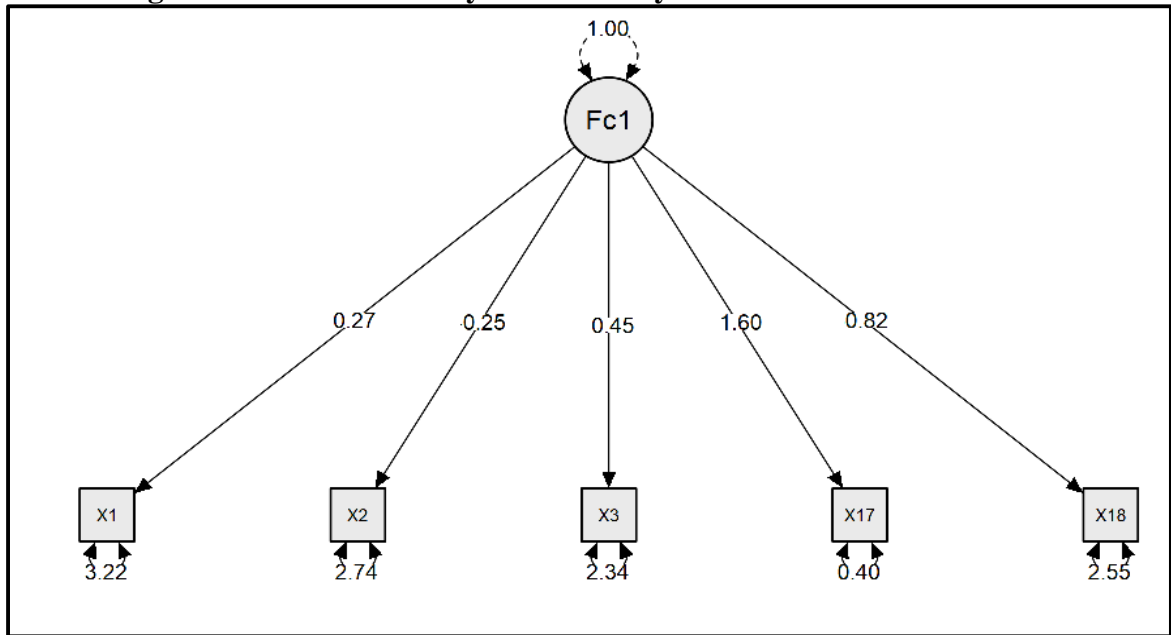
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in Table 5.21, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 5.21: Loading Factor for latent variable of Media Influence

Factor (F1)	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	
	X1	λ1	0.269	0.103	2.601	0.009	0.066	0.472
	X2	λ2	0.255	0.096	2.663	0.008	-0.443	-0.067
Media Influence	X3	λ3	0.452	0.101	4.468	0 .001	-0.651	-0.254
	X17	λ18	1.6	0.223	7.187	0 .001	-2.037	-1.164
	X18	λ18	0.818	0.139	5.868	0 .001	-1.091	-0.545

(Source: The author's analysis using JASP 4.1)

Table 5.21 illustrates the loading factor for all components with a positive coefficient value and a lower p-value for z statistics, indicating that they are significant. The findings achieved the fit model based on the CFA analysis using the First Order Confirmatory Factor Analysis, as shown in Table 5.22 below, whereby RMSEA = 0.195 with the p-value = 0.0001. This indicates that this model is appropriate and feasible for estimating the latent variable of Media Influence towards the sustainability of green products purchase behaviour in the long run.

**Table 5.22 Goodness of Fit Item of all items of Media Influence**

Metric	Value
Root mean square error of approximation (RMSEA)	0.195
RMSEA 90% CI lower bound	0.158
RMSEA 90% CI upper bound	0.234
RMSEA p-value	2.216e -10
Standardized root mean square residual (SRMR)	0.103
Hoelter's critical N (α = .05)	55.397
Hoelter's critical N (α = .01)	75.129
Goodness of fit index (GFI)	0.932
McDonald fit index (MFI)	0.909
Expected cross validation index (ECVI)	0.255

(Source: The author's analysis using JASP 4.1)

5.5.1.1.2 The Latent Variables of Green Purchase Attitude

The latent variable of Green Purchase Attitude of Millennials is measured using four uni-dimensional predictors observed in our investigation such as Environmental concern, perceived environmental knowledge, perceived green product knowledge and level of awareness about green product and environmental issues. Figure 5.15 summarizes the findings of the CFA analysis of the Green Purchase Attitude latent variable using the First Order Confirmatory Factor Analysis.

Figure 5.15: Confirmatory Factor Analysis of Green Purchase Attitude
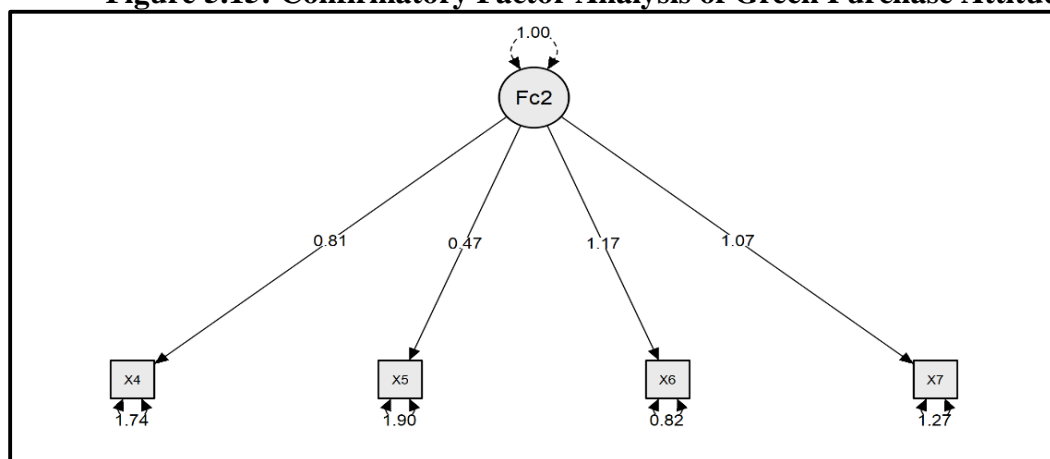
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in Table 5.23, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

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Table 5.23 Loading Factor for Green Purchase Attitude

Factor Loadings								
Factor 2	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Green Purchase Attitude	X4	λ4	0.814	0.086	9.441	0 .001	0.645	0.983
	X5	λ5	0.475	0.084	5.668	0 .001	0.311	0.639
	X6	λ6	1.173	0.086	13.577	0 .001	1.004	1.343
	X7	λ7	1.074	0.089	12.122	0.001	0.901	1.248

(Source: The author's analysis using JASP 4.1)

Table 5.23 shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.030, p-value = 0.0001, as shown in Table 5.24 below. This means that this model is suitable and feasible to be used to measure the latent variable of green purchase attitude towards the sustainability of green products purchase behaviour in the long run.

Table 5.24: Goodness of Fit Item Green Purchase Attitude

Metric	Value
Root mean square error of approximation (RMSEA)	0.030
RMSEA 90% CI lower bound	0.013
RMSEA 90% CI upper bound	0.113
RMSEA p-value	2.989e -7
Standardized root mean square residual (SRMR)	0.077
Hoelter's critical N (α = .05)	54.835
Hoelter's critical N (α = .01)	83.758
Goodness of fit index (GFI)	0.948
McDonald fit index (MFI)	0.948
Expected cross validation index (ECVI)	0.153

(Source: The author's analysis using JASP 4.1)

5.5.1.1.3 The Latent Variables of Green Product Attribute

The latent variable of Green Product Attribute is measured on the basis of four uni-dimensional indicators such as Green Product Quality, Availability of Green Products, Price Sensitivity and Green Packaging. CFA analysis results of Green Product Attribute latent variable by using the First Order Confirmatory Factor Analysis is shown in Figure 5.16 below.

Figure 5.16: Confirmatory Factor Analysis of Green Product Attribute Variable
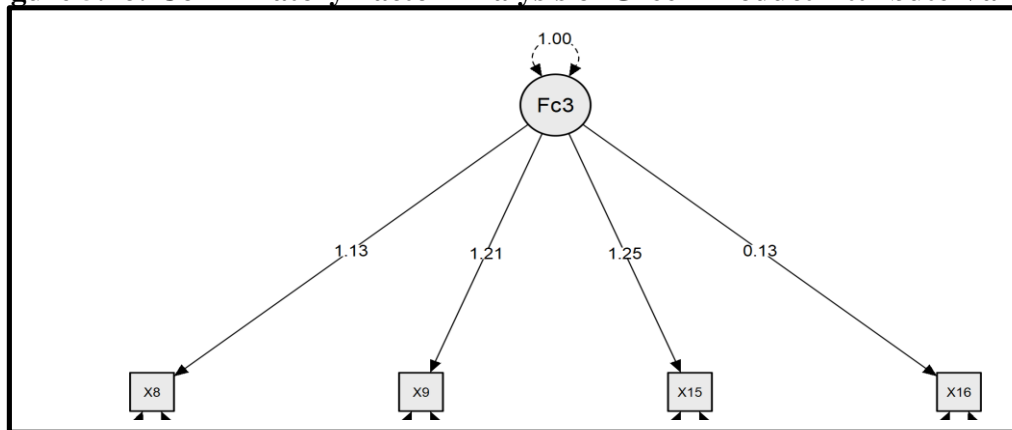
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in Table 5.25, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 5.25: Loading Factor for Green Product Attribute Items

Factor Loadings								
Factor	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Green Product Attribute	X8	$\lambda 8$	1.13	0.083	13.584	0 .001	0.963	1.288
	X9	$\lambda 9$	1.21	0.089	13.706	0 .001	1.04	1.387
	X15	$\lambda 15$	1.25	0.09	13.859	0 .001	1.071	1.424
	X16	$\lambda 16$	0.13	0.089	1.446	0.148	-0.046	0.304

(Source: The author's analysis using JASP 4.1)

Table 5.25 shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.050, p-value = 0.001, as shown in Table 5.26 below. This means that this model is suitable and feasible to be used to

measure the latent variable of green purchase attributes towards the sustainability of green products purchase behaviour in the long run.

**Table 5.26 Goodness of Fit Item Green Product Attribute**

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.050
RMSEA 90% CI lower bound	0.000
RMSEA 90% CI upper bound	0.124
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	0.022
Hoelter's critical N (α = .05)	586.602
Hoelter's critical N (α = .01)	901.213
Goodness of fit index (GFI)	0.995
McDonald fit index (MFI)	0.997
Expected cross validation index (ECVI)	0.052

(Source: The author's analysis using JASP 4.1)

5.5.1.1.4 The Latent Variables of Post Purchase Experience of Green Products

The latent variable of post purchase experience of green product is measured on the basis of three uni-dimensional indicators such as Green Product Experience, Green Consumer Experience and Ease of using green products. CFA analysis results of Post Purchase Experience of Green Products latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 5.17 below:

Figure5.17: Confirmatory Factor Analysis of Post Purchase Experience of Green Products
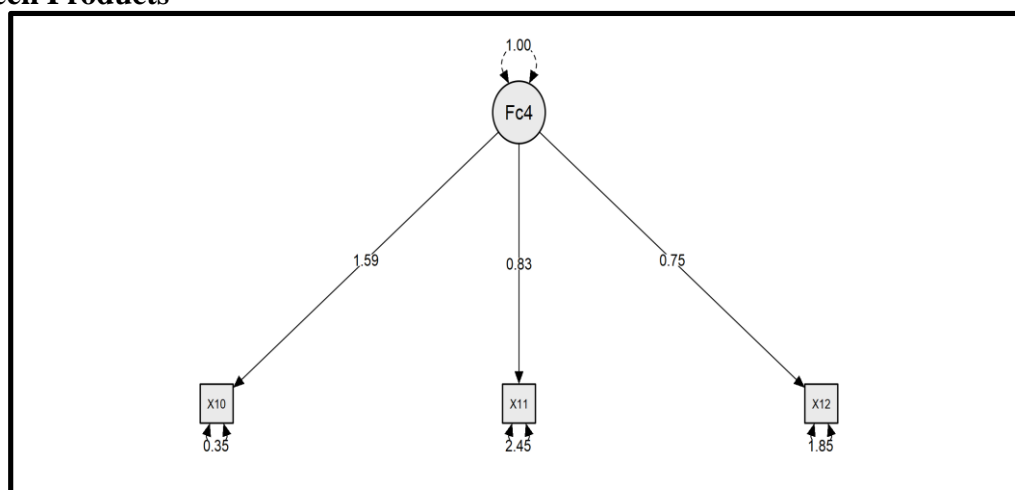
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in Table 5.27, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run

Table 5.27: Loading Factor for Post Purchase Experience of Green Products Items

Factor	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Post Purchase Experience	X10	λ10	1.592	0.158	10.082	0 .001	1.282	1.901
	X11	λ11	0.829	0.113	7.307	0 .001	0.607	1.051
	X12	λ12	0.75	0.101	7.454	0 .001	0.553	0.948

(Source: The author's analysis using JASP 4.1)

Table 5.27 shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.078, p-value = 0.0001, as shown in table 5.28 below. This means that this model is suitable and feasible to be used to measure the latent variable of post purchase experience towards the sustainability of green products purchase behaviour in the long run.

**Table 5.28: Goodness of Fit Item Post Purchase Experience of Green Products**

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.078
RMSEA 90% CI lower bound	0.045
RMSEA 90% CI upper bound	0.098
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	$1.990e-8$
Hoelter's critical N ($\alpha = .05$)	1.000
Hoelter's critical N ($\alpha = .01$)	1.000
Goodness of fit index (GFI)	1.000
McDonald fit index (MFI)	1.000
Expected cross validation index (ECVI)	0.031

(Source: The author's analysis using JASP 4.1)

5.5.1.1.5 The Latent Variables of Scepticism towards Green Claims

The latent variable of Scepticism towards Green Claims is measured on the basis of three uni-dimensional indicators such as environmental claims made on packaging labels or in advertising are true, most environmental claims on packaging labels or in advertising are intended to misled rather than to inform consumers, trust on environmental claims made on packaging labels or in advertising. CFA analysis results of Scepticism towards Green Claims latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 5.18 below:

Figure 5.18: Confirmatory Factor Analysis of Scepticism towards Green Claims
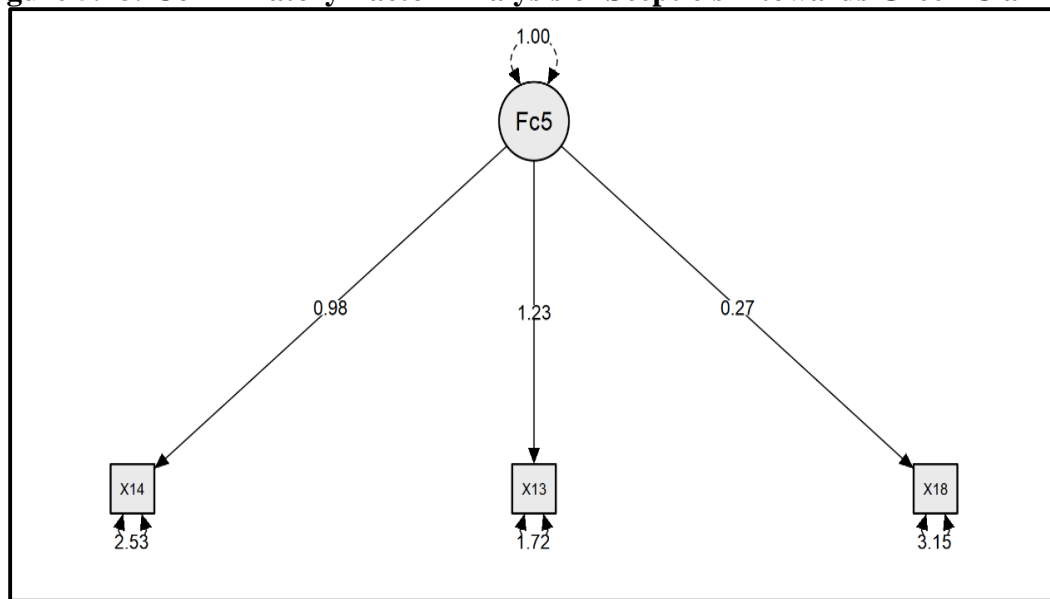
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in table 5.29, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 5.29: Loading Factor for Scepticism towards Green Claims Items

Factor Loadings								
Factor	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
Scepticism towards Green Claims	X14	λ14	0.976	0.334	2.919	0.004	0.321	1.632
	X13	λ13	1.235	0.416	2.97	0.003	0.42	2.05
	X18	λ18	0.269	0.127	2.113	0.035	0.019	0.518

(Source: The author's analysis using JASP 4.1)

Table 5.29 shows the loading factor of all items that have a positive coefficient value and each item has lower p-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.020, P-value = 0.001, as shown in table 5.30 below. This means that this model is suitable and feasible to be used to measure the latent variable of scepticism towards Green Claims towards the sustainability of green products purchase behaviour in the long run.

**Table 5.30: Goodness of Fit Item Scepticism towards Green Claims**

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	**0.020**
RMSEA 90% CI lower bound	**0.012**
RMSEA 90% CI upper bound	**0.042**
RMSEA p-value	**0.001**
Standardized root mean square residual (SRMR)	**6.198e -9**
Hoelter's critical N (α = .05)	**0.98**
Hoelter's critical N (α = .01)	**0.95**
Goodness of fit index (GFI)	**1.000**
McDonald fit index (MFI)	**1.000**
Expected cross validation index (ECVI)	**0.031**

(Source: The author's analysis using JASP 4.1)

5.5.1.2 Second-order Confirmatory Factor Analysis Model

Based on the items obtained in each dimension in the first order analysis, the second order analysis of CFA was done. The use of Second-order confirmatory factor analysis in this study was to examine the green repurchase behaviour consisting of five indicators such as media influence, Post Purchase Experience of Green Products, Green Product Attribute, Green Purchase Attitude and Scepticism towards Green Claims of Green Products. The results of the second-order confirmatory factor analysis of green repurchase behaviour variables are shown in Figure 5.19 below.

Figure 5.19: Second Order Confirmatory Factor Analysis of all latent Variables
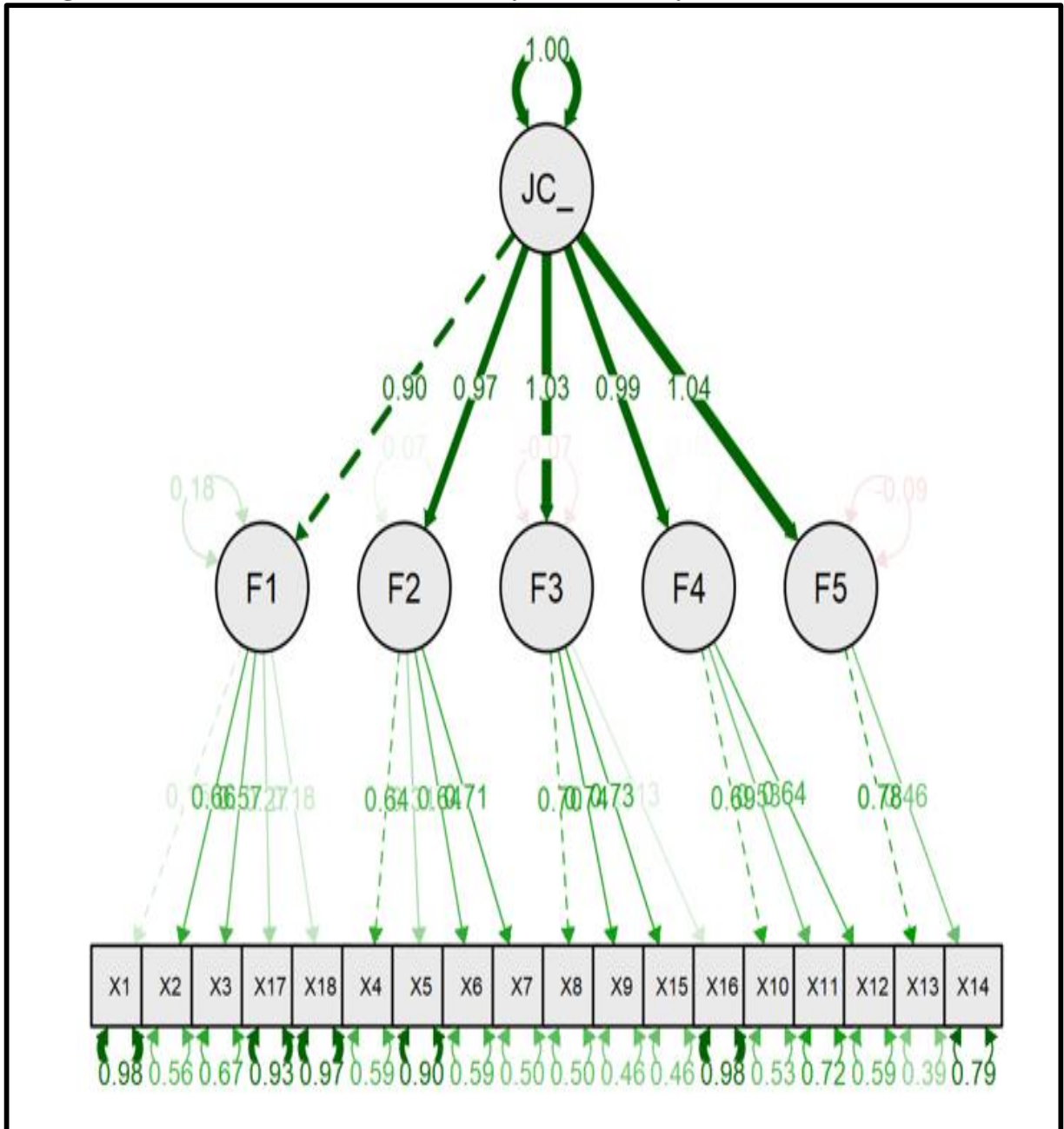
(Source: The author's analysis using JASP 4.1)

The z-value of each loading factor coefficient, as shown in Table 5.31, is used to evaluate whether each item contributes substantially towards sustainability of green products purchase behaviour in the long run.

Table 5.31: Parameter Estimates of Second-order confirmatory factor analysis

label			est	se	z	p	CI (lower)	CI (upper)	std (lv)	std (all)	std (nox)
F1	=~	X1	1.000	0.000	1.000	0.000	1.000	1.000	0.272	0.15	0.15
F1	=~	X2	4.055	1.539	2.634	0.008	1.037	7.072	1.104	0.662	0.662
F1	=~	X3	3.362	1.287	2.613	0.009	0.841	5.884	0.916	0.575	0.575
F1	=~	X17	1.725	0.731	2.359	0.018	0.292	3.158	0.47	0.273	0.273
F1	=~	X18	1.21	0.582	2.079	0.038	0.069	2.35	0.33	0.184	0.184
F2	=~	X4	1.000	0.000	1.000	0.000	1.000	1.000	0.998	0.644	0.644
F2	=~	X5	0.457	0.081	5.64	0.001	0.298	0.616	0.456	0.312	0.312
F2	=~	X6	0.946	0.088	10.774	0.001	0.774	1.119	0.945	0.638	0.638
F2	=~	X7	1.107	0.094	11.756	0.001	0.922	1.292	1.105	0.71	0.71
F3	=~	X8	1.000	0.000	1.000	0.000	1.000	1.000	1.106	0.704	0.704
F3	=~	X9	1.116	0.08	13.917	0.001	0.959	1.273	1.234	0.736	0.736
F3	=~	X15	1.128	0.081	13.861	0.001	0.969	1.288	1.247	0.733	0.733
F3	=~	X16	0.181	0.073	2.487	0.013	0.038	0.324	0.2	0.131	0.131
F4	=~	X10	1.000	0.000	1.000	0.000	1.000	1.000	1.164	0.686	0.686
F4	=~	X11	0.798	0.083	9.633	0.001	0.636	0.96	0.928	0.527	0.527
F4	=~	X12	0.852	0.074	11.587	0.001	0.708	0.996	0.992	0.64	0.64
F5	=~	X13	1.000	0.000	1.000	0.000	1.000	1.000	1.412	0.782	0.782
F5	=~	X14	0.608	0.065	9.289	0.001	0.48	0.736	0.858	0.46	0.46
Y	=~	F1	0.9	0.529	1.731	0.000	1.000	1.000	0.903	0.903	0.903
Y	=~	F2	0.97	0.369	2.625	0.009	0.993	6.85	0.967	0.967	0.967
Y	=~	F3	1.03	0.39	2.641	0.008	1.198	8.092	1.034	1.034	1.034
Y	=~	F4	0.99	0.375	2.636	0.008	1.202	8.178	0.992	0.992	0.992
Y	=~	F5	1.04	0.392	2.653	0.008	1.562	10.4	1.043	1.043	1.043
X1	~~	X1	3.221	0.234	13.764	0.001	2.762	3.679	3.221	0.977	0.977
X2	~~	X2	1.56	0.155	10.056	0.001	1.256	1.864	1.56	0.561	0.561
X3	~~	X3	1.698	0.144	11.762	0.001	1.415	1.981	1.698	0.669	0.669
X17	~~	X17	2.747	0.202	13.572	0.001	2.35	3.143	2.747	0.926	0.926
X18	~~	X18	3.097	0.226	13.725	0.001	2.655	3.54	3.097	0.966	0.966
X4	~~	X4	1.409	0.114	12.312	0.001	1.185	1.634	1.409	0.586	0.586
X5	~~	X5	1.922	0.141	13.646	0.001	1.646	2.198	1.922	0.902	0.902
X6	~~	X6	1.3	0.105	12.366	0.001	1.094	1.506	1.3	0.593	0.593
X7	~~	X7	1.2	0.105	11.431	0.001	0.994	1.406	1.2	0.496	0.496
X8	~~	X8	1.241	0.099	12.575	0.001	1.048	1.434	1.241	0.504	0.504
X9	~~	X9	1.291	0.106	12.213	0.001	1.084	1.499	1.291	0.459	0.459
X15	~~	X15	1.344	0.11	12.253	0.001	1.129	1.559	1.344	0.463	0.463
X16	~~	X16	2.311	0.167	13.825	0.001	1.984	2.639	2.311	0.983	0.983
X10	~~	X10	1.519	0.133	11.452	0.001	1.259	1.779	1.519	0.529	0.529
X11	~~	X11	2.244	0.171	13.091	0.001	1.908	2.58	2.244	0.722	0.722
X12	~~	X12	1.416	0.116	12.162	0.001	1.188	1.644	1.416	0.59	0.59
X13	~~	X13	1.265	0.184	6.894	0.001	0.906	1.625	1.265	0.388	0.388
X14	~~	X14	2.746	0.207	13.267	0.001	2.34	3.152	2.746	0.788	0.788
F1	~~	F1	0.014	0.012	1.16	0.246	-0.009	0.037	0.184	0.184	0.184
F2	~~	F2	0.065	0.046	1.433	0.152	-0.024	0.155	0.066	0.066	0.066
F3	~~	F3	-0.084	0.04	-2.094	0.036	-0.162	-0.005	-0.068	-0.068	-0.068
F4	~~	F4	0.022	0.072	0.305	0.76	-0.12	0.164	0.016	0.016	0.016
F5	~~	F5	-0.173	0.161	-1.08	0.28	-0.488	0.141	-0.087	-0.087	-0.087
Y	~~	Y	0.061	0.046	1.327	0.184	-0.029	0.15	1.000	1.000	1.000

(Source: The author's analysis using JASP 4.1)

Table 5.32: Goodness of Fit test statistics of Second-order confirmatory factor analysis

Table-A

Model test baseline model	Model
Minimum Function Test Statistic	2.154
χ^2	1650.031
Degrees of freedom	130.000
p	< .001

Table-B

Loglikelihood and Information Criteria	Model
Loglikelihood user model (H0)	-12211.070
Loglikelihood unrestricted model (H1)	-11386.055
Number of free parameters	41
Akaike (AIC)	24504.140
Bayesian (BIC)	24666.010
Sample-size adjusted Bayesian (BIC)	24535.923

Table-C

Root Mean Square Error of Approximation	Model	
RMSEA	0.175	
Upper 90% CI	0.182	
Lower 90% CI	0.167	
p-value RMSEA <= 0.05	< .001	

Table-D

Other Fit Indices	Model
Hoelter Critical N (CN) alpha=0.05	37.584
Hoelter Critical N (CN) alpha=0.01	40.558
Goodness of Fit Index (GFI)	0.650
Parsimony Goodness of Fit Index (GFI)	0.540
McDonald Fit Index (MFI)	0.137
AIC	24504.140
BIC	24666.010
χ^2	1650.031

(Source: The author's analysis using JASP 4.1)

Figure 5.20: Second Order Confirmatory Factor Analysis for inter relation among latent Variables
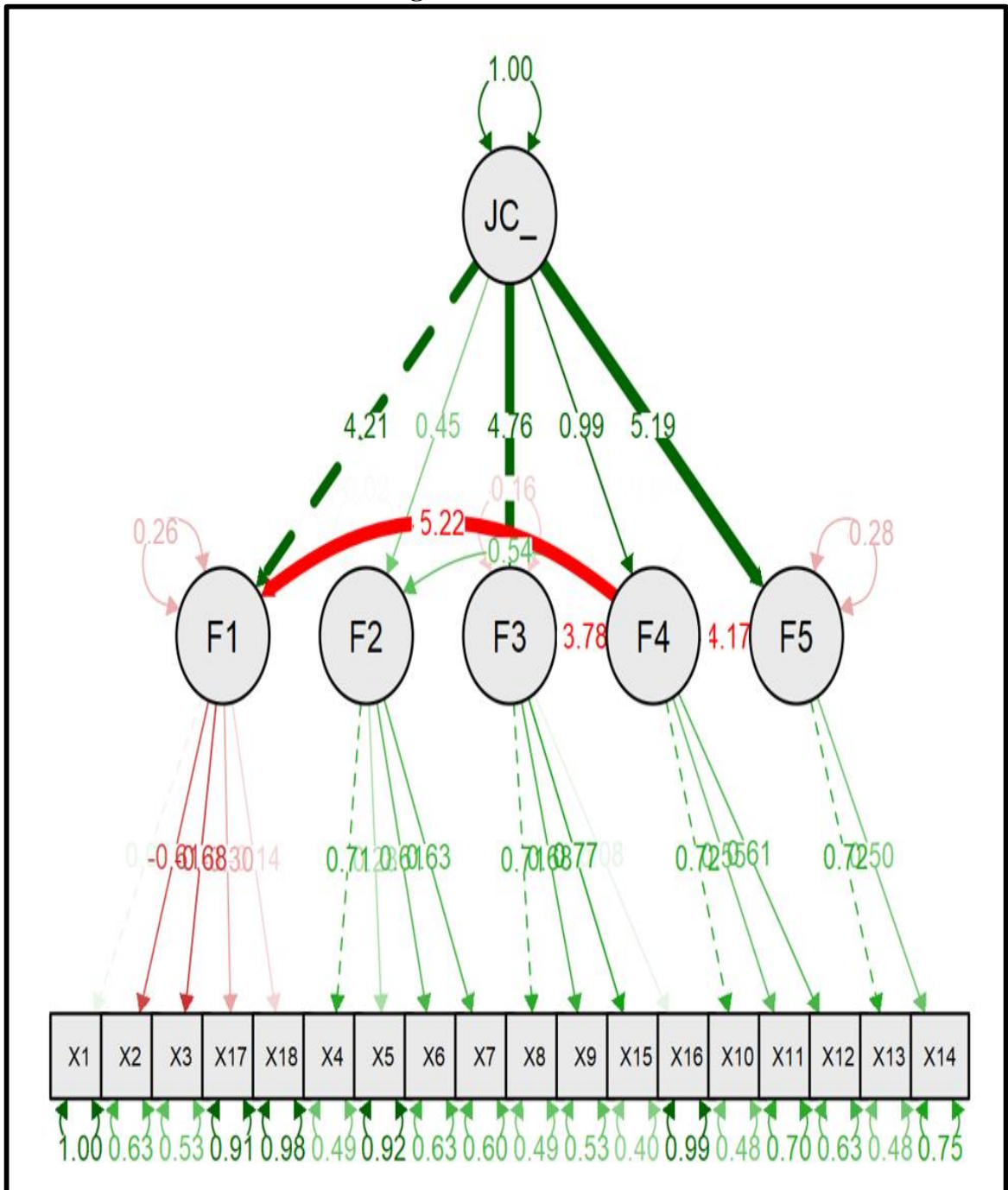
(Source: The author's analysis using JASP 4.1)

5.5.2 RESULT AND DISCUSSIONS

Based on the test results conducted with second-order confirmatory factor analysis, the RMSEA = 0.175 (p <0.001) as shown in Table 5.32, it can be concluded that this model is fit for second order CFA with a complex path diagram in the structural equation model. In other words, it is uni-dimensional model; all the variables are valid indicators for measuring constructs of Sustainability of Green Products Purchase Behaviour by using five latent variables.

From the Table 5.32, it can be explained that each item has a positive loading factor and each p value of Z test is lower than 0.05, hence it is said to be significant. This means that all items are suitable for measuring green repurchase behaviour because the overall Z-value is greater than 1.96. The significance value of factor five (F5) gives the largest contribution as much as 104%, followed by factor three (F3) with 103% and factor four (F4) with 99%, factor two (F2) with 97% and factor one (F1) 90%.

By using the structure equation model we can estimate that the Sustainability of green products purchase behaviour is a function of all five latent variables with the predicted model as follows:

$$Y = 0.90F_1 + 0.97F_2 + 1.03F_3 + 0.99F_4 + 1.04F_5$$

Hence in order to achieve the sustainable repurchasing of green product in long run, all the latent variables are highly significant and are relevant in determining green products purchase behaviour of millennials of Jharkhand.

CHAPTER 6: CONCLUSION

CONCLUSION

> *"Things get done only if the data we gather can inform and inspire those in a position to make a difference."*
>
> *– Mike Schmoker*

The previous chapter dealt with the findings of latent variables and their impact on the consumers' repurchase behaviour in terms of green products. This section highlights the important findings of the research undertaken and correlates them to those found during the literature review.

6.1 SUMMARY OF FINDINGS

There has been a lot of research done to understand the demographic profile of the consumer and consumer purchase behaviour in terms of green products, but there has been insufficient research done to understand the barriers to green product adoption as well as the repurchase behaviour of Indian consumers in terms of green products. According to research conducted in Western nations, customers are ready to spend a higher price for green/eco-friendly items, but Indian consumers are often thought to be price sensitive. In terms of Indian customers, there has been a rise in consumer mistrust for greenness and perceived quality of the green products (Navdeep Kaur et al., 2017). The majority of previous study(Smith 2010; Lu, Bock, & Joseph, 2013; Paco et al. 2013; Kaufmann et al. 2012; Anvar, and Venter, 2014; Muposhi & Dhurup, 2016; Chen & Chai, 2010; Naderi & Steenburg, 2018; Uddin & Khan 2016; Jain & Kaur, 2006; Mostafa, 2007; Lee, 2008; Tan & Lau, 2011; Khan & Kirmani, 2014; Tan & Lau, 2011; Kumar et al. 2012;) was based on data obtained from university students and college students, who may or may not reflect the perception of actual buyer. As pointed by

Kirmani & Rehman (2013), it is necessary to do more empirical studies on customers' attitudes towards green and environmentally friendly products other than the NCR and metro cities, as majority of Indians (70%) reside in rural areas (Census, 2011), rural customers' environmental concerns should be investigated as well. According to Prahalad Kakkar," Profit lies at the bottom of the pyramid," There has been no study done in this area to date to get insight into customer attitudes regarding green products with regards to middle income and lower income group people. Environmental concerns have been found as a key predictor of green purchasing intentions. While previous research shows that environmental knowledge impacts consumer perceptions and attitudes toward green products. However, there has not always been agreement on whether this characteristic is useful in distinguishing between green and non-green consumers. Others have shown a significant and negative relationship between age and environmental concern and behavior, while some have found a strong and positive link. Customer knowledge of eco labelling and its influence on consumer desire to purchase an environmentally friendly product has been studied, with mixed results (D Souza, 2004; Rashid 2009; Lyer 1999). According to Rashid (2009), customers who are aware of eco labels are more likely to respond favorably to understanding of green marketing and the purchase of green products. Kuhn (1999) also opined that promoting environmentally friendly product production would undoubtedly aid in increasing a company's market share owing to the company's capacity to provide sustainable marketing tactics. Leire and Thidell (2005) provided an opposing viewpoint, claiming that consumer knowledge of eco labelling does not always translate to green buying decisions. This is backed up by Bleda and Valente's (2008) in their study as well. Although a few research has investigated the effect of environmentally friendly packaging as one of the product attributes influencing consumers' general attitude toward products (e.g., Schwepker & Cornwell, 1991; Thgersen, 1999; Barber, 2010), the effect of the same on green purchase behaviour has yet to be investigated. Agenda-setting theory, as presented by Trivedi et al. (2021), contends that the media play a key role in shaping people's perceptions and guiding their thoughts toward a certain agenda or individual. Agenda-setting theory ((Maxwell McCombs and Donald L. Shaw, 1972) refers to how the news coverage done by media pertaining to certain specific issues become the locus of public attention. Several studies (Curtin & Rhodenbaugh, 2011) have investigated the media's agenda-setting effects on public policy. The use of online media to establish the agenda for consumers' environmental concern in green-washed

marketing claims was studied by Fernado et al. (2014) using agenda-setting theory, however, in India, there is a scarcity of such research. Other factors such as culture, finances, lifestyle, and personality may also have an impact on the ultimate link between intention and action when it comes to purchasing environmentally friendly items (Akehurst et al., 2012; Liu et al., 2016). According to Ylmaz and Arslan (2011)) study, adapted from Luzuka's (2000), there are substantial disparities in green behaviour among people of developed countries and citizens of developing countries. In developed countries, it is the government's obligation to safeguard the environment, but in developing countries, it is the responsibility of the individuals. Customers will not buy or pay premium prices for stated eco-products unless they are properly eco-labeled with certified certification from professional bodies, which is a criterion for green branding (kai tuha, 2012). Green marketing is new to Indian market and green products are often difficult to sell, despite their benefits to the environment and humans. Therefore, understanding the complex green consumer behaviour is the need of the hour.

The findings here suggests that gender does not play any role in propagating green behaviour and there is no significant difference between the perception of male and female in terms of green products and green behaviour. The study is in the accordance with the previous researchers such as (Chen & Chai, 2010; Sinnappan and Rahman, 2011; Samarasinghe, 2012; Rezai et al., 2012; Singh and Bansal, 2012; Ansar, 2013; Anvar, and Venter, 2014; Ghosh & Chandra 2018).

We can conclude that the study is consistent with (Sinnappan and Rahman, 2011; Boztepe, 2012; Samarasinghe, 2012; Rezai et al. 2013; Dangi et al. 2020) whereby younger consumers are more environmentally friendly and age is an important factor in determining the green purchase behaviour of millennials whereas it is in contrary to (Singh & Bansal 2012 ; Danish 2016; Patel et al. 2017; Ghosh & Chandra 2018; Sharma & Foropon 2020) which states that age is insignificant in determining green behaviour.

Analysis for education as a predictor in determining green behaviour states that education level is significant in propagating green behaviour and the study is in line with (Paco et al, 2010; Awad, 2011; Chen, 2013; Wang and Wong, 2019; Sharma & Foropon 2020) while it is in contrary to the studies conducted by (Danish 2016; Ghosh & Chandra 2018).

With regards to income, during data analysis, it is revealed that income is a significant predictor of green buying behaviour the study is in line with (Awad, 2011; Boztepe 2012; Tilikidou and Delistavrou, 2014; Okan & Yalman 2015; Danish 2016; Dangi 2020) and contrary to (Ghosh & Chandra 2018; Sharma & Foropon 2020).

During the data analysis we observed that 98% of the respondents have reported that they are aware of green products but when it comes to understanding their level of awareness towards green products, we observed that 42% of the respondents indicated that they had low level of awareness about green products, 46% of the respondents indicated average level of awareness and only 12 % of them had high level of awareness about green products and if 93% of the respondents have agreed to repurchase green products, therefore, marketers must work towards enhancing green product knowledge and its significance on consumers and society as a whole.

Similarly, 41% of total respondents preferred green personal care products, 20% preferred home care products, 17% preferred food & beverages, 14% preferred electrical and electronic items, 7% preferred automobiles, and around 1% preferred clothing & fashion products, indicating that marketers should pay attention to these product categories and their potential for green product offerings.

Social media plays an important role in generating awareness towards green behaviour and hence an important means of communication in today's generation. Majority of the respondents feel that green behaviour should be propagated by the government and this is not their onus.

Hence in order to achieve the sustainable repurchasing of green product in long run, all the latent variables such social media influence, distrust on environmental claims made on packaging labels or in advertising, green product quality, ease of using green products, post purchase experience, customer satisfaction, availability of green products, price sensitivity, green packaging, environmental concern, perceived environmental knowledge, perceived green product knowledge and level of awareness about green product and environmental issues are very much important and they may alter consumers repurchase behaviour. A positive green purchase attitude is a prerequisite for green repurchase behaviour as knowledge about environmental issues and concern may not always lead to a green behaviour.

The major barriers in adoption of green behaviour were distrust on environmental claims made by the organizations and the lack of understanding the impact of purchase decision on the environment.

6.2 MANAGERIAL IMPLICATIONS

According to (Ramasamy & Yeung, 2009) 61% of millennial have revealed that it is their responsibility to make the world a better place to live while 78% believe that companies have the responsibility to include them in their effort. The same view has been supported by (Bertens et al., 2014) in their studies. A more comprehensive study conducted by Deloitte's Global Millennial and Gen Z Survey (2021), Millennials and Generation Z feel the world is on the verge of a major environmental crisis and they're also calling themselves and organizations answerable to make the world more sustainable and equitable. According to the survey, nine out of 10 Indian millennials and Gen Zs are confident that the changes witnessed during the pandemic would help counteract ecological damage. Therefore, understanding the consumer behaviour of younger population of India is a must for sustainability of green products purchase behaviour in the long run as most of these millennials are in their working age bracket, have enormous purchasing power and longer influence on the product life cycle. Our present study also suggests that age do matters when it comes to green purchase.

Many research have been carried all through the world to investigate and define customer behaviour toward "green" or ecologically friendly products and services and we saw that consumers, often lack a sense of responsibility for myriad environmental problems and put the onus on business organizations and government to preserve and care for environment. Taking personal responsibility for the environmental damage may encourages consumers to contribute to the green movement. Consumers who are concerned about the environmental repercussions of their purchases will address the potential consequences of their purchase. If environmental concerns are significant to a customer, he or she may be more likely to purchase green products.

Eco-literacy was found to be the most important component in the long-term sustainability of green repurchase behaviour. Despite the fact that consumers are aware of green products, their degree of awareness appears to be low, and 93 percent of respondents prefer to repurchase green products. It is becoming increasingly crucial to educate people about green products.

Past researchers have suggested that consumers do not purchase products based on the environmental concern alone and they will not trade-off other product attributes for a better environment. The previous researchers have also revealed that the general consumers need incentive to buy green products. The biggest example to back this theory is the energy efficient electronic items which almost all segment of consumer prefer to buy because they have realized that how much energy and money they will save in long run. Similarly, in developing country like India, even the post-purchase behaviour of consumers, and waste disposal or reusability of second hand items, is a hot topic in evaluating the green consumer behaviour and the market is full of online and offline players such as Maruti True value outlets, cardekho.com, cars24.com, olx.com and ebay.com to name a few who are working in this direction. Hence, marketers must develop a market for reusable items and offer incentives to customers to display green behaviour.

The findings here suggests that gender does not play any role in propagating green behaviour and there is no significant difference between the perception of male and female in terms of green products and green behaviour, whereas role of educational qualification, family income and age is highly significant in determining green concern and green environmental knowledge. While media influence is an important factor for green repurchase behaviour, role of social media is relatively higher while propagating green awareness followed by television, newspapers and magazines and knowledge about green products and eco-labels. Although, green product quality, availability of green product and price sensitivity plays highly significant role, the role of green packaging is equally important in determining green product attribute. Ease of using green products and green product experience is also very important for defining post purchase experience of green products. Most of the respondents believe that environmental claims on packaging labels or in advertising are intended to misled rather than to inform consumers about green products and hence can be regarded as a major barrier towards adoption of green repurchase behaviour and also the latent variable of scepticism towards green claims has the highest contribution in determining green repurchase behaviour followed by green products attributes, post purchase green product experience, green purchase attitude and media influence respectively.

The current pandemic has a great impact on health and life of people across the globe. A comprehensive production, consumption and disposable behaviour is the

pre-requisites for sustainable growth and survival of the planet. All of our technical progress to date has resulted in awful environmental damage, carbon emissions, erratic climate condition and recent cases of flood, land slide, cloud bursting and scarcity of resources to name a few. As a result, the entire globe is transitioning from a linear to a circular economy, and customers are currently seeking for ways to recycle, reuse, and lengthen the product life cycle as much as possible. We need to develop more environmentally friendly ways to generate, consume, and dispose of waste. Green Products are a newly developed product category, however customer preference for such products is a questionable issue, as product sales numbers are not very stunning but customer preferences for such products do exists.

Considering Green Personal Care products were preferred by 41% of all respondents, marketers should take note of this significant product category and structure their marketing initiatives accordingly.

During the investigation, to determine who consumers believe is responsible for promoting the use of green products, they were asked to choose between Companies, governments, and consumers, most of the respondents (45%) stated that, government has a responsibility to promote the usage of green products. 34 % of respondents believe they should support the use of green products, while 14% believe firms and 7% believe that all of them are responsible for encouraging the use of green products. The result contradicts the study conducted by Nittala et al. (2021) which found that the majority of respondents (59.4%) believe corporations, governments, and consumers are all responsible for encouraging the usage of green products. But bringing all stakeholders in same line as far as environmental issues are considered is a must for green product purchase.

Although while addressing the future of any product or service, all four Ps must be taken into consideration for any product roadmap. However, while ample studies has been conducted to understand pricing as a key factor while analyzing consumer buying behaviour for green products, other elements of the marketing mix such as product, place, and promotion were overlooked in the Indian context, as discovered during the literature review. Green product efficacy, green product performance, ease of using green products, green product quality, green product

satisfaction, post purchase experience and the influence of media in propagating green buying behaviour are very important for green repurchase behaviour.

96 percent of participants reported being aware of the current environmental situation in India. People are environmentally conscious and comprehend what they should do to benefit the environment and that means that even if consumers are aware of various environmental issues but that awareness is not translating into showing concern for environment and therefore the present study is in line with previous studies (Mei, N. S., Wai, C. W., & Ahamad, R. 2017; Sasikala and Parameswaran 2018). The present study confirms the existence of an environmental concern and action gap. The general consumers' are showing off their concern for environment but they are not motivated enough to translate their concern into purchase intention/actual buying motives. The findings imply, that increased environmental concern is not translating into any behavioural changes, and that customers require more information and persuasion to convert their sheer concern into actual purchase behaviour.

When it comes to identifying the barriers to green purchasing adoption, the first and most significant barrier is customer scepticism of green claims. Apart from that, when asked about considering environmental issues when making purchase decisions, 98 percent of respondents stated that they had never made a purchase based on environmental issues at all, implying that they had never considered their impact on the environment while purchasing general day-to-day products. Thus, even if people are aware of environmental issues, this does not translate into their purchasing decisions, and there is a clear action and behaviour difference among the green buyers and hence another barrier for green adoption.

6.3 POLICY IMPLICATIONS

Green marketing has become a big topic in today's corporate world. However, the present epidemic has sparked widespread concern about environmental preservation and care, as well as implementing lifestyle adjustments that will have a positive impact on the environment. The main priorities of consumers have changed to health and hygiene. Green and ecologically friendly products may be a good option. Environmental awareness among consumers has risen considerably, and sustainability is now one of the most important factors in consumer decision-making.

Issues like environmental degradation, pollution and restoring the environmental indexes cannot be handled by a few stake holders of the society rather this should be regarded as a prime responsibility of all the stake holders of the society and it requires a cumulative approach. All the stakeholders of the society such as individuals, organizations and policy makers will have to contribute significantly in reducing the environmental footprint thereby contributing to sustainable development goals and promotion of circular economy and thereby promoting green products is a must. Therefore, a lot of media campaign/drive has to be run to create awareness and to motivate the masses to show generate awareness and concern for the environment as environmental concern may leads to formation of a positive green purchase attitude. Furthermore, Hassan (2014) in his study expressed that while most of us wants to lead a greener life but we lack the practical understanding on how to live a sustainable life. This issue is especially pressing in Indian context where the general literacy rate is low (Census, 2011). As a result, customers must be educated and informed on the concept of greener future.

India is a country governed by a plethora of religions, cultures, subcultures, values, tastes, and preferences and pandemic has made things a little more complex. Consumer buying behaviour is a complex process. Some products, such as FMCGs, are considered low-involved, whereas others, such as white goods, may require a higher level of involvement. This could be a complicated task for the organization, and they must come up with an out of the box approach to involve all the stakeholders of society to succeed in the greening effort, as Green is surely becoming the emblem of eco-consciousness in India. However, a certain group of people who are concerned about the environment are eager to buy green products. When discussing marketing in the framework of "Marketing 4.0," Kotler argued that the era 4.0 is more relevant for "Youth", "Women" and "Netizens", hence these are our prime target market.

In a nutshell, advertising techniques aimed towards Indian female consumers, youth, and children may evoke emotional responses and raise awareness about the need of environmental protection and indulging in green purchasing behaviour. Furthermore, consumer perceptions of green product effectiveness and usability is driven by the level of reliable information available regarding product quality.

As social media plays an important role in propagating green behaviour. Due to the changing demographic profile of Indian households, the expanding middle income group segment, and both spouses striving to make ends meet, Indian females may play a significant role as influencers in the promotion of green products and may actively influence their families to adopt green buying behaviour. Though gender dose not play any special role in green behaviour but if we can influence female customers for this cause, this could be a game changer in long run. Due to the pandemic situation, where most schools and educational institutions are closed and even school-aged children have access to mobile phones and social media platforms and thus India has a sizable population of technophiles and same can be utilized to its full extent to create awareness for the environment and this will also help in bridging intention and action gap across the age groups. Ease of using green products is also important for customer acquisition.

With the rise of social media platforms and the massive demand for digital marketing, businesses should consider implementing Evangelism Marketing Strategies to promote green products and concepts, which have a track record of establishing brands such as Apple and Harley-Davidson, to name a few. Consumers who are environmentally conscious are more inclined to share and disseminate information on the environmental sustainability amongst their peers.

As Green scepticism is gaining traction throughout the world. Therefore, marketers could consider using the 3Es methods, which are: 1. Educate 2. Engage 3. Excite, consumers in order to urge them to buy green products more frequently. Often consumer rely on their past experience to guide their present behaviour, therefore educating and engaging them is the base for propagating green concept at large scale. Reducing the green scepticism will also help in enhancing green purchase attitude and it may lead to a favourable green product purchase behavior in long run.

The general perception of Indian consumers is that they are price sensitive, and the current study concludes that price sensitivity does favour the positive formation of green product attributes, though the magnitude is not particularly large. However, this should be taken into account when formulating green product policies. Similarly

Consumers, overall, do not buy products just for ecological reasons, and they will never sacrifice other features and benefits for a better environment since they rarely evaluate the influence of their purchases on environmental degradation. As a result, general consumers require an incentive to purchase green products such as energy-efficient and time-saving products, and hence, a green purchasing incentive is essential for successful green marketing.
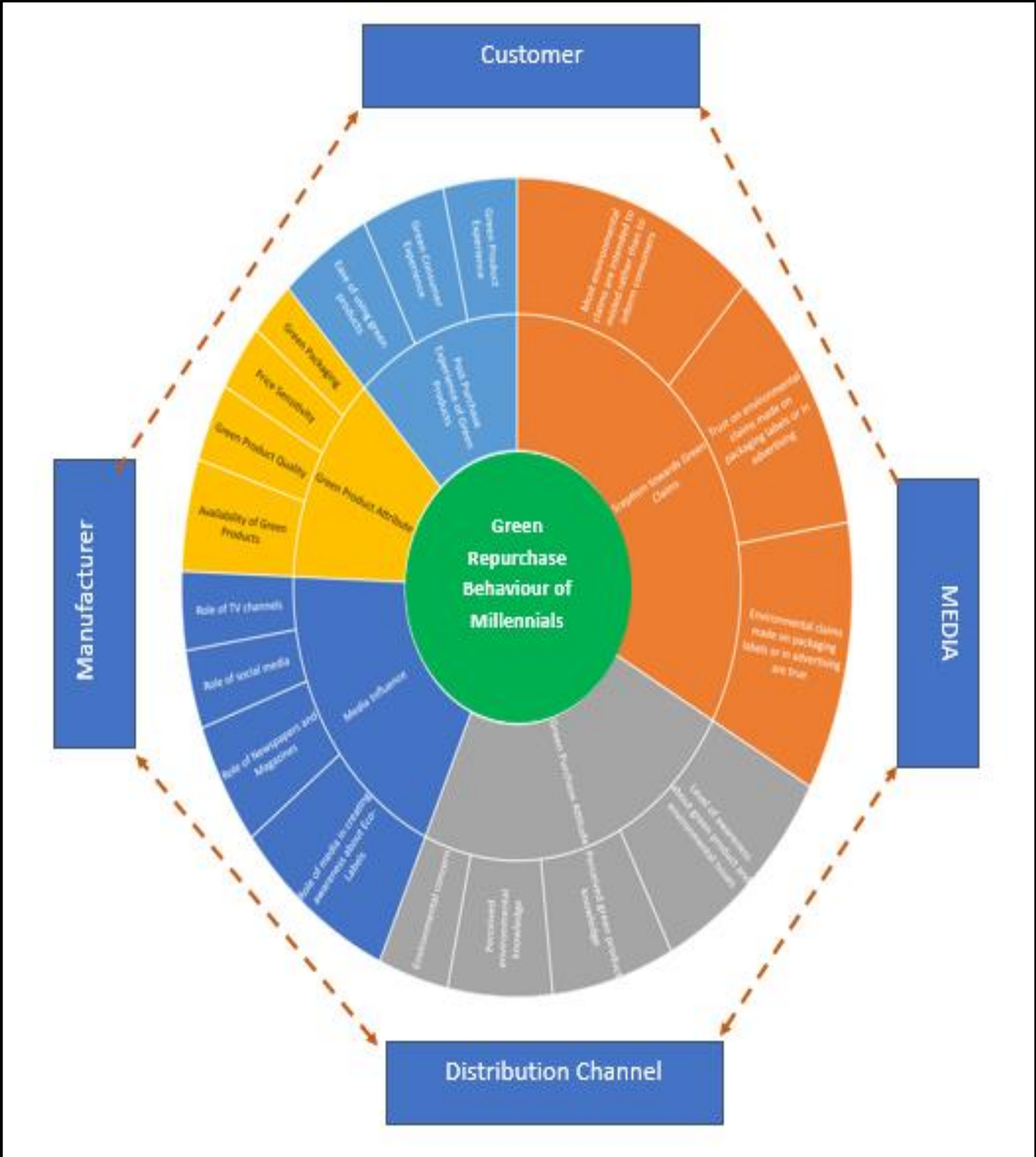
Packaging of the product also creates a lot of waste that can also be considered in the product design and organizations like Coca Cola, Dabur, HUL, and Pepsi are taking this as a matter of great concern and handling it well to move towards zero waste. Therefore, from both customer's perspective as well from organizational point of view, green packaging has significant positive bearing on willingness to purchase green product.

As a result, it can be concluded that people are aware of current environmental problems, but the magnitude of ecological concern may not be as desired; however, a segment of customer who are environmentally concerned may significantly impact the willingness to purchase green product, and the price of the product may not deter their choices, while the sustainable packaging also positively influence the willingness to purchase green product. A proper care should be taken for formation of positive green purchase attitude among the target consumers by educating them through social media and other direct customer touch points and ease of using green products along with incentive to buy green product is also very important for sustainable green repurchase behaviour in long run.

6.4 MODEL SUMMARY

The following model was developed by integrating all of the variables under the study and their interrelatedness.

Figure 6.1: Model Summary

(Source: Author's own framework)

6.5 LIMITATIONS

The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness and consumer satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population. For the survey to be generalized, the sample size (385) is too small. The data was collected online also, so the responses could have come from persons who are tech-savvy or privileged enough to afford an internet connection. As a result, the data may not represent all socioeconomic groups' perspectives. The possibility of sample error and respondent biasedness during data collection should be taken into consideration as a study limitation. The lack of time for data collection was a major challenge for the study due to strict lockdown situation in the state.

6.6 SCOPE FOR FUTURE STUDY

The present study has examined consumers' purchase behaviour for generic green products Future researchers might extend the scope of their research by looking at particular green products like green apparel, green electrical and electronic appliances, green automobiles, and so on. The effects of celebrity endorsement on green purchase behaviour may also be taken as a scope for further study. A longitudinal study may be also undertaken to understand the preferences for consumers in terms of green choices. The current study's focus is limited to customers in urban and sub-urban regions of Jharkhand; however, it is proposed that the green purchasing behaviour of consumers in rural areas may be investigated in future studies.

6.7 SUMMARY OF THE CHAPTER

The findings of this research can help green product marketers to establish strategies, particularly in the Indian context. For the marketing of green products in India, influence of media can't be overlooked, and it has been proposed that emotional appeals to generate concern for the environment may be more powerful than rational ones in influencing green buying behaviour. We should make every effort to limit the skeptical green claims to gain customer confidence and to support green switch. Ease

of using green products, need for green packaging and positive green product post experience and a positive green purchase attitude is a must for determining green repurchase behaviour of the consumer.

Climate change is wreaking havoc on ecosystems and humans all around the planet, and none of us are immune from its consequences. We all can switch to a cleaner and more resilient world if legislatures, businesses, society, youth, and academia work together to create a greener future and to resort harmony between people, profit and planet.

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ANNEXURE

QUESTIONNAIRE

A critical study on millenial's green purchase behaviour with reference to Jharkhand

Dear Sir/Madam,

It gives us immense pleasure to welcome you as a participant in an innovative study titled "A critical study on millenial's green purchasing behaviour with reference to Jharkhand." I would appreciate it if you could spare some of your valuable time to complete the questionnaires enclosed. The questionnaire's purpose is to collect data and information about consumers' perception towards green products. Your complete cooperation and response are solicited

Note: Please take your time and carefully answer each question. Your data and information will be kept strictly confidential and used solely for the stated purpose.

RAMA SINGH

Research Scholar

PART – I

PERSONAL DATA

Name   (Optional)

………………………………………………………………………………………………

Gender: Male ☐   Female ☐

Age: ☐<30   ☐ 30-40   ☐40-50   ☐50-60   ☐ >60

Educational qualification:

Secondary Level ☐   Graduate ☐   Post Graduate ☐

PhD ☐   Diploma ☐   Other ☐

Family Income:

Upto 2.5 Lakh ☐   Upto 5 Lakh ☐   5 Lakh – 10 Lakh ☐

Above 10 Lakh ☐

Employment Status:

Full-time employment ☐   Part-time employment ☐   Unemployed ☐   Self-employed ☐

Home-maker ☐   Student ☐   Retired ☐

PART – II

1. Have you heard about eco-friendly products?

     ☐ Yes   No ☐

2. 2. What do you understand from "green products/Eco-friendly products"? (Can Tick more than one option)

	Green colored products
	Natural / organic products
	Recycled / recyclable products
	Bio-degradable products
	Vegetarian products
	Fresh products
	Ayurvedic / Herbal products
	Healthy products
	Good quality products
	Energy saving products
	Highly priced products

3. Which types of Eco-friendly products do you generally buy?

	Personal care products
	Home care products
	Food & Beverages
	Electrical & Electronics items
	Automobiles
	Clothing & Fashion products

4. Whom do you think is responsible for promoting green products?

Government	Companies	Consumers	All of them

5. Do you Prefer Repurchasing the Green Products:

Yes ☐　　　　　　　　No ☐

For Question No.1 to Question No. 53:

Please Note:

Strongly Disagree = SD　　　　Disagree = D　　　　Neutral = N　　　　Agree = A

Strongly Agree = SA

Statements	SD	D	N	A	SA
I agree TV channels have enhanced knowledge about green products.					
Newspapers and magazines are a good source for propagating environmental issues.					
Environmental issues can be widely spread through social media.					
Media has played an important role in raising environmental awareness.					
I know that I buy products and packaging that are environmentally safe.					
I know more about recycling than the average person.					
I know how to select products and packaging that reduce the amount of waste ending up in landfills.					
I understand the environmental phrases and symbols (Eco-Labels) on product package.					
I am very knowledgeable about environmental issues.					
I make additional efforts to purchase plastic and paper products that are made from recycled material.					
I have shifted to eco-friendly/ green products due to ecological concerns.					

	When I have need to choose between two equal products, I buy the one which is less harmful for people and the environment.				
	Mankind was created to rule over the rest of nature.				
	Do you read eco labels before buying the green products?				
	Are you aware that purchasing eco-friendly products will contribute to the sustainable future?				
	I believe that Eco-friendly products consume the least amount of resources and energy.				
	I believe that the eco- friendly products meet or exceed the requirements of environmental regulations.				
	The products of this company consume the least amount of resources and energy.				
	I believe that the eco- friendly products are easy to recycle, disassemble, decompose, and reuse.				
	I believe that the eco- friendly products results in minimum environmental damage.				
	I believe that Eco-friendly products are free of strong toxic/chemical materials.				
	I share my green products experiences and information with my friends.				
	I buy green products even if they are more expensive than non-green products.				
	I strive to learn as much as possible about environmental issues.				
	I learn about environmental products from my friends.				
	I am satisfied with my decision to purchase the green products of this company.				
	I am glad to purchase the green products of this company.				
	I believe that I do the right thing in purchasing these green products.				

	I feel that I contribute to the environmental protection and sustainable development.				
	Eco friendly products are easily available?				
	Eco friendly products are easy to use as well as dispose?				
	Trying to control pollution is much more trouble than it is worth?				
	Recycling is too much trouble in case of Eco friendly products				
	Most environmental claims made on package labels or in advertising are true.				
	Because environmental claims are exaggerated, consumers would be better off if such claims on package labels or in advertising were eliminated.				
	Most environmental claims on package labels or in advertising are intended to mislead rather than to inform consumers.				
	I do not believe most environmental claims made on package labels or in advertising				
	I would look for packaging that is made from recyclable materials.				
	I would look for packaging that is biodegradable.				
	I would look for packaging that is reusable.				
	In general the price or cost of buying green products is important to me.				
	I know that a new kind of green product is likely to be more expensive than older ones, but that does not matter to me.				
	I am less willing to buy a green product if I think that it will be high in price.				
	I don't mind paying more to try out a new green product.				

	A really good green product is worth paying a lot of money.				
	I like the idea of purchasing green.				
	I have a favourable attitude toward purchasing green version of a product.				
	I prefer buying environmental friendly products again and again.				
	Buying environmental friendly products have long term benefits.				
	I feel a sense of accomplishment buying eco-friendly products and I will continue to do so again and again.				
	I use products made from recycled materials again and again.				
	Have you ever bought or considered buying products which are designed with environmental issues in mind?				
	Do you consider your effect on the environment as a consumer before purchasing general day to day products?				

Thank you for your time and cooperation!!!..............

Ⓒuriginal

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W	URL: https://www.researchgate.net/publication/334294998_Role_of_Green_Marketing_Practices_in_Small_and_Medium_Enterprises_A_Study_of_Agra_Region Fetched: 2021-05-21T07:38:06.6530000	⊞	1
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'GO GREEN'—ANALYSING THE CHANGE IN JHARKHAND CONSUMERS' PURCHASING BEHAVIOUR IN THE PANDEMIC ERA WITH SPECIAL REFERENCE TO JAMSHEDPUR

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'GO GREEN'—ANALYSING THE CHANGE IN JHARKHAND CONSUMERS' PURCHASING BEHAVIOUR IN THE PANDEMIC ERA WITH SPECIAL REFERENCE TO JAMSHEDPUR

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Abstract
'Green' is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today's business world. Though, the present pandemic witnessed a huge concern towards preserving and caring for the environment and bringing lifestyle changes to bring positive impact. Health and hygiene have become the top priority among consumers. The majority of Indians today buy products that are socially responsible, inclusive, and have a low environmental impact. Green products and environmental friendly products may present a great choice. But green product market is still at the embryonic stage in India.
Moreover, Indian consumers are significantly more price sensitive than their counterparts in other parts of the world. They bargain more frequently, spend less on luxury things, and save more. Hence, the present study attempts to analyze green behavior of consumers towards green products post pandemic by taking Green Purchase Intention (GPI), Green Purchase Attitude (GPA), Price Sensitivity and Green Purchase Behaviour (GPB) into consideration.
Key words: Green marketing, Green products, Green Purchase Intention, Green Purchase Attitude, Price Sensitivity and Green Purchase Behaviour.

Introduction
2021 Millennial Survey conducted by Deloitte suggested that Nine out of 10 Indian millennials and Generation Z are certain that the improvements seen during the pandemic can reverse environmental damage. More than half of both groups believe that people's sensitivity to the environmental issues will improve and this perception significantly outnumbers the global average. Post pandemic, consumers are becoming aware of the environmental degradation caused by them and they have realized that only a few weeks of lock down can help the nature to heal. A study conducted by Capgemini Research Institute on understanding the influence of sustainability on consumer purchasing habits and how well consumer product and retail (CPR) organizations understand consumer expectations, they reported that sustainability has gone to the top of the customer's priority list and Consumers are changing their purchasing habits because of social responsibility, inclusion, or environmental consequences. Due to the COVID-19 situation, majority of consumers stated they will be more about the impact of their overall consumption in the "new normal."
It is assumed that as more and more customers are considering health and sustainability based lifestyles, more environmentally friendly products will be produced. Moreover, with the help of social media and word of mouth people will be more alert on environmental issues and would build response in favor of such products and companies.

Statement of the Problem
'Green' is the newest addition to the management vocabulary, which signifies environment. Green marketing has become a topic of great relevance in today's marketplace so as green brand image. However green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products.

Objectives of the study
➢ To identify the factors affecting Green Purchase Attitude (GPA).
➢ To analyze the correlation between the variables for Green Purchase Attitude (GPA), Green Purchase Intention (GPI) & Green Purchase Behaviour (GPB).

➢ To analyze the impact of Price of the product on the relationship between GPI and GPB.

Review of Literature

Marketing is anthropocentric, with humans as the center of the system and the environment as a resource to be exploited, rather than the reverse (Kilbourne et al. 2002). (Prothero and Fitchett, 2000) argued that, as a major mechanism in the execution and expansion of commodity discourse, marketing not only has the potential to assist society in developing more sustainable forms, but it also bears a significant responsibility to do so. Hence, marketing plays an important role in shaping the need and want of the society and marketers must convert society's need into opportunity for profitable businesses.

The business entities look for profit maximization while sustainability talks about the mindful consumption which clearly reveals that both of them are contradictory to each other. But integration of people planet and profit is the only option to survive as the earth has a limit to grow and consumption by its very nature is destructive to the natural environment. Sustainable development has established as a major shift for all societal stakeholders (Lubin & Esty, 2010). The current business world is witnessing how marketing is being transformed in response to the new dynamics of the environment. In general, the core goal of marketing is to understand the customer's desires and expectations and to direct all of the firm's plans and policies from the customer's perspective in order to meet demand and generate profit; however, in today's environment, this is not practical. There is a huge challenge before marketing discipline to integrate people, planet and profit for sustainable development and to create win- win situation for all the stake holders of the society. Therefore, on one hand organizations have to maximize the profit and increase the market share of their product and services while on other hand due to consumers demand or changing life style as well as due to government norms and pressure from international players they are compelled to include environmental protection measures in their offering, while keeping the consumer satisfaction to the highest.

With the upsurge of the new middle class, particularly in developing countries such as China and India, there is a large customer base of first-time buyers for everything from processed foods, soaps, detergents, and personal care products to appliances, automobiles, and, of course, cell phones (Sheth et al., 2011), which can be interpreted as a great marketing opportunity for selling green products. According to (Ryan, 2006), green consumers share some similarities, such as a commitment to greener lifestyles. They are critical of their own environmental actions and repercussions. Looking for brands that embrace green practices, exaggerate their green behavior, and want environmental protection practices to be simple and often perceive environmental claims with skepticism. However, evidence suggests that when it comes to green marketing, customers are budget and quality sensitive (D'Souza et al., 2007).

Green Purchase Attitude

Attitude can be defined as "a psychological inclination manifested by judging a certain object with some degree of favour or disfavour" (Eagly and Chaiken, 1993). Green attitude focuses specifically on an individual's attitude toward the environment, which contributes to environmental conservation, natural resource protection, or environmental degradation reduction (Casalo and Escario, 2018). Human practices are commonly blamed for environmental damage. Therefore, attitude is a major predictor of environmental behaviour (Ojo et al., 2019).

Green Purchase Intention

The internal motive for why we do things is referred to as "intention." It is regarded as one of the pillars that support the entire purchasing process. Thus, green buying intentions can be described as the determination to act or behave in a specific manner in relation to green product consumption (Ramayah et al., 2010). In addition, green buying intention can be defined as customers' inclination, desire, and likelihood to choose environmentally friendly and sustainable products (Rashid, 2009). It is widespread procedure to use purchase intention as a predictor of actual purchasing behaviour (Carrington et al., 2010). While purchase intention has been investigated across several domains, no research on green purchasing intention has been conducted (Zhang et al., 2018).

Green purchase Behaviour

According to Lin and Niu (2018), buying behaviour refers to a consumer's search for or purchase of items, services, or ideas to meet a certain need. Green purchasing behaviour is defined as "the affirmative selection and acquisition of products and services that most efficiently limit negative environmental consequences throughout their life cycle of manufacturing, transportation, use, recycling, or disposal" (Vazifehdoust et al., 2013).

In a nutshell, it is the act of purchasing commodities that are good for the environment, biodegradable, or take environmental factors into account during its design, manufacturing, utilization, and disposal stages. It is frequently connected with responsible, conscious purchasing, as well as the purchase of energy-efficient products, the refusal of over-packaged products, and the preference for biodegradable and recyclable products etc.

Price Sensitivity

The degree or extent to which a consumer's purchasing behaviour changes in response to a change in the price of a product or service is referred to as price sensitivity. In layman's terms, it determines how concerned buyers or consumers are about the price of a certain product or service. It is also characterized as price elasticity of demand, and it demonstrates the effect of a change in the price of goods on the variation in the quantity demanded.

According to a recent study conducted by BCG-CII in year 2022, for consumers in more than 18 countries, Indian consumers are significantly more price sensitive. They bargain more frequently, spend less on luxury things, and save more than their European counterparts.

Similarly, the same was opined by a recent study conducted by Kantar (2022) which states that 77% of the respondents are prepared to invest time and money to support companies that do good, however while shopping 84% are bothered about saving money and 71% think sustainable products are always more expensive. Therefore, price of the green product is always a matter of concern for both the buyers and sellers.

The Indian shoppers are more price sensitive and demanding than the western consumers. The Indian consumer's demographic profile has more socioeconomic segments and this is amplified by the urban-rural divide among Indian shoppers. This diversity of segmentation reflects a wide range of buyer behaviour, such as the frequency with which they shop, the seasonality of their purchases, the pack sizes they buy, and the various retail formats in which they shop. Therefore, understanding price sensitivity of Indian consumers with regards to green products is important to explore.

Theoretical Framework & Hypothesis Construct

Green product purchasing behaviour is influenced by a number of complex elements relating to many aspects of customers' purchasing decisions. Therefore, following theoretical framework was constructed for the present study.

Figure 1: Proposed Theoretical Framework

(Source: Author's Framework)

Hypothesis

Hypothesis 1: GPA is positively correlated to GPI.
Hypothesis 2: GPI is positively related to GPB.
Hypothesis 3: Price of the product moderates the relationship between GPI and GPB.

Research Methodology

Questionnaire development

The data was collected with the help of a close ended structured questionnaire. The questions were constructed by adapting items from the relevant research and modifying them accordingly. All of the questions were graded on a five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree." The questionnaire was personally administered and monitored while collecting the data so that no field is left unanswered.

Sample Size

The method used in sampling is judgemental sampling method. According to Cooper and Schindler (2011), judgemental sampling is employed when the researcher establishes some standards or metrics for the sample or respondents of the study. So, the author purposefully collected data for the present study from students of ARKA Jain University, Jharkhand, who either intends to buy green products or those who already use green products on a regular basis.

In terms of sample size it has been proposed that a minimum of 10 cases per parameter/item required in statistical estimation be used (Kline, 2011). As the study contains 18 items, a sample size of 189 is justified for the research.

Data Analysis

The collected data was tabulated in SPSS and all the analysis has been done using SPSS 26.0. The 18-item measurement instrument was subjected to a pilot study to examine its reliability. The internal consistency of the questionnaire is tested using Cronbach's Alpha. Table 1, reveals the result of Cronbach's Alpha along with number of items for each variable, and the questionnaire was deemed suitable for analysis.

Table 1: Reliability Statistics

scale	No. of Item	Cronbach's Alpha
GPA	2	.772
GPI	3	.739
Price	2	.744
GPB	4	.656

(Source: Source: Author's Calculation using SPSS 26.0)

Descriptive statistics

The characteristics of the respondents are as follows:

Figure 2: Gender Distribution

(Source: Source: Author's Calculation using SPSS 26.0)

Out of 189 respondents, 72% were male and 28% were female.

Figure 3: Age distribution of the Respondents

(Source: Source: Author's Calculation using SPSS 26.0)

Majority of the respondents i.e. 47% were between the age group of 18 to 30.

Figure 4: Education Profile

(Source: Source: Author's Calculation using SPSS 26.0)

From the above, we can conclude that the sample consists of highly educated individuals.

Figure 5: Income Profile

(Source: Source: Author's Calculation using SPSS 26.0)

From the above, we can conclude that the sample consists of respondents who have ample of purchasing power as well by virtue of their family income.

Figure 6: Awareness about environmental conditions

(Source: Source: Author's Calculation using SPSS 26.0)

While 96% of the respondents are aware of present environmental conditions.

Inferential Statistics

Eco-literacy and environmental concern have a negative and insignificant association (B=-.068, SE= .057, p=.236), indicating that eco-awareness does not lead to environmental concern.

Table 2: coefficientsa EL & EC

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.841	.367		45.888	.000
EL	-.068	.057	-.087	-1.188	.236

a. Dependent Variable: EC

(Source: Author's Calculation using SPSS 26.0)

Although there is a positive but insignificant relationship between environmental concern (EC) and green purchasing attitude (GPA), as shown in Table 3.

Table 3: Correlations coefficients EC & GPA

		EC	GPA
EC	Pearson Correlation	1	.396**
	Sig. (2-tailed)		.000
	N	189	189
GPA	Pearson Correlation	.396**	1
	Sig. (2-tailed)	.000	
	N	189	189

**. Correlation is significant at the 0.01 level (2-tailed).

(Source: Author's Calculation using SPSS 26.0)

GPA and GPI have a statistically significant and positive correlation (B=.894, SE=.081, p=.000), as demonstrated in Table 4.

Table 4: Correlation coefficientsa GPA & GPI

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.800	.686		6.996	.000
	GPA	.894	.081	.631	11.090	.000

a. Dependent Variable: GPI
(Source: Author's Calculation using SPSS 26.0)

GPI and GPB are highly positively correlated, as shown in Table 5 (B=.874, SE=.085, p=.000).

Table 5: Correlation coefficientsa GPI & GPB

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.746	1.057		4.489	.000
	GPI	.874	.085	.602	10.290	.000

a. Dependent Variable: GPB
(Source: Author's Calculation using SPSS 26.0)

Testing the Role of Moderator Variable
Andrew F. Hayes, Process Model 1 has been used to test the role of moderating variable Price Sensitivity between GPI and GPB.

Figure 7: Andrew F. Hayes, Process Model 1

(Source: Andrew F. Hayes, Process Model 1)
Here, M= Price Sensitivity, X= GPI, Y=GPB respectively.

Table 6: Testing the Role of Moderator Variable

Run MATRIX procedure:									
**************** PROCESS Procedure for SPSS Version 3.5 ****************									
Written by Andrew F. Hayes, Ph.D. www.afhayes.com									
Documentation available in Hayes (2018). www.guilford.com/p/hayes3									
**									
Model : 1									
Y : totGPB									
X : totGPI									
W : PRICE									
Sample									
Size: 189									
**									
OUTCOME VARIABLE:									
totGPB									
Model Summary									
R	R-sq	MSE	F	df1	df2	p			
.6531	.4266	3.2606	45.3788	3.0000	183.0000	.0000			
Model									
	coeff	se	t	p	LLCI	ULCI			
constant	.8244	6.2032	.1329	.8944	-11.4147	13.0634			
totGPI	.7727	.5098	1.5155	.1314	-.2332	1.7786			
PRICE	.5490	.4995	1.0990	.2732	-.4366	1.5346			
Int_1	-.0109	.0399	-.2739	.7845	-.0896	.0678			
Product terms key:									
Int_1 : totGPI x PRICE									
Test(s) of highest order unconditional interaction(s):									
R2-chng	F	df1	df2	p					
X*W	.0002	.0750	1.0000	183.0000	.7845				
********************* ANALYSIS NOTES AND ERRORS *********************									
Level of confidence for all confidence intervals in output:									
95									
------ END MATRIX -----									

(Source: Author's Calculation using SPSS 26.0)

From the Table 7 above, the interaction term was statistically insignificant (B= -.0109, S.E. = .0399, p= .7845) in our model, indicating that the moderating variable price sensitivity has no effect on the relationship between green purchase intention and green purchase behaviour.

Table 8: Hypothesis Testing

Hypothesis	Result
Hypothesis 1: GPA is positively correlated to GPI	Supported
Hypothesis 2: GPI is positively related to GPB	Supported
Hypothesis 3: Price of the product moderates the relationship between GPI and GPB.	Not Supported

(Source: Author's finding)

Conclusion

Green marketing concept in India is still at the introductory phase in its life cycle. While 96 percent of respondents are familiar with current environmental issues, there is a negative and insignificant link between eco-literacy and environmental concern, demonstrating that eco-awareness does not lead to environmental concern. Similarly, mere environmental concern may not lead to green purchase attitude although the relationship is positive. Based on the result, it can be concluded that Green Purchase Intention can be influenced by one's attitude toward green products whereas positive Intention may lead to green purchase behaviour. The correlation between GPA and GPI is statistically significant and positive. GPI and GPB are closely connected, and price sensitivity has little effect on the relationship between green purchase intention and green purchase behaviour.

The outcome of the study conveys that people are aware of the detrimental environment condition but the awareness does not translate into concern for the environment. The study confirms the value – action gap among the respondents. As the general perception of Indian consumer states that the

consumers are price sensitive which may not hold true in the present study. The price sensitivity plays no role at all between positive green intention and green purchase behaviour.

Managerial Implications

The findings of this study have improved our understanding of the factors that influence purchasing intentions and, ultimately, shopping behaviour for green products in the Indian context. These insights can help marketers develop rules for efforts that will improve customer purchase and behavioural intention for green products. It is critical for marketers to comprehend why consumers behave in such contradictory ways when purchasing green products. Customers must be engaged in environmentally conscious behaviour through a massive media campaign, and they must see green behaviour as a necessity for survival in long run rather than a philanthropy. Campaigners may wish to examine the effect of emotion and attitudes while attempting to change behaviour. Furthermore, in order to conserve the environment for future generations, it is vital to understand how to persuade those who care less about the environment to act in a more environmentally friendly manner. Companies can promote environmental concerns by modifying all the 4Ps of marketing mix that encourage consumers to be more environmentally conscious. The new age media such as WOM (Word of Mouth), e-WOM, social media may be adopted to influence the consumer behaviour.

Green products are generally perceived to be expensive, which could be a barrier to their adoption, but the current study finds that customers are prepared to pay a premium for green products and services.

Limitations

The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness and consumer satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population.

Scope for future study

The present study has examined consumers' purchase behaviour for generic green products Future researchers might extend the scope of their research by looking at particular green products like green apparel, green electrical and electronic appliances, green automobiles, and so on. The effects of celebrity endorsement on green purchase behaviour may also be taken as a scope for further study. A longitudinal study may be also undertaken to understand the preferences for consumers in terms of green choices.

Originality/value

According to the model, price sensitivity does not mediate the association between green buying intention and green purchasing behaviour, which contradicts the typical perception of Indian customers, who seems to be price sensitive.

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Appendix 1
Constructs

Environmental knowledge	1. I am very knowledgeable about environmental issues. 2. I know more about recycling than the average person. 3. I know that I buy products and packages that are environmentally safe.
Environmental concern	1. I would describe myself as an environmentally responsible person. 2. I am worried about the worsening quality of the environment in my country. 3. I am emotionally involved in environmental protection issues in my country.
Green Purchase Attitude	1. I have a favorable attitude toward purchasing a green product. 2. Environmental protection is important to me when I purchase products. 3. Purchasing green products can help to save nature and resources
Green purchase Intention	1. I would like to use green products. 2. I would buy green products if I happen to see them in a store. 3. I would actively seek out green products in a store in order to purchase it. 4. I would patronize and recommend the use of green products. 5. If I understand the potential damage to the environment that some products can cause, I do not intend to purchase those products.
Green purchase Behavior	1. I prefer green products over non-green products when their product qualities are similar. 2. I buy green products even if they are more expensive than the non-green ones. 3. I try to discover the environmental effects of products prior to purchase. 4. I don't buy a product if the company which sells it is environmentally irresponsible.

(Source: From literature review)

AMITY SCHOOL OF BUSINESS

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on

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"Managing Businesses in the Time of Crises"

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in "Global Business Strategies for Sustainability".

Dr. J.K. Sharma
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Preface

With great pleasure, we would like to present this edited book Global Business Strategies for Sustainability (GLOBUSS). This book is a result of an **International conference on Global Business Strategies for Sustainability (GLOBUSS 2021)** held at the Amity School of Business, Amity University Uttar Pradesh, Noida, Uttar Pradesh, India on August 27-28, 2021. The theme of the conference underlined, "Managing Businesses in the Time of Crises". An important purpose of the conference was to stimulate academicians, corporate leaders, researchers, professionals to discuss and share their expert views, knowledge and output on research work, and to search for ways to advance the goal of global development through managing business strategies in the time of crises.

The book focuses on sustainable development in the area of marketing, finance, human resource management, operations and other cross functional areas for business excellence globally in the context of business sustainability, management, technology and learning for individuals, organizations and society in turbulent environment.

The plan of the book follows the various sessions in the International Conference i.e. Track I: Finance; Track II: Marketing; Track III: Human Resource Management; Section IV: Operations; Track V: Entrepreneurship & Track VI: General Management.

Businesses have spent much of the past 15 months scrambling to adapt to extraordinary circumstances. While the fight against the COVID-19 pandemic is not yet won, with a vaccine in sight, there is at least a faint light at the end of the tunnel—along with the hope that another train isn't heading our way. 2021-22 will be the year of transition. Barring any unexpected catastrophes, individuals, businesses, and society can start to look forward to shaping their futures rather than just grinding through the present. The next normal is going to be different. It will not mean going back to the conditions that prevailed in 2019. Indeed, just as the terms "pre-war" and "post-war" are commonly used to describe the 20th century, generations to come will likely discuss the pre- COVID-19 and post-COVID-19 eras. In this GLOBUSS-21 International Research Conference, we will identify some of the trends that will shape the next normal. How they will affect the direction of the global economy, how business will adjust, and how society could be changed forever as a result of the COVID-19 crisis.

It is expected to have an enriching exchange of views from the experts towards Managing Business Strategies in the Times of Crisis in all functional areas of management for Business Excellence. Researchers all over the globe accepted our invitation and enriched basket of human knowledge with their findings in digital transformation and in what way global business strategies can contribute towards this goal? As expected the conference witnessed an enriching exchange of views from the industry experts towards Digital Transformation Strategies, scholars and academicians in all functional areas of management for Business Excellence globally in the context of management, technology and learning for individuals, organizations and society to pave the direction for humanity for reaching a greater sustainable height.

It is our hope that this fine collection of research papers will be a valuable resource for Global Business Strategies for Sustainability readers and will stimulate further research into this vibrant area.

Editors

CONTENTS

"Think Green"- Analyzing The Radical Shift in Consumer Buying Behaviour During New Normal

Rama Singh[*] & Arunava Narayan Mukherjee[**]

ABSTRACT

COVID-19's outbreak is more than a humanitarian disaster: it has a profound impact on societies and economies (UNDP). An imposed lockdown results in a strange state of cessation of human activity and improved environmental indices, regardless of severity. The 21st century has seen unprecedented economic and technological growth. As the world's population grows, so does the demand on our natural resources. Today, developed countries such as the United States are launching a space force, which they call the "world's newest war-fighting domain." The nature has started punishing us for our reckless production, consumption, and disposable behaviour and India is not an exception to this. Sustainability has become a major issue due to widespread environmental degradation (Chua et al., 2019; Quoquab et al., 2019). The term "green" is the most recent addition to the management jargon dictionary, and it refers to the environment. In today's business world, green marketing has become a hot topic. However, the current pandemic has generated a great deal of concern about preserving and caring for the environment, as well as making lifestyle changes to have a positive impact. Consumers' top priorities have shifted to health and hygiene. Green and environmentally friendly products could be an excellent choice. The present study attempts to analyze green behavior of consumers towards green products post pandemic by taking green EC, EL, GPI, GPA, Price Sensitivity and GPB into consideration.

Keywords: Green Marketing, Green Products, Green Purchase Attitude, Green Purchase Behaviour, Green Purchase Intention.

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INTRODUCTION

To survive, humans must quarantine themselves and isolate themselves socially. In order to survive, man has adopted social distancing. Humanity's irrational consumption habits should be a wake-up call. This is "consumption quarantine" (Li Edelkroot). The world has shifted from amenities to necessities. As a result of the current global lockdown, the air quality index is improving, and the ozone layer is even healing. We cannot ignore environmental issues. People and the environment are inseparable. Due to the lockdown, we have had time to reconsider and reinvigorate our sustainable production and consumption behaviour within the ecosystem's carrying capacity. The twenty-first century is known for its remarkable economic growth as well as advanced technological discoveries such as artificial intelligence, cloud computing, and space exploration, to name a few. All the world's technological and economic prosperity has come at a high environmental cost. All the world's technological and economic progress has resulted in a high environmental cost. As a result, the world is now paying for our reckless and uncontrolled consumption, production, and disposal behavior. As a result, the Australian bushfires, broken heat records around the world, severe heat in different places in Canada, melting polar ice, locust invasion, and the current pandemic COVID-19 have all become major global issues, and India is no exception.

In developing countries, the emphasis is primarily on economic growth and technological advancement, but we frequently overlook the fact that environmental issues are a byproduct of economic prosperity. Many of today's environmental issues are increasingly the result of individual actions, personal consumer decisions, and small and large business activities. Nonetheless, the fact remains that the health of the world's economy and people is intertwined to environmental well-being (A. Akintunde, 2017).

Within a few days of declaration of first case of Novel Covid-19, the virus began spreading globally. It sparked panic buying and stockpiling of supplies all over the world, regardless of geographical boundaries or culture, as the number of reported cases and death rates skyrocketed. However, panic buying and stockpiling of supplies were not seen in previous epidemics such as SARS and MERS, to name a few. However, credit must be given to social networking sites, instant messaging apps, and the digital native population. The recent increased environmental quality during the lockdown to limit the occurrence of coronavirus (COVID 19) highlights the fact that human actions are the primary cause of environmental degradation (Nittala et al. 2021).

The world is experiencing a dramatic shift in consumer behaviour and mindset as a result of the continuing Pandemic. LOHAS is a unique type of clientele that is emerging (Lifestyle of Health and Sustainability) in today's Covid time. Personal cleaning products, household cleaning products, masks, sanitizers, and toilet papers have all become considerably more expensive than other luxury items or fashion and clothing items that were formerly high on the shopping list. The second most significant sectors that capture consumers' attention are FMCG items, packaged food products, ready-to-eat product instant noodles, and so on.

"The term "green," which refers to the environment, is the most recent addition to the management jargon. Green marketing has become a very essential subject today. Consumer knowledge of environmental concerns has increased dramatically, and sustainability issues are now one of the most important considerations in consumer decision-making (Lee, 2011). Consumers are now more aware of the adverse destruction done by the pandemic, and only a few days of lockdown can help nature heal. "Environmental and economic issues are actually two sides of the same coin. We won't be able to sustain ourselves if we can't sustain the environment." Wangari Maathai. Therefore, the purpose of this research is to examine into green consumer behaviour following a pandemic.

LITERATURE REVIEW

"Marketing is the process by which the economy is integrated with society in order to satisfy human needs," writes Peter Drucker (1958). As a result, marketing plays a significant role in creating wants and aspirations, and marketers must translate societal requirements into successful commercial possibilities. Many researchers

have reported that the global green revolution has begun, and buyers are seeking for greener options and are ready to pay a premium to do so. According to Philip Kotler, the ideal business strategy is to predict where customers are going and then stop right in front of them, therefore, organizations see this as an opportunity to pave the way for the creation of a new segment.

The field of marketing is witnessing how marketing is constantly evolving in relation to the increasing dynamics of the environment.

In contrast to traditional marketing's short-term transactional focus, sustainability marketing stressed long-term perspective (Peattie & Belz, 2010). In order to maintain a balance between the three pillars of sustainability, namely people, planet, and profit, businesses must include environmental issues into their company governance. Firms, marketing departments, and marketers have so long assumed that resources are limitless, that production, distribution, and consumption do not contribute to pollution, water shortages, or other expenses, and that corporations are not responsible for these costs. But businesses must understand resource limits as well as social and environmental costs and rethink their business operations to be more ecologically conscious (Kotler, 2011). Therefore, on one hand, organizations must devise ways to maximize profit and market share for their products and services, while on the other hand, due to consumer demand, changing lifestyles, as well as government norms and pressure from international players, they must include environmental protection measures in their offering while maintaining high consumer satisfaction at the same time. Demand and attitudes for green products are expected to be uneven across market segments and cultures, according to Ottman 17,18 and Peattie 19. As a result, studies on the impact of green marketing strategies on buying behaviour in emerging Asian markets are deemed pertinent (Ottman J., 1992, 1993 and Peattie, 1992).

GREEN MARKETING

Green is the current watchword in the marketing world. Phosphate-free, organic, preservative-free, recyclable, and refillable as ecologically friendly items are highly associated with consumer perceptions of green products. Apart from that, green marketing is a much broader term that refers to everything from assessing a customer's demand until final disposal at the end of a product's life cycle, i.e., a Cradle to Grave approach. In recent years, green marketing has focused on product (packaging and labelling) and marketing tactics (Delafrooz, 2014).

According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be environmentally safe." Jay Polonsky (1994) defines, "Green or environmental marketing encompasses all activities aimed at stimulating and promoting any exchanges intended to satisfy human needs or desires in such a way that these needs and desires are met with minimal negative impact on the natural environment".

ECO-LITERACY

For the sake of clarity, the terms eco-literacy and environmental knowledge are used interchangeably here. "Environmental knowledge is regarded as a trait that impacts all phases of the decision process" in consumer research (Michel Laroche et al., 2001). Environmental knowledge is "a general understanding of facts, concepts, and relationships involving the natural environment and its primary ecosystems" (Mostafa, 2006). Consumer knowledge is divided into two dimensions: 1) Understanding of environmental concerns 2) familiarity with eco-friendly items (Rashid, 2009).

(Rashid, 2009), in their study on Malaysian consumers, stated that environmental awareness is positively correlated to environmental-friendly products, which may lead to a willingness to pay more for green products/services, which is also supported by various studies, such as (Kilbourne & Pickett, 2008), (Michel Laroche et al., 2001), (Ali et al. 2011). Consumer awareness of environmental issues will increase the demand for ecological products, thereby influencing green buying intentions and green buying behavior (Agyeman, C.M. (2014).

Frequent earthquakes, forest fires, floods, pandemics, and lockdowns have compelled all stakeholders in society to understand Mother Earth's signals and act responsibly as inhabitants of this planet. As a result, environmental knowledge is essential in understanding pertinent environmental issues and may drive an individual to voice concern and seek alternate solutions to the problem. Several studies support the hypothesis that consumers' environmental awareness, or eco-literacy, is a major predictor of ecologically beneficial behaviour (Rahbar & Wahid, 2011). Furthermore, it has been identified that environmental knowledge is one of the most important factors influencing green consumer behaviour. The role of 'knowledge' in green marketing is to arouse attention about environmental issues. A person's intention to purchase is strongly correlated to their environmental knowledge and awareness (Manrai, 1997).

ENVIRONMENTAL CONCERN

According to Maloney and Ward (1973), environmental concern, also known as "ecological concern," refers to the degree of emotionality, the quantity of relevant information, the level of willingness, as well as the extent of actual behaviour on pollution-environmental concerns. People's concern for environmental concerns is linked to how much they see themselves to be a part of the environment, according to (Schultz, 2000). Care for the individual, care for the people, and concern for the biosphere are all examples of environmental concerns. According to Stern and Dietz (1994), environmental concern is based in a person's value system, as mentioned by (Schultz, 2000). Consumers who care for the environment prefer green products and are willing to pay a premium price for them (Mostafa, 2007, 2009; Hartmann et al., 2012; Yadav and Pathak, 2016). The research also underlined that a person might have either of three categories of environmental concerns: 1) Egoistic concern, in which people contribute to the preservation of environment because they believe it will benefit them. 2) Social-altruistic concern leads to environmental conservation for the sake of the community/ country/humanity. 3) Biospheric ecological concerns since it affects all living things. All these environmental concerns are interrelated to how much an individual associates the environment and other people with their cognitive image of self (Schultz, 2000). This was discovered in the research work of Lee (2009). Prior studies have found that concern for the environment influences the consumer decision-making process, particularly in the intention towards purchasing, and in actual purchasing behaviour in respect of green products (e.g., Chen and Peng, 2012; Yadav and Pathak, 2016). This sustained finding is also echoed in the research by Arısal and Atalar (2016), and Chang and Wu (2015), who observe that consumers tend to develop a higher level of intention to purchase green products when they are deeply concerned about the environment.

GREEN PRODUCT

Consumers choose products based on the characteristics that fits their needs in terms of value, cost, and satisfaction (Kotler, 1997). A product must satisfy all levels of the Customer Value Hierarchy, including the core benefit, generic benefit, expected, augmented, or value-added benefit, if applicable. It is time to add an environmental benefit to the product to make it more enticing to customers. Only products that strive to eliminate a product's negative impact on the environment are designated as "environmentally friendly." Manufacturers acknowledged the need to make green products as the negative consequences of products on the environment began to influence customer purchasing decisions (Kleinrichert et al., 2012). However, it has been observed that when satisfying needs and desires, we often underestimate society's and the environment's long-term interests; therefore, consumers' "needs" and "wants" must be reconsidered from a sustainability lens. As mentioned by (McDaniel & Rylander, 1993). (Manaktola & Jauhari, 2007).

GREEN PRICING

The price is the sum of money we spend in order to receive the benefit of the product/service. Price, in the eyes of the client, is what they give up or make a compromise for in order to get a product. Therefore, a customer's perceived non-monetary pricing, such as expensive/cheap, time cost, search cost, and emotional cost, is included in the customer's total cost. (Zeithaml, 1988). Previous study has also discovered that price awareness varies by demographic variables such as age, gender, level of awareness, education level, and

whether a person is married or single. Although the bulk of prior research has indicated that consumers perceive green products to be expensive, there is evidence that customers are ready to pay a premium for green products.

GREEN PACKAGING

Packaging is the fifth P, which has been added to the four Ps of the product. All the procedures involved in designing and manufacturing a product's outer container are referred to as packaging. Packaging is a communication medium between firms and customers, according to Draskovic et al. (2009), capable of grabbing consumers' attention. Green packaging is described by Van Dam and Van Trijp (1994) as the extent to which buyers comprehend and consider environmental factors in their perception of product packaging and overall preference determination. Size, form, material, color, text, and brand are the six aspects that Kotler (2003) believes must be considered when determining package decisions. It is critical in attracting customers and buying decision may be influenced by it. However, unnecessary packaging, such as toothpaste packaging, contributes to environmental pollution. As a result, eco-friendly packaging has become a hot topic among corporations and researchers across the world. Organizations are striving to enhance package design in order to reduce resource consumption, boost recycled content, and generate more sustainable packaging materials (Prakash & Pathak, 2016). When compared to advertising and promotion campaigns, packaging is one of the key components that may offer a competitive advantage in the marketplace for many consumer products, and even a modest investment in changing the packaging may result in huge gains in brand sales (Barber, 2005, 2010). Although packaging cannot be eliminated, the objective should be to avoid superfluous packing in order to reduce both input costs and environmental costs. As a result, the 3Rs (Reduce, Recycle, and Re-use) of packaging should be addressed throughout the product design process. However, in developing nations such as India, more effort is needed to promote environmental awareness among customers, particularly in terms of green packaging, who currently exhibit low levels of such behaviour (Prakash and Pathak 2016). Dabur India introduces carton-free eco-friendly packaging for toothpaste. In recent years, Coca-Cola has taken advantage of technology to reduce the weight of its packaging for many of its products.

GREEN PURCHASE ATTITUDE (GPA)

According to (Khoiriyah & Toro, 2018), attitude is a mental inclination that is exhibited by examining a certain object with certain favourable or unfavourable factors. Several researchers confirmed that purchase attitude may be applied to predict the buying intention and behaviour in general (Chan, 2001; Chan and Lau, 2002; Lee, 2008; Yadav and Pathak, 2016; Chen and Chai, 2010; Lai and Cheng, 2016). Furthermore, in the Indian context, such linkages have recently been validated by (Paul et al., 2016; Yadav and Pathak, 2016; and Kumar et al., 2017). Therefore, GPA can be considered as an important variable in determining green purchase intention.

GREEN PURCHASE INTENTION (GPI)

GPI is established as a person's propensity and readiness to prefer green products over conventional products in a buying decision. Consumers are concerned not only with the ecological quality of the product, but also with the environmental consequences of their purchasing decision for such products. Therefore, buying intention was shown to be positively associated with purchase behaviour (Jaiswal & Kant, 2018).

GREEN PURCHASE BEHAVIOR (GPB)

GPB refers to the conscious selection and purchase of products and services that have the least negative environmental effect across their full life cycle, which includes manufacturing, transportation, use, and recycling or disposal (Vazifehdoust et al., 2013). Green buying behaviour, according to (Chan, 2001), refers to certain types of environmentally conscious activities by which buyers express their concern for the environment. Furthermore, green purchasing is defined as the usage of products that are recyclable, reusable, and ecologically beneficial (Mostafa, 2007).

3. THEORETICAL FRAMEWORK

Hierarchy of Effects Theory

The hierarchy of effects model describes how a customer continues to progress through all six stages of awareness, knowledge, liking, preference, conviction, and purchase. It was founded in 1961 by Robert J Lavidge and Gary A Steiner. The model of the hierarchy of effects proposes steps to consumer purchasing behaviour six.

Figure 1

Source: https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/12173-hierarchy-of-effects-theory.html

These six stages of consumer behaviour were classified by Lavidge and Steiner into three major stages:

1. **Cognitive:** The state of mind. In this stage, the consumer gathers product knowledge and develops awareness, evaluates the product based on prior learning experiences, and evaluates the product based on his ability to understand.
2. **Affective:** This is the emotional stage in which the consumer forms positive or negative feelings about the product.
3. **Conative:** This is the point at which the consumer decides whether to buy the product after considering the benefits.

The current study proposed that eco-literacy is the foundation for environmentally responsible behaviour based on the theory mentioned above.

Objectives of the Study

1. To examine the relationship between eco-literacy and environmental concern.
2. To examine the relationship between environmental concern and willingness to buy green products.
3. To examine the effect of price on willingness to buy green products.
4. To examine effect of green packaging on willingness to buy green products.

Hypothesis

1. Eco-literacy and environmental concern are highly correlated.
2. Environmental concern and willingness to buy green products are highly correlated.
3. Effect of price on willingness to buy green product
4. Effect of green packaging on willingness to buy green products.

Research Methodology

Questionnaire design

The data was collected with the help of a structured questionnaire. The questions were designed by adopting items from 3 items from (Michel Laroche et al., 2001), 9 items from (Jaiswal & Kant, 2018), 6 items from (Suki, 2013), 3 items from (Kong et al. 2014), 4 from (Sinnappan & Rahman, 2011). All the items were measured on a five-point Likert scale, with 1 representing 'strongly disagree' and 5 representing 'strongly agree.'

Sample Size & Sampling Technique

Regarding the sample size, it has been suggested that there should be a minimum of 10 cases per parameter/ item required in the statistical estimate (Kline, 2011). The study has "Eight" constructs (3 items for Eco-literacy, 4 items for Environmental concern, 3 items for Green Purchase Attitude, 4 items for Green Purchase Intention, 2 items for Price, 2 items for Product, 3 items for Packaging, 4 items for GPB. Therefore, the ideal sample size for the study is (25* 10=250). Therefore, a sample size of 287 is justified for the present research as the study contains 25 items and, keeping the pandemic situation in mind, a convenient random sampling technique was adopted to collect data.

Data Collection

The questionnaires were administered via an online survey using a Google form. The data collection was done from January to April 2021. The questionnaire was sent to a selected group of potential respondents via social media platforms such as Facebook and WhatsApp Messenger. To create a snowball effect, they were requested to forward the questionnaire to other potential respondents at their universities. This technique requires less time, effort and is economical as well (Bryman & Bell, 2007). After removing outliers and incomplete responses, data from 287 respondents were used for final analysis.

The collected data was tabulated in SPSS version-26 for further analysis.

Sample Design

The objective of the study was to understand the impact of environmental concern on attitude towards green products and purchase intention of buying such products. The sample, therefore, is comprised of university students, professors, and home makers in the age group of 18–60 years. The general profile of the respondents is appended below.

Descriptive Analysis

Profile of Respondents:

Gender	Percent
Male	71
Female	29
Total	100

Figure 1

Source: Author's analysis

The sample consists of 71% male and 29% female.

Age	Percent
<30	50
30-40	24
40-50	21
50-60	4
>60	1
Total	100

Figure 2

Source: Author's analysis

Most of the respondents were < 30 years of age bracket which means the present study could capture the vibes of younger generation.

Education	Percent
Secondary Level	1
Higher Secondary	2
Graduate	34
Post Graduate	55
PhD	4
Diploma	2
Total	100

Source: Author's analysis

55% of the respondents have completed their post-graduation while 35% are graduates, the sample consists of highly educated individuals.

Employment Stauts	Percent
Student	24
Self-employed	9
Service	61
Home Maker	6
Total	100

Figure 4

Source: Author's analysis

Income	Percent
Upto 2.5 Lakh	38
Upto 5 Lakh	17
5 Lakh - 10Lakh	44
Total	100

Figure 5

Source: Author's analysis

61% of the respondents were service people which means the sample have considerable purchasing power as well.

DATA ANALYSIS

Q: Responsibility to promote the use of green products.

Figure 5

Source: Author's analysis

To determine who consumers believe is responsible for promoting the use of green products, they were asked to choose from a list of options as shown in Table 4. Companies, governments, and consumers, according to most respondents (45%) stated that, government has a responsibility to promote the usage of green products. 34 % of respondents believe they should support the use of green products, while 14% believe firms and 7% believe that all of them are responsible, for encouraging the use of green products.

The result contradicts the study conducted by Nittala et. al, (2021) which found that the majority of respondents (59.4%) believe corporations, governments, and consumers are all responsible for encouraging the usage of green products.

FACTOR ANALYSIS

The KMO and Bartlett's test is used to test suitability of data for factor analysis. KMO value is more than 0.8 with significant Bartlett's Test of Sphercity suggests that data is good for conducting factor analysis.

<div align="center">**Table 1**</div>

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.837
Bartlett's Test of Sphericity	Approx. Chi-Square	2879.022
	Df	378
	Sig.	.000

The author intended to perform the factor analysis to reduce the number of variables. Initially the questionnaire consist of 25 items and all the 25 items were subjected to Principal Component Analysis (PCA) with varimax rotation, the result of the same is appended below, Table 2.

<div align="center">**Table 2**</div>

Compo-nent	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	6.940	30.174	30.174	6.940	30.174	30.174	4.291	18.658	18.658
2	2.343	10.186	40.360	2.343	10.186	40.360	2.607	11.335	29.993
3	1.855	8.066	48.426	1.855	8.066	48.426	2.305	10.020	40.013
4	1.274	5.540	53.965	1.274	5.540	53.965	2.246	9.767	49.780
5	1.217	5.291	59.256	1.217	5.291	59.256	2.180	9.476	59.256
Extraction Method: Principal Component Analysis									

The percentage of variance is 59.2 and we have accepted all the components with Eigen values exceeding 1, Therefore in totality we have 5 valid components. The result of rotated varimax with Kaiser Normalization is appended below. The items having factor loading less than 0.5 should be eliminated (Hair et al. 1996). However, from the Table 3, we can see that the factor loading of 20 items is above 0.5, while three factors having less than 0.5 factor were discarded and the total number of variables reduced to 20.

<div align="center">**Table 3**</div>

Rotated Component Matrixa					
	Component				
	1	2	3	4	5
Since we live in such a large country, any pollution that we create is easily spread out and therefore of no concern to me.			0.789		
The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state.			0.784		
With so much water in this country, I don't see why people are worried about leaky faucets, taps and flushing toilets.			0.823		
I am emotionally involved in environmental protection issues in India					0.626
India's environment is my major concern.					0.585
I often think about how the environmental quality in India can be improved.					0.758
I like the idea of purchasing green products.	0.673				

I have a favourable attitude toward purchasing green version of a product	0.774				
I would consider buying products because they are less polluting.	0.668				
I would consider switching to other brands for ecological reasons.		0.616			
I intend to switch to a green version of a product.	0.645				
I would choose environmentally friendly goods and services, campaigns or companies if the price were the same.		0.825			
I am willing to pay more for environmentally friendly products.	0.752				
If the price of green products is less expensive, I am willing to change my lifestyle by purchasing green products.		0.784			
By buying a green product, I indirectly influence the environmental protection.					0.554
If consumers keep purchasing green products, the production of green products will eventually increase.					
I would look for packaging that is made from recyclable materials.				0.798	
I would look for packaging that is biodegradable.				0.672	
I would look for packaging that is reusable.				0.670	
When I want to buy a product, I look at the ingredients label to see if it contains thing that are environmentally damaging.					
I prefer green products over non-green products when the products qualities are similar.					
I choose to buy products that are environmentally friendly.	0.610				
I buy green products even if they are more expensive than the non-green ones.	0.767				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

The 5 components and are named as: willingness to purchase green products, concern for the environment, environmental awareness, price sensitivity, and green packaging. The first component, which is named as "willingness to purchase green products" has got maximum loading and hence we can conclude that it is the most important factor in determining consumer behaviour with respect to green products followed by concern for the environment, Environmental awareness, price sensitivity, and green packaging.

Now to further conclude multiple regression analysis was done to determine the correlation between latent variable determined after Factor analysis, hence a Cronbach's Alpha test was done to check the reliability of the identified latent variable.

Reliability Test

The internal consistency of the variables was tested using Cronbach's Alpha. (Table 6) reveals the results of Cronbach's Alpha:

Table 4

Factors	No. of Items	Cronbach Alpha value
Concern for environment	4	.700
Environmental Awareness	3	.762
Price Sensitivity	3	.742

Willingness to purchase green products	7	.861
Green Packaging	3	.747

Source: Author's analysis

Cronbach's alpha value of constructs can be reliable only if they are > 0.5 (Hair et al., 2010, Malhotra and Dash, 2011). We can observe that constructs used here have a Cronbach's alpha value > 0.5. Hence, all constructs are confirmed to be reliable.

Awareness Towards Present Environmental Condition

96 percent of participants in the below chart (Figure 2) reported being aware of the current environmental situation in India.

Figure 6

Source: Author's analysis

The Regression analysis was used to confirm the association between environmental awareness and concern for the environment and the finding shown below (Table 7).

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.223	.257		66.917	.000
	Environmetal_awareness	-.091	.039	-.137	-2.335	.020
a. Dependent Variable: ConcerFor_Environment						

Table 7

Source: Author's analysis

135

However, the research findings showed that environmental awareness and concern for environment are not significant and negatively correlated. Therefore, the even if consumers are aware of various environmental issues but that is not translating into showing concern for environment.

Correlations		Green_Packaging	Price_sensitivity	ConcerFor_Environment	Willingnessto_Purchase
Green_Packaging	Pearson Correlation	1	.484**	.338**	.391**
	Sig. (2-tailed)		.000	.000	.000
	N	287	287	287	287
Price_sensitivity	Pearson Correlation	.484**	1	.326**	.382**
	Sig. (2-tailed)	.000		.000	.000
	N	287	287	287	287
ConcerFor_Environment	Pearson Correlation	.338**	.326**	1	.530**
	Sig. (2-tailed)	.000	.000		.000
	N	287	287	287	287
Willingnessto_Purchase	Pearson Correlation	.391**	.382**	.530**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	287	287	287	287

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8

Source: Author's analysis

While the Pearson Correlation reveals that the correlation between the variables, willingness to purchase green products, concern for the environment, price sensitivity and green packaging is positively significant in determining the green purchase behaviour.

CONCLUSION AND RECOMMENDATION

India is a country governed by a plethora of religions, cultures, subcultures, values, tastes, and preferences and pandemic has made things a little more complex. Consumer buying behaviour is a complex process. Some products, such as FMCGs, are considered low-involved, whereas others, such as white goods, may require a higher level of involvement. This could be a complicated task for the organization, and they must come up with an out of the box approach to involve all the stakeholders of society to succeed in the greening effort, as Green is surely becoming the emblem of eco-consciousness in India. Environmental awareness is the main determinant in molding human behaviour in terms of the environmental issues and therefore it may be regarded as a prerequisite for preventing environmental disasters. However, Environmental awareness and environmental concern is insignificant and negatively connected (β =-.137; t=-2.335, p=0.020), according to the findings of this study. People are environmentally conscious and comprehend what they should do to benefit the environment, but that does not mean they intend to bring action, which is in line with the study conducted by (Mei, N. S., Wai, C. W., & Ahamad, R. 2017; Sasikala and Parameswaran 2018).

However, a certain group of people who are concerned about the environment are eager to buy green products. When discussing marketing in the framework of "Marketing 4.0," Kotler argued that the era 4.0 is more relevant for "Youth," "Women," and "Netizens." With the rise of social media platforms and the massive demand for digital marketing, businesses should consider implementing Evangelism Marketing Strategies to promote green products and concepts, which have a track record of establishing brands such as Apple and Harley-Davidson, to name a few.

Furthermore, consumer perceptions of green product effectiveness and usability is driven by the level of reliable information available regarding product quality. Therefore, Marketers could consider using the 3Es methods, which are: 1. Educate 2. Engage 3. Excite, consumers in order to urge them to buy green products more frequently. Often consumer rely on their past experience to guide their present behaviour, therefore educating and engaging them is the base for propagating green concept at large scale.

The general perception of Indian consumers is that they are price sensitive, which may not be the case in the current study. Price sensitivity (Pearson Correlation =0.382, p=0.000) has positive bearing on willingness to purchase green products, but the magnitude is not that exceedingly high.

Packaging of the product also creates a lot of waste that can also be considered in the product design and organizations like Coca Cola, Dabur, HUL, Pepsi are taking this as a matter of great concern and handling it well to move towards zero waste. Therefore, from customers perspective, green packaging has significant positive bearing (Pearson Correlation =0.391, p=0.000) on willingness to purchase green product.

As a result, it can be concluded that people are aware of current environmental problems, but the magnitude of ecological concern may not be as desired; however, a segment of customer who are environmentally concerned (Pearson Correlation =0.530, p=0.000) may be highly significant positive impact on willingness to purchase green product, and the price of the product may not deter their choices, while the sustainable packaging also positively influence the willingness to purchase green product.

Limitation

The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness, satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population. For the survey to be generalized, the sample size (287) is too small. The data was only collected online, so the responses could have come from persons who are tech-savvy or privileged enough to afford an internet connection. As a result, the data may not represent all socioeconomic groups' perspectives.

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Table 1 Questionnaire items and sources

Constructs	Sources
1. Since we live in such a large country, any pollution that we create is easily spread out and therefore of no concern to me.	(Michel Laroche et al., 2001)
2. The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state	
3. With so much water in this country, I don't see why people are worried about leaky faucets and flushing toilets	
Environmental degradation has risen in last decade?	
who is responsible to promote the use of green products	Nittala et al. 2021
1. I am worried about the worsening quality of the environment in India. 2. India's environment is my major concern. 3. I am emotionally involved in environmental protection issues in India. 4. I often think about how the environmental quality in India can be improved.	(Jaiswal & Kant, 2018)
1. I like the idea of purchasing green. 2. I have a favourable attitude toward purchasing green version of a product.	(Jaiswal & Kant, 2018)
1. I would consider buying products because they are less polluting. 2. I would consider switching to other brands for ecological reasons. 3. I intend to switch to a green version of a product.	(Jaiswal & Kant, 2018)
1. I would choose environmentally friendly goods and services, campaigns or companies if the price were the same. 2. If the price of green products is less expensive, I'm willing to change my life-style by purchasing green products.	(Suki, 2013)
1. By buying a green product, I indirectly influence the environmental protection. 2. If consumers keep purchasing green products, the production of green products will eventually increase.	(Suki, 2013)
1. That the packaging is made from recyclable materials. 2. That the packaging is biodegradable. 3. That the packaging is reusable.	Kong et al. 2014
1. When I want to buy a product, I look at the ingredients label to see if it contains thing that are environmentally damaging. 2. I prefer green products over non-green products when the products qualities are similar. 3. I choose to buy products that are environmentally friendly. 4. I buy green products even if they are more expensive than the non-green ones.	(Sinnappan & Rahman, 2011)

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"Certificate of Merit"

This is to certify that Dr./Mr./Ms. Rama Singh & Arunava Narayan Mukherjee of School of Commerce and Management, Arka Jain University have presented a paper entitled Factors affecting the buying behavior of consumers' towards waste management products, with special reference to Jamshedpur at the said conference.

R.K Srivastava

Dr. R. K. Srivastava
Organizer (Prof. & HOD)
Marketing & Research, SIMSREE

Date: 23rd & 24th April, 2021

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LETTER FROM CHIEF EDITOR

Dear Academic colleagues, industry associates and research enthusiasts!

It is indeed heartening to present you with this journal. Your association with Sydenham Management Review is a treasured one. India and its economy stand at the cusp of an important phase. It is obvious that India's importance globally is steadily growing. In order to maintain this momentum, one needs to imbibe change and move ahead in the current changing business environment.

In the context, the current edition of the SMR has been bejeweled with articles we received from foreign as well as Indian scholars. This edition of SMR has contributions from Dr Bhanot and Dr Srivastava on the Study on *the Purchase Behavior of Indian Consumers During Coronavirus Lock-Down,* Prof. Gaanyesh Kulkarni and Dr. R. K. Srivastava on *How Consumer's Buying Pattern, Culture, and Subculture Results in Influencing the Purchase Decision of Urban Indian Households for Branded Edible Oil*, Dr. Sangeeta Pandit on *the Role of Prudent Decisions on Corporate Success*, Rama Singh and Dr. Arunava Mukherjee on *Factors Affecting the Buying Behavior of Consumers' Towards Waste Management Products*, R. Srinivasan, Sandeep Bhanot and R.K Srivastava on *Perception Towards Participation in Online Teaching Instruction among the Faculties of MBA During COVID-19*, Rishika Bhojwani on *a Study of Brand image and Customer perception of Public and Private Sector Banks among Generation X and Generation Y*, P Jena on *a study on Adoption of Digital Banking Services in Indian Public Sector Banks*, Manoj Pansare on *Understanding The Maturity Level Regarding Corporate Social Responsibility (CSR) Activities by the Indian Hospitality Sector Vendors During Pandemic Disasters (Covid19 Situation*), Arismita Deka, Sarvesh Ramesh and Sangeeta Bagal on *Transient Impact of Covid-19 on Employment in India* and Anushri Prashant Ghatole on *Impact of Oil and Domestic Gold prices on GDP.*

Finally, we would like to thank our guest editor for this issue, Dr. R.K. Srivastava, HOD Marketing and Research, SIMSREE for his inputs, guidance and mentorship.

Thanks, and Regards,

Aashish Pawaskar

Chief Editor

Factors affecting the buying behavior of consumers' towards waste management products

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Abstract

Introduction: In the Indian context, the 21st century is characterized by Liberalization, Privatization, Globalization, Industrialization, Urbanization and Digitization, Immunization, and self-reliant India. The cloud has become our new workspace while Bots and Robots have become our new co-workers. All the technological advancement that we have achieved has so far resulted in horrendous environmental degradation and scarce resources. So the entire world is shifting from a linear economy to a circular economy and actively looking for solutions to recycle, reuse and extend the product life cycle to the maximum extent possible. We have to find more sustainable ways to produce, consume and dispose of after use. We can make systemic choices that would embark on a trajectory towards positive, sustainable, regenerative, and value-creation development of the nation. The Green concept is slowly and steadily creeping into every facet of life. Proper waste management techniques and systems should be adopted to minimize the consequences of overconsumption, excess production, and irresponsible disposable behavior of society.

Purpose: The aim of the study is to develop an Extended Theory of planned behavior (ETPB) Model which will include environmental concern and perceived moral obligation to predict consumer behavior towards the purchase of waste management products/solutions for households.

Methodology: To test and quantify the hypothesis, the questionnaire-based approach was employed. Due to the Covid-19 situation, the questionnaire was circulated through Google Form, and a convenient sampling method was used. The data was analyzed using SPSS.

Results: Data of 272 respondents is captured through a structured questionnaire and analyzed to understand their waste management attitude and buying intention.

Keywords: Green behavior, disposable behavior, waste management product, attitude towards green products

1. Introduction

As posited by Csikszentmihalyi, (2000) ,a social philosopher, Hannah Arendt, almost half a century ago envisaged and warned about advances in technology and the increase in free time providing humankind with the opportunity to consume the whole world. That's turning into a reality day by day. By 2030, India is predicted to be the foremost populous country in the world, the growing population, rapid urbanization, and industrialization, and current pandemic are putting lots of strains on our natural resources and generation of waste or hazardous materials. Although, uncontrolled growth of the population has resulted in technology progression, mass production, which eventually leads to continuous economic growth, over consumption, but all at the cost of degradation of natural resources. The world is facing serious environmental issues like climate change, biodiversity loss, and rapid non-renewable resource depletion, and a slew of other environmental issues such as waste management. Solid waste management (SWM) is a serious problem in India as well.

It is critical to segregate trash at the source, so that any valuable organic waste is not wasted. The 4Rs policy — refuse, reuse, reduce, and recycle – must be implemented immediately. Composting is an environmentally friendly alternative to landfills. It also cuts down on greenhouse gas emissions. Composting at home can significantly reduce the amount of trash entering the system (Lekammudiyanse, et al. 2009).

1.1. Waste Generation Scenario in India

As per the Ministry of Environment, 2016, India generates 62 million tonnes of waste (containing both recyclable and non-recyclable waste) per year and which is estimated to extend to 165 million tonnes by 2030. According to ASSOCHAM report 2017, only about 75-80% of the municipal waste gets collected and 22-28% of that waste is processed and treated. The majority of our environmental problems – excess garbage, pollution, waste of energy and material, etc. – are the result of consumers' consumptive behavior (Gan, Christopher, Wee, Han Yen, Ozanne, Lucie, Kao, 2008). According to an article published in Mint (February 2021), Sanjiv Mehta, Chairman and Managing director, Hindustan Unilever, those years of unsustainable consumption have led to climate change and loss of biodiversity is at the root of this pandemic. From coastal erosion, erratic climate to declining natural resources, humankind will have to bear a huge environmental cost and new diseases are just the beginning. As per the 2020 Global Hunger Index, India ranks 94th out of the 107 countries. Therefore, an enormous disequilibrium exists within the society, and waste generation is the assured by-product of industrial development and consumerism.

1.2 Consumer Behavior towards Waste Management

Household waste production is a growing concern in both the developed and developing world (Stewart Barr, 2007). Studies have shown that improper waste management is one of the most common causes of environmental pollution. In line with the survey conducted by Ipsos in 2019, almost 90 percent of respondents in India stated that they made adjustments to their consumer behavior due to climate change concerns; however, around 6 percent admitted not to make any changes to their purchasing habits, but in reality, there is a huge gap between proclamation and actual purchase intention.

1.3 Waste Management Scenario in India

Sustainability, Zero Waste Policy, Net-Zero Emission, reducing carbon footprint are key strategies for propagating and maintaining circular economy. It's imperative for future survival as well as the tools to meet The Sustainable Development Goals (SDGs), also known as the Global Goals, adopted by all the United Nations in the year 2015.

The Ellen MacArthur Foundation, a UK registered charity that aims to propagate the concept of circular economics, has envisioned that enforcing circular economy possibilities in India may yield over $624 billion per year in material savings by 2050, which is equivalent to 30% of India's current GDP.

Zero Waste Management is relatively a relatively new concept in the Indian scenario; however, it is a vital step in the direction of mobilization of the circular economy. Now a day's trash is treated as a commodity. The concept of waste to wealth is crucial in today's state of affairs and extracting wealth from waste has emerged as one of the most demanding activity of state and local governments in developing nations worldwide.

1.4 Household waste generation scenario

As per Food Waste Index Report 2021, it has been said that roughly 1/3rd of the food produced globally for human consumption either gets wasted or gets wasted, which can be quantified as about 1.3 billion tonnes per year. The same report, conducted by the United Nations Environment Programme (UNEP) and WRAP – around 931 million tonnes of food waste was generated in 2019, and it comprises 60% from households, 26 % from food service, and 13 % from retail. Indian households accounted for 7.4% of the entire 931 million tonnes of food wasted in the world in 2019. Food waste takes place at different stages in developing and developed countries; in developing countries, 40% of food waste occurs at the post-harvest and processing levels, while in a country like India according to a written statement given to the parliament in 2013 by former agriculture, minister Sharad Pawar that agriculture produces to the tune of Rs 50,000 crore-40% of the total produce-was wasted every year. One such initiative is adopted by the Chinese government to roll out mitigation policies and a nationwide "clear your plate" campaign to curb the issue of food waste. Food waste has been associated with the emission of

greenhouse gases, and it also has a substantial impact on all the three P's of sustainability i.e. People, Planet, and Profit. Therefore, apart from mindful consumption, household waste management products such as compost bins can be used to turn organic waste into manure and thereby contribute to sustainable development goals.

2. *Need of the study*

There is a lack of research specifically on examining the antecedents of consumer purchase intention with regards to waste management products in the Indian context, particularly in Jamshedpur, Jharkhand. A larger and/or wider concept like circular economy can't be successfully implemented and channelized until and unless all the stakeholders of the society actively participate and thoroughly understand its importance. Objectives are to predict the intention of a person towards the waste management products, we need to know.

Whether the person is aware of the present environmental condition, whether the person is in favor of adopting environmental friendly behavior, i.e., measuring their attitude towards waste management products; Impact of social pressure on adopting environmental friendly behavior ('subjective norm').; Whether the person feels in control of the action in question ('perceived behavioral control'); Role of Moral Obligation information of positive intention to buy waste management products. The next section is related to literature review

3. Literature Review

3.1 Need for Circular Economy

Since generations we were following a linear economy, i.e., take-make- use- throw-away approach, resulting in a lot of wastes in terms of plastic, textile, metals, lead, etc. This holds good only if resources are infinite. This overproduction and irresponsible disposable behavior is taking a toll on the environment and human health. According to Malthus (1978), population increases at a geometric rate, whereas means of life such as natural resources like food, water, oxygen, etc. increases at a constant rate. In the current situation, adopting a circular economy is the need of the hour. The circular economy advocates extending the life cycle of the product by incorporating the 6R's by reusing, repairing, recycling, and minimizing the waste to a minimum. The circular economy, which promotes the elimination of waste and the continual safe use of natural resources, offers an alternative that can yield up to $4.5 trillion in economic benefits by 2030 (World Economic Forum).

Figure I: Source: (25) Pinterest https://in.pinterest.com/pin/252201647870261645/

3.2 People, Planet and Profit- The 3P's of sustainability

According to John Rawls (1999), societies should confirm how much of the earth's resources they are willing to sacrifice or not use, so that future generations will be able to access and luxuriate in such natural resources, as we are the trustees of the natural resources for our future generation. The term, "sustainable development" was coined in the year 1970 during the Cocoyoc Declaration on the Environment and Development. In the year 1987, the World Commission on Environment and Development submitted its report, called "Our Common Future", which is additionally called the Brundtland Report, which outlined sustainability as, "Meeting our needs without compromising the ability of future generations to meet their own needs."

Against this backdrop, a sustainable organization is defined as any business concern that is economically viable, socially responsible, and environmentally friendly. As a result, sustainability helps to bridge the gap between business, society, and the environment. The key drivers of sustainability are climate change, the depletion of natural resources, regulation, consumer demand and economic globalization.

3.3. Evolving Relationship between Sustainability and Marketing

Sustainability is emerging as a megatrend (Lubin and Esty, 2010) for all the stakeholders of society. As stated by Peter Drucker (1958), marketing is the process through which the economy is integrated into society to serve human needs. So, marketing plays an important role in shaping the needs and wants of society and marketers must convert society's needs into an opportunity for profitable business. According to Philip Kotler, the best business strategy is to predict where clients will appear and stop right in front of them.

The ongoing pandemic and the rise of health-conscious consumers have resulted in new business dynamics such as the environment, sustainability, and going green.Philip Kotler coined the term "Marketing 3.0" in his book "Marketing 3.0: from Products to Customers to the Human Spirit. "Over the years, marketing has evolved through three stages;

Marketing 1.0 is a product-oriented concept that emphasizes the functional aspect of a product or service and believes in mass selling.Marketing 2.0 is a concept based on data. It was more customer-centric, with individual customers segmented and identified and followed via SEO, social media, and other ICT techniques. In today's hypercompetitive market, organizations are interested in tapping individual customers and hope to achieve profitable growth through a larger share of each customer's expenditure. Marketing 3.0 is a holistic approach and the shift is from customer-centric marketing to a humanistic approach and it benefits society at large and businesses are bound to understand and reflect human values in their marketing activities.

Over the years, the definition of marketing has undergone radical changes. The latest definition approved by the American Marketing Association: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

3.4 Zero Waste Strategy- Need of The Hour

(BSR, 2010) has defined waste as "anything that does not create value is termed as waste. It is also described as something that is at the end of the product's life cycle and is disposed of in landfills. Household waste contains a lot of bio-degradable items such as kitchen waste, leftover food, etc. Adopting a composting method is one way to reduce household waste.Composting is a biological process of decomposition carried out under controlled conditions of ventilation, temperature, moisture and organisms in the waste themselves that convert waste into humus-like material by acting on the organic portion of the solid waste. In this process, the final product is odour-free and is the perfect soil conditioner. It is also considered as a nutrient-rich compost with enormous agricultural value and can be utilized as a fertilizer. Composting can be done in both the presence of air as well as in the absence of air. Dedegradable waste can be converted into useful compost by the process of aerobic composting, also known as Vermi Composting (Mir etal. 2016). Zero waste is a philosophy based on a set of practices aimed at avoiding as much waste as possible. In a manufacturing set-up, it is also known as the cradle to cradle approach, while in a household setting, it engages the consumer to act responsibly. However, there is a severe misconception among end users regarding the zero waste policy, that it involves a lot of recycling. However, recycling is the last resort before a landfill, because of the cost associated with the recycling process.For a house-holding setting, zero waste entails the following steps:

Refuse to obtain what you do not require.2. Reduce what you do need. 3. Reuse: what you consume. 4. Recycle: what you cannot refuse, reduce or re-use. 5. Rot: (Compost) the rest.Household consumers can contribute significantly to the zero waste policy by composting their organic waste, such as kitchen waste and leftover food etc., and giving back to the environment. Therefore, sustainability is the future and waste management techniques are the tools to achieve sustainable goals.Many economists believe that when the free market is unable to maximize societal welfare, it should be regarded as a "failure," and that policy intervention may be required to correct it. Moreover, economists also believe that climate change is a result of multiple market failures. As most of the ill effects of emissions do not fall on those who are indulging in such activities, rather, they fall on future generations and developing countries. As a result, economists who support this as a market failure argue that policy intervention is required. Policymakers must raise the cost of activities that contribute to the emission of greenhouse gases, forcing businesses to innovate in low-carbon technologies.

3.5 Application of Theory of Planned Behavior

The Theory of planned behavior (TPB) has been extensively used as paraphernalia to back our understanding of a variety of behaviors such as health behaviors and intentions, including smoking, drinking, health services utilization, internet purchase behavior, and dishonesty, pro-environmental behavior, including waste management behavior by households and recycling behavior of individuals by researchers. The TPB was proposed by Ajzen (1985) as an extension of the theory of reasoned action (TRA; Fishbein and Ajzen 1975). The only difference between the two models is that TPB contains an additional variable called perceived behavioral control as the determinant of predicting the behavioral intention of an individual.

The theory of planned behavior assumes that human behavior is goal oriented. Buyers tend to exhibit socially acceptable behavior and they undertake logical and rational purchase decisions. TPB entails factors determining an individual's decision to comply with a specific behavior. It also assumes that the individual's behavior is adamant about intention, while intention in turn depends on various factors such as attitude; subjective norms set by society, perceived moral obligation and perceived control of behavior. Intentions are a person's motivation to act in a certain way. According to the theory of planned behavior, human intention is guided by the following factors:

1) Behavioral beliefs - beliefs on the likelihood of the outcomes of the behavior and the evaluations of these results with respect to a favourable or unfavorable attitude towards the behavior.

(2) Normative beliefs are guided by normative expectations of others and motivation to comply with these expectations and this leads to perceived social pressure.

(3) Control beliefs are the notion that the performance of a certain specific behavior is under an individual's control.

TPB is regarded as one of the most powerful frameworks for predicting human behavior, according to Stern (2005), and it has significant applicability in the field of environmental psychology).It has been extensively used in determining intention towards certain behavior by various researchers such as Chen, M. F. (2017), Kalafatis, S.P., Pollard, M., East, R. and Tsogas, M.H. (1999), George, J. F. (2004), Yadav, R., & Pathak, G. S. (2017), Setyawan, Andhy & Noermijati, Noermijati & Sunaryo, Sunaryo & Aisjah, Aulia (2018) in their studies to predict human intention towards a particular behavior. The present study takes the theory of planned behavior (TPB) as its base model. As posited by Paul et al. (2016), the extended theory of planned behavior presents a higher utility than the existing TPB. Hence, the researchers have extended the TPB model by adding Environmental Concern (EC) and a perceived moral obligation to predict the waste management behavior of Indian consumers.

4. *Theoretical Framework* and development of hypotheses

4.1 Theoretical Framework:

Research Gap

Indian consumers are considered as environmentally conscious by many scholars in their studies (Jain and Kaur 2006, Paul et al.2016, Mostafa, 2007), while they also confirmed consumers are environmentally conscious but it does not affect their purchasing decisions, (Jain and Kaur 2006, Saxena et al., (2010). According to Stewart Barr (2007), there is a linkage between household attitudes and environmental behavior that is complex but interrelated and mostly governed by three factors, such as environmental values, situational variables, and psychological factors. (Yam-Tang and Chan, 1998) In their study, they stated that consumers do not purchase products based on environmental concern alone and they will not forgo other product features for a better environment.

Ajzen (1991) ascertained that perceived behavioral control influences the planned behavior of a person, but Lindqvist, J., & Andersson, M. (2015), proved that perceived behavioral control was non-significant in their study, though Chen and Tung, (2014), Paul et al. (2016) posited that purchase intentions were positively influenced by perceived behavioral control. Pertaining to subjective norms, Chen and Tung, (2014) and Han et al. (2010) observed a significant role of subjective norms in predicting purchase intention, unlike Paul et al. (2016).

Despite the fact that the model was created in accordance with Ajzen's (1991) theory of planned behavior, researchers have discovered that the model's strength can be further enhanced by including more relevant variables (Paul et al. 2016, Teo, T., Zhou, M., & Noyes, J. 2016) that may influence a positive purchase intention.

As a result, this model is an extension of the theory of planned behavior.

Figure:II Source: Author's own research

Consumer attitude towards Waste Management products is a dependent variable that is linked to their environmental concerns. Furthermore, attitudes toward Waste Management Products, Moral Obligation, Subjective Norms, and Perceived Control Behavior all have a role in deriving Purchase Intention. Therefore, Purchase Intention is considered as a dependent variable, whereas, attitudes toward Waste Management Products, Moral Obligation, Subjective Norms, and Perceived Control Behavior would be treated as independent variables. All the dependent and independent variables that were employed were thoroughly covered in the literature review section.

4.2 *Development of hypotheses*

As per Schultz and Zelezny (2000), environmentalism can be defined as "human activities intended to lessen the impact of human behavior on the ecosystem".

Environmental concern and purchase intentions of waste management products. Environmental concern (EC) has been treated as an evaluation of one's own behavior or others' behavior with consequences for the environment.

(Fransson & Gärling, 1999). Previous studies, such as Singh et. al (2020), Paul et al. (2016), Setyawan et al. (2018), have confirmed the role of environmental concern in purchase intentions. As cited by (Sharma et al., 2013), consumers' purchasing decisions are often based on their environmental attitudes. Therefore, the present study included EC as a variable.

H1*: Environmental concern has a positive and significant impact on attitude towards waste management Product.*

Attitude and purchase intention of waste management products

According to Gordon Allport (1935), "An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations to which it is related." As per Schultz and Zelezny (2000), "attitudes towards environmental concern are present in a person's concept of self and the degree to which they perceive themselves as an integral part of the natural environment". Previous studies have confirmed that attitude illustrates consumers' favourable and unfavorable response (Blackwell et al., 2006) and their purchasing decisions are based on their environmental attitudes (Irland, 1993; Schwepker and Cornwell, 1991). According to Cruzet al. (2015), attitude is a tendency to react while behavior a readiness to react towards certain objectives.

H2: Attitude towards waste management product has a positive and significant impact on purchase intention towards waste management products.

Subjective norms and purchase intention of waste management products

Subjective norms refers to, "the perceived social pressure to perform or not to perform the behavior". It affects people's decision-making process and intention towards a specific behavior (Ajzen, 1991; Chen & Tung, 2014).Subjective norm is the perceived social pressure to engage or not engage in a particular behavior.

H3: *Subjective norms have a positive and significant impact on purchase intention of waste management products.*

Perceived behavioral control and purchase intention of waste management products

As described by Ajzen (1991) the Perceived Behavioral Control as "a factor to envisage the perceived ease or difficulty in performing the behavior and it assume to reflect past experience as well as anticipates limitations and obstacles", which means that this factor reflects the perception. Behavior control specified in the form of self-efficacy and is a condition where people believe that a behavior is easy or difficult to follow. As following zero waste philosophy and sensible consideration of buying waste management products requires a disciplined approach, hence PBC included in the model to validate its impact on purchase intention.

 H4: *Perceived control behavior has a positive and significant impact on purchase intention of waste management products.*

Perceived Moral Obligation and purchase intention of waste management products

Moral obligation is the personal internal state and concerned with the extent to which an individual feels a sense of responsibility to act morally or immorally when faced with an ethical dilemma. (Haines, et.al, 2008). Chen and Tung (2014) have examined perceived moral obligation and concluded that it is directly proportional to intention to perform certain behavior. They also posited that moral obligation is an important factor to understand the willingness to act in certain way. Verma and Chandra (2018) presented that morality act as an important factor observing a consumer's ecological behavior and intention. It has been observed that individuals who emphasize on morality tend to be more concerned for well being of the society and are more engaged in more pro-social behavior (Verma and Chandra, 2018). In the context of our present work, we Extended TPB model by adding Perceived moral obligation as add-on variable.

H5: *Perceived moral obligation has a positive and significant impact on purchase intention of waste management products*

Sustainability has become a prevailing factor across all walks of life but unfortunately the sales of sustainable products - especially waste management products are not picking up and there is huge gap in terms of consumer's attitude towards green products and their consumption and buying behavior. (Luchs et al. 2010)

5. Methodology

5.1 Sample Design

Regarding the sample size, it has been suggested that there should be a minimum of 10 cases per parameter/item required in the statistical estimate (Kline, 2011). The study has five constructs (5 items for environmental concern, 3 items for attitude, 4 items for subjective norms, 4 items for perceived behavior control, 4 items for perceived moral obligation, and 4 items for purchase intention, totaling 24 items), so the ideal sample size for the study is (24 * 10=240).Therefore, a sample size of 272 is justified for the present research as the study contains 24 items and in view of the prevailing pandemic situation a convenient random sampling technique had to be used to collect data.The objective of the study was to understand the impact of environmental concern on attitude towards considering the purchase of waste management products such as compost bins and purchase intention of buying such products. The sample, therefore, is comprised of university students, professors, and home makers in the age group of 18–60 years. The general profile of the respondents is appended below.

Case Summaries

Gender		Age	Income	Qualification	Employment
Male	N	164	164	164	164
	Mean	1.10	3.41	3.60	3.21
	Median	1.00	4.00	3.00	3.00
	Std. Error of Mean	.024	.123	.063	.178
	Minimum	<30	Upto 2.5 Lakh	Higher Secondary	Full-time employment
	Maximum	30-40	No Income	Diploma	Student
	Range	1	4	4	5
Female	N	108	108	108	108
	Mean	1.20	4.15	3.53	4.35
	Median	1.00	5.00	4.00	6.00
	Std. Error of Mean	.047	.130	.064	.210
	Minimum	<30	Upto 2.5 Lakh	Higher Secondary	Full-time employment
	Maximum	40-50	No Income	PhD	Student
	Range	2	4	3	5
Total	N	272	272	272	272
	Mean	1.14	3.71	3.57	3.66
	Median	1.00	4.50	4.00	4.00
	Std. Error of Mean	.024	.093	.046	.140
	Minimum	<30	Upto 2.5 Lakh	Higher Secondary	Full-time employment
	Maximum	40-50	No Income	Diploma	Student
	Range	2	4	4	5

A total of 272 out of 300 respondents submitted their completely filled questionnaire. A total of 272 people responded, with 60.3% being male and 39.7% being female. The modal age of the respondents was 30, with 87.1% being in this age group, indicating that the data accurately captures the vibes of Indian millennials. Nearly 44.1% of respondents were graduates, 42.6% were postgraduates, 7.4% were PhDs, and the remaining 5.9% had a basic formal education. About 50% were employed whilst the remaining 50% were unemployed.

5.2 Questionnaire Design

The data was collected with the help of a structured questionnaire. The questionnaires were administered via an online survey using a Google form. The data collection was done from December 2020 to February 2021. The questions were designed by adopting items from Paul et al. (2016), while the scale for perceived moral obligation was adopted from Sabucedo, Dono, Alzate & Seoane, (2018). The questionnaire, which includes 25 items in total, was refined as per the needs of the research. All of the items were scored on a five-point Likert scale, with 1 representing 'strongly disagree' and 5 representing 'strongly agree.' The questionnaire items and their source of adoption are mentioned in the Annexure1. The collected data was tabulated in SPSS version-26 and all the analysis has been done using SPSS. The internal consistency of the questionnaire is tested using Cronbach's Alpha. Table 2 reveals the results of Cronbach's Alpha:

Reliability Statistics

Cronbach's Alpha	N of Items
.795	25

6. Results

6.1 Hypothesis Testing

H1: Environmental concern has a positive and significant impact on attitude towards waste management Product.

Table 1: I am very concerned about the environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	12	4.4	4.4	4.4
	Agree	84	30.9	30.9	35.3
	Strongly Agree	176	64.7	64.7	100.0
	Total	272	100.0	100.0	

The above table reveals that 95.6% respondents claimed that they are very concern about the environment.

Table-2: The analysis of second question

6. I am aware about the house hold waste management products such as Compost Bins,

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	24	8.8	8.8	8.8
	YES	248	91.2	91.2	100.0
	Total	272	100.0	100.0	

:

91.2% of the respondents were aware of the house hold waste management product (Compost Bin).

2. I would be willing to reduce my consumption to help protect the environment

Majority of the respondents agreed to the point that they are willing to reduce their consumption to protect the environment.

3. I follow zero waste policy.

5. Major social changes are necessary to protect the natural environment.

While 70.5% of the respondents feel that major social changes are necessary to protect the natural environment. At the same time, 69.1% of people claimed that they follow zero policies.

To further confirm the relationship between environmental concern and attitude towards waste management products, Pearson Correlation method was applied.

Table-3: Correlations test

		ATWMP	Env_Concern
Pearson	ATWMP	1.000	.076
Correlation	Env_Concern	.076	1.000
Sig. (1-tailed)	ATWMP	.	.104
	Env_Concern	.104	.
N	ATWMP	272	272
	Env_Concern	272	272

While the Pearson Correlation reveals that the correlation between the two variables, namely environmental concerns and attitude towards waste management products is not at all significant (Pearson Correlation =0.076, p=0.104).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
					Change Statistics					
1	.076[a]	.006	.002	1.68490	.006	1.586	1	270	.209	2.198

a. Predictors: (Constant), Env_Concern

b. Dependent Variable: ATWMP

.

We can see from the regression analysis that the adjusted R2 value is.002, and thus we can conclude that the consumer's environmental concern has a negligible impact on their attitude toward waste management products. Although consumers claim to be concerned about environmental issues, attitudes do not always translate into actual purchasing behavior, and the study confirms that there is a significant gap between environmental concern and attitude toward waste management products.

H2: Attitude towards waste management product has a positive and significant impact on purchase intention.

H3: Subjective norms have a positive and significant impact on purchase intention.

H4: Perceived moral obligation has a positive and significant impact on purchase intention.

H5: Perceived control behavior has a positive and significant impact on purchase intention.

The multiple regression analysis was performed to test hypotheses 2 to 5 on the independent variables: Attitude towards waste management products, Subjective norms, Perceived control behavior, Moral obligation.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.511[a]	.262	.250	1.64563

a. Predictors: (Constant), Moral_obligation, PBC, ATWMP, Subjective_Norm

The output of the same is appended below.

The overall result for the regression model was significant. It is clearly indicated that all the factors (ATWMP, Subjective Norms, PCB and Moral obligation) were simultaneously significant to the dependent variable (Purchase Intention). While the adjusted R square is (Adjusted R square =0.250), the three factors contributed to

25% of overall purchase intention.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.261	1.354		6.840	.000
	ATWMP	.273	.079	.242	3.436	.001
	Subjective_Norm	.232	.055	.343	4.253	.000
	PCB	-.107	.084	-.082	-1.277	.203
	Moral_obligation	.048	.053	.051	.916	.360

a. Dependent Variable: Purchase_Intention

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.473[a]	.224	.221	1.67747	.224	77.345	1	268	.000	
2	.504[b]	.254	.249	1.64750	.030	10.839	1	267	.001	1.774

a. Predictors: (Constant), Subjective_Norm

b. Predictors: (Constant), Subjective_Norm, ATWMP

c. Dependent Variable: Purchase_Intention

The attitude towards waste management products and subjective norms are positively significant in determining the purchase intention of consumer.

23. I feel morally obliged to manage zero waste.

From the above Graphs it is clear that 95.6% respondents agreed to the fact that they feel morally obliged to manage zero waste.

25. Purchasing waste management products constitutes a moral obligation to oneself.

90% of the respondents revealed that purchasing waste management products constitutes a moral obligation to oneself.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.261	1.354		6.840	.000
	ATWMP	.273	.079	.242	3.436	.001
	Subjective_Norm	.232	.055	.343	4.253	.000
	PCB	-.107	.084	-.082	-1.277	.203
	Moral_obligation	.048	.053	.051	.916	.360

a. Dependent Variable: Purchase_Intention

From the above, it is clear that 95.6% respondents agreed to the fact that they feel morally obliged to manage zero waste and also 90% people revealed that purchasing waste management products constitutes a moral obligation to oneself but in the proposed model, perceived control behavior has no significant impact on purchase intention but moral obligation may be regarded as weakest factor in determining the purchase intention of people of Jamshedpur.

Table 4: Summary of Hypotheses Test

Hypothesis	Statement	p value	Result
H1	*Environmental concern has a positive and significant impact on attitude towards waste management Product.*	p=0.104	Not Supported

H2	*Attitude towards waste management product has a positive and significant impact on purchase intention towards waste management products.*	p=0.001	Supported
H3	*Subjective norms have a positive and significant impact on purchase intention.*	p=0.000	Supported
H4	*Perceived moral obligation has a positive and significant impact on purchase intention.*	p=.360	Not Supported
H5	*Perceived control behavior has a positive and significant impact on purchase intention.*	p=0.203	Not Supported

7. Conclusion

The current pandemic has had a great impact on the health and lives of people across the globe. Proper waste management tools and techniques are a must for sustainable growth and survival. Green marketing and green practices in India are still in the introductory phase. According to (Ramasamy & Yeung, 2009), 61% of millennials have revealed that it is their responsibility to make the world a better place to live, while 78% believe that companies have the responsibility to include them in their efforts. The same view has been supported by (Bertens et al., 2014) in their studies. India is a country governed by a plethora of religions, cultures, subcultures, values, tastes, and preferences. Consumer buying behavior is a complex process. It also varies by product; some products, such as FMCGs, are considered low-involved, whereas others, such as white goods, may require a higher level of involvement. This could be a complicated task for organizations and policy makers and they have to come up with an out of the box approach to involve all the stakeholders of society to succeed in their greening effort.

Household waste management primarily refers to separating household waste into different parts and then converting organic waste materials into useful resources, such as compost/fertilizers for plants through the use of

products such as compost bins. Even when consumers are aware of the negative environmental conditions, concern for the environment does not result in the formation of a positive attitude toward considering environmentally friendly behavior and a positive attitude toward management (β =.242; t=3.436, p=0.001). Products are also not purchased. Furthermore, the findings also indicate that the subjective norms (β=.343; t=4.253, p=0.000), which exhibit that the extent of social pressure people feel towards the purchase of waste management products such as compost bins was positive but not significantly influenced purchase intention, which is in line with studies conducted by Chen and Tung (2014), Paul et al. (2016), Han et al. (2010). Another important variable, i.e. perceived behavior control (β = -0.082; t=-1.277, p=0.203) is not significant for the purchase intention towards waste management products and the study negates the views of Chen and Tung, (2014) that perceived behavior control positively influences the purchase intention of individuals. Kim et al. (2014) linked moral reflectiveness with an individual's environmental behavior. As people who are morally inclined tend to think about the welfare of others and moral obligation can be interpreted as a motive to practice sustainable behavior and positive purchase intention to buy sustainability support products, the present study may not be in sync with previous research as the results of the study revealed that 95.6% of respondents agreed to the fact that they feel morally obliged to manage zero waste and also the same percentage of people revealed that purchasing waste management products constitutes a moral obligation to oneself, but in the proposed model, the role of moral obligation (β=.051; t=.916, p=.360) has negligible impact in determining the purchase intention of people of Jamshedpur.

8. Managerial Implication

The present study confirms the existence of an environmental concern-action gap. General consumers show off their concern for the environment, but they are not motivated enough to translate their concern into purchase intentions/actual buying motives. Proper waste management should be regarded as a responsibility of all the stake holders of society. All the stakeholders of society, such as individuals, organizations and policy makers, will have to contribute significantly in reducing the environmental footprint, thereby contributing to sustainable development goals and the promotion of a circular economy. As a result, numerous media campaigns/drives must be launched to raise awareness and motivate the public to show concern for the environment, as environmental concern may lead to the formation of a green purchasing attitude.

9. Limitation

Firstly, the research paper focuses on the attitude and behavior of Jamshedpur, India. Due to the focus on only one place, the generalization across other districts/states is limited. Lack of previous studies in this particular area, as well as waste management products such as compost bins. The sample size depends on the nature of the

research problem. Therefore, having a sample size of only 272 may not reflect reality. The data was only collected online, and the responses may have come from tech-savvy people or people who are well-off and can afford an internet connection. As a result, the data may not reflect the views of all socioeconomic groups.

10. Contribution of Research

This study report will give valuable knowledge about the elements that influence Indian customers' buying intention for waste management products/solutions, such as compost bins. Perhaps this is the first attempt in this region to evaluate consumer purchasing intentions in relation to a disregarded product like the "Compost Bin."

Publication Certificate

This certificate confirms that **"Rama Singh"** has published article titled **"Factors contributing towards the sustainability of green products purchase behaviour in the long run: Application of structural equational model (SEM) "**.

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Factors contributing towards the sustainability of green products purchase behaviour in the long run: Application of Structural Equational Model (SEM)

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Abstract
Conceptual framework of Green repurchase behaviour of millennials of Jamshedpur emphasizes how individuals perceive green products and their concern towards the environment and what are the latent variables that influence their purchase decision. Liberalization, privatization, globalization, industrialization, urbanization and digitization, immunity, and self-reliance are all hallmarks of the twenty-first century in India. The cloud has replaced our office space, and Bots and Robots are our co-workers. All of our technical progress to date has resulted in awful environmental damage, carbon emissions and scarcity of resources. As a result, the entire globe is transitioning from a linear to a circular economy, and customers are currently seeking for ways to recycle, reuse, and lengthen the product life cycle as much as possible. We need to develop more environmentally friendly ways to generate, consume, and dispose of waste. Green Products are a newly developed product category, however customer preference for such products is a questionable issue, as product sales numbers are not very stunning. As a result, the current research is an attempt to identify Factors contributing towards the sustainability of green products purchase behaviour in the long run.

Keywords: structure equation model, confirmative factor analysis, green repurchase behaviour

Introduction
According to a study conducted by UNESCO (2019), India has the world's biggest adolescent and youth population, and by 2020, it became world's youngest country, with an average age of 29 years and 65 percent (65%) of the population under the age of thirty-five. According to UNFPA predictions, India's population would remain among the world's youngest country until 2030. The same has been backed up by a study conducted by Deloitte's Global Millennial and Gen Z Survey (2021), Millennials and Generation Z feel the world is on the verge of a major environmental crisis and they're also calling themselves and organizations answerable to make the world more sustainable and equitable. According to the survey, nine out of 10 Indian millennials and Gen Zs are confident that the changes witnessed during the pandemic would help counteract ecological damage. Therefore, understanding the consumer behaviour of younger population of India is a must for sustainability of green products purchase behaviour in the long run as most of these millennials are in their working age bracket, have enormous purchasing power and longer influence on the product life cycle.

Media Influence plays an important role in developing concern towards the environment. Green Product Attributes are likely to impact millennials' green purchasing decisions. Similarly, Green Purchase Attitude, Post Purchase Experience of Green Product and Sceptism towards Green Product also plays an important role in determining the green repurchase behaviour. By using Structure Equation Model and Confirmative Factor Analysis we established an empirical relationship to explain the green repurchase behaviour of millennials of Jamshedpur. The finding of this study confirms the potential role of Media Influence, Green Purchase Attitude, Green Product Attribute, Post Purchase experience of Green Products, Sceptism towards Green claims in sustainability of green products purchase behaviour in the long run.

Although green marketing activities and their marketing implications have a notable presence in the literature since the mid-2000s (Prashant, 2016). Murugesan (2008) observed that "Green Marketing" is a hybrid of the "Social Marketing Concept" and the "Ecological Marketing Concept" in his study "Green-Trust and Distrust." In the literature the role Media Influence, Green Purchase Attitude, Green Product Attribute, Post Purchase experience of Green Product, Sceptism towards Green claims remained an unexplored.

Objective of the study
In the referred literature media influence, green purchase attitude and green product attributes have been explored, along with sceptism towards green claims of green product, but contribution of post purchase experience of green product towards sustainability of green products purchase behaviour in the long run still remain unexplored in social landscape.

Therefore, the objectives of the study are classified under the following sub-headings-
1. Whether the Media Influence played an important role in the sustainability of green products purchase behaviour in the long run?
2. Whether the Green Purchase Attitude played an important role in the sustainability of green products purchase behaviour in the long run?

3. Whether the Green Product Attribute played an important role in the sustainability of green products purchase behaviour in the long?
4. Whether the Post Purchase experience of Green Product played an important role in the sustainability of green products purchase behaviour in the long run?
5. Whether the Sceptism towards Green claims played an important role in the sustainability of green products purchase behaviour in the long run?

Hypothesis of the study
The study attempts to probe into the following specific hypothesis
- Media Influence played an important role in the sustainability of green products purchase behaviour in the long run.
- Green Purchase Attitude played an important role in the sustainability of green products purchase behaviour in the long run.
- Green Product Attribute played an important role in the sustainability of green products purchase behaviour in the long.
- Post Purchase experience of Green Product played an important role in the sustainability of green products purchase behaviour in the long run.
- Sceptism towards Green claims played an important role in the sustainability of green products purchase behaviour in the long run.

Methodology of the study
The study has been done on the basis of primary data collected from respondents of Jamshedpur on the basis of random sampling with the help of a close-ended structured questionnaire. The survey questionnaire was designed to understand the role of Media, Attitude, product attributes, post purchase experience and trust/distrust of green claims to predict the sustainability of green products purchase behaviour in the long run. A total of 19 indicators across different dimensions (Awareness, Attitude, Pricing, Packaging, Influence of Media, and trust/distrust towards green claims by companies) were used to understand the green purchase behaviour of consumers of Jamshedpur. By using Structure Equation Model and Confirmative Factor Analysis we established an empirical relationship to explain the impact of media, attitude, product attribute, post purchase experience and green claim trust/distrust factors on sustainability of green products purchase behaviour in the long run. Statistical software, JASP 4.1 version have been used for data analysis in the present study.

Model Development
Various factors, such as degree of environmental concern, green product knowledge, role of media in creating awareness for prevailing environmental conditions, green purchase attitude, quality of green product, product price, green packaging, green manufacturing processes, product performance, and attitude toward green claims by the organization, to name a few, all have contributed to the long-term sustainability of green product purchase behaviour.
Structural equation modelling (SEM) is a multivariate methodology that uses a mixture of two statistical methods: confirmatory factor analysis and path analysis to test and

assess multivariate causal links in scientific research. According to the study of Tian et al. (2013), to examined the potential contributions of land use, demographic and economic changes on urban expansion (i.e., green spaces) in the city of Shenzhen, China, he treated land cover change (LCC), population, and economy as three latent variables, each characterized with five observable variables. In the investigation of psychological traits, Galton (1888), Confirmatory factor analysis, was used to estimate the latent psychological traits, such as attitude and satisfaction. Wright (1918), in his study of biometrics path analysis was used to find the causal relationship among variables by creating a path diagram. We couldn't directly assess the Green Repurchase Behaviour parameters (latent variables) in our study because the respondents couldn't express a coherent answer that would completely and precisely indicate green buying behaviour, but we may identify the same in conceptual terms. Therefore, to determine the number of latent variables in our study we used domain knowledge and insights gathered from the literature review, and the identified latent variables are Green Purchase Attitude, Media Influence, Green Product Attribute, Post Purchase Experience of Green Products and Scepticism towards Green Claims. We chose a set of five latent variables to assess the sustainability of green products purchase behaviour in long run (Y). We used the first order Confirmatory Factor Analysis method and the second order Confirmatory Factor Analysis method in this study to construct the mathematical measurement for each latent variable with each observed parameter, as well as the impact of each latent variable on overall sustainability of green products purchase behaviour in long run.

The First Order Confirmatory Factor Analysis
A latent variable is examined in First-Order CFA based on various factors that may be observed directly in our survey. The parameters are determined by applying theoretical domain knowledge and the outcomes of the literature study. The first order CFA model is stated as follows using standard notations (Hair et al., 1998):

$$h = d1\,X1 + d2\,X2 + ... + dn\,Xn + e$$

Where h is represent the latent variable and d represent the coefficient of observed variable to measure the influence of the latent variable with an error term e.
The below is a conceptualization of the linkage between the latent variable and the observed variables

Source: The author's framework.

Fig 1: First-order Confirmatory Factor Analysis Model

The Latent Variables Media Influence

Role of TV channels in enhancing the knowledge about green products, Role of Newspapers and Magazines as a source of propagating environment issues, Role of social media in propagating knowledge about environmental issues, Role of media in creating awareness about Eco-Labels and the environment consciousness that has been created by the media lately are five uni-dimensional indicators that are identified in the present research for Media Influence.
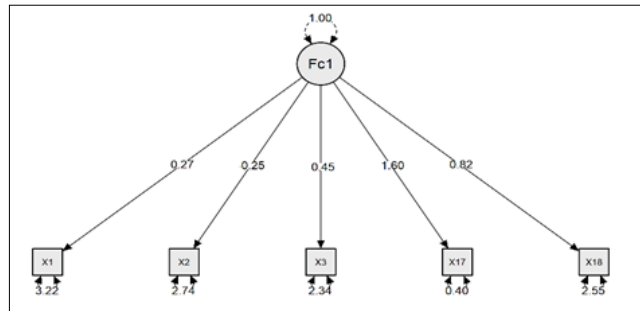
The following is the outcome of the First Order Confirmatory Factor Analysis for this latent variable.

Source: The author's calculation using JASP 4.1.

Fig 2: Confirmatory Factor Analysis of Variable Media Influence

The z-value of each loading factor coefficient, as shown in Table 1, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 1: Loading Factor for latent variable of Media Influence

Factor (F1)	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
			Factor loadings					
Media Influence	X1	$\lambda 1$	0.269	0.103	2.601	0.009	0.066	0.472
	X2	$\lambda 2$	0.255	0.096	2.663	0.008	-0.443	-0.067
	X3	$\lambda 3$	0.452	0.101	4.468	< .001	-0.651	-0.254
	X17	$\lambda 18$	1.600	0.223	7.187	< .001	-2.037	-1.164
	X18	$\lambda 18$	0.818	0.139	5.868	< .001	-1.091	-0.545

Source: The author's calculation using JASP 4.1.

Table 1 illustrates the loading factor for all components with a positive coefficient value and a lower P-value for z statistics, indicating that they are significant. The findings achieved the fit model based on the CFA analysis using the First Order Confirmatory Factor Analysis, as shown in table 2 below, whereby RMSEA = 0.195 with the P-value = 0.0001. This indicates that this model is appropriate and feasible for estimating the latent variable of Media Influence towards the sustainability of green products purchase behaviour in the long run.

Table 2: Goodness of Fit Item of all items of Media Influence

Metric	Value
Root mean square error of approximation (RMSEA)	0.195
RMSEA 90% CI lower bound	0.158
RMSEA 90% CI upper bound	0.234
RMSEA p-value	2.216e-10
Standardized root mean square residual (SRMR)	0.103
Hoelter's critical N ($\alpha = .05$)	55.397
Hoelter's critical N ($\alpha = .01$)	75.129
Goodness of fit index (GFI)	0.932
McDonald fit index (MFI)	0.909
Expected cross validation index (ECVI)	0.255

Source: The author's calculation using JASP 4.1.

The Latent Variable of Green Purchase Attitude

The latent variable of Green Purchase Attitude of Millennials is measured using four uni- dimensional predictors observed in our investigation such as Environmental concern, perceived environmental knowledge, perceived green product knowledge and level of awareness about green product and environmental issues. Figure 3 summarises the findings of the CFA analysis of the Green Purchase Attitude latent variable using the First Order Confirmatory Factor Analysis.

Source: The author's calculation using JASP 4.1.

Fig 3: Confirmatory Factor Analysis of Green Purchase Attitude

The z-value of each loading factor coefficient, as shown in table 3, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 3: *Loading Factor for Green Purchase Attitude*

Factor loadings								
Factor 2		**Indicator**	**Symbol**	**Estimate**	**Std. Error**	**z- value**	**p**	**Lower**	**Upper**
Green Attitude	*Purchase*	X4	λ4	0.814	0.086	9.441	< .001	0.645	0.983
		X5	λ5	0.475	0.084	5.668	< .001	0.311	0.639
		X6	λ6	1.173	0.086	13.577	< .001	1.004	1.343
		X7	λ7	1.074	0.089	12.122	< .001	0.901	1.248

Source: The author's calculation using JASP 4.1.

Table 3 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.030, P-value = 0.0001, as shown in table 4 below.

This means that this model is suitable and feasible to be used to measure the latent variable of green purchase attitude towards the sustainability of green products purchase behaviour in the long run.

Table 4: Goodness of Fit Item Green Purchase Attitude

Metric	Value
Root mean square error of approximation (RMSEA)	0.030
RMSEA 90% CI lower bound	0.013
RMSEA 90% CI upper bound	0.113
RMSEA p-value	2.989e-7
Standardized root mean square residual (SRMR)	0.077
Hoelter's critical N (α = .05)	54.835
Hoelter's critical N (α = .01)	83.758
Goodness of fit index (GFI)	0.948
McDonald fit index (MFI)	0.948
Expected cross validation index (ECVI)	0.153

Source: The author's calculation using JASP 4.1.

The Latent Variable of Green Product Attribute

The latent variable of Green Product Attribute is measured on the basis of four uni-dimensional indicators such as Green Product Quality, Availability of Green Products, Price Sensitivity and Green Packaging which are observed in our research. CFA analysis results of Green Product Attribute latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 4 below.

Source: The author's calculation using JASP 4.1.

Fig 4: Confirmatory Factor Analysis of Green Product Attribute Variable

The z-value of each loading factor coefficient, as shown in table 5, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 5: Loading Factor for Green Product Attribute Items

Factor loadings								
Factor	**Indicator**	**Symbo**	**l Estimate**	**Std. Erro**	**r z-value**	**p**	**Lower**	**Upper**
Green Product Attribute	X8	λ8	1.13	0.083	13.584	< .001	0.963	1.288
	X9	λ9	1.21	0.089	13.706	< .001	1.040	1.387
	X15	λ15	1.25	0.090	13.859	< .001	1.071	1.424
	X16	λ16	0.13	0.089	1.446	0.148	-0.046	0.304

Source: The author's calculation using JASP 4.1

Table 5 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.050, P-value = 0.001, as shown in table 4 below. This means that this model is suitable and feasible to be used to measure the latent variable of green purchase attributes towards the sustainability of green products purchase behaviour in the long run.
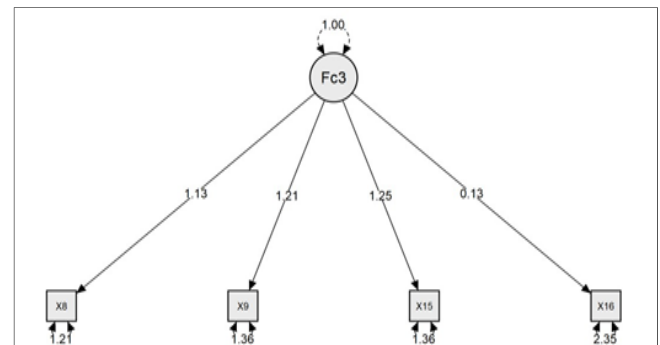
Table 6: Goodness of Fit Item Green Product Attribute

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.050
RMSEA 90% CI lower bound	0.000
RMSEA 90% CI upper bound	0.124
Other fit measures	
Metric	**Value**
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	0.022
Hoelter's critical N (α = .05)	586.602

Hoelter's critical N (α = .01)	901.213
Goodness of fit index (GFI)	0.995
McDonald fit index (MFI)	0.997
Expected cross validation index (ECVI)	0.052

Source: The author's calculation using JASP 4.1.

The Latent Variable of Post Purchase Experience of Green Products

The latent variable of post purchase experience of green product is measured on the basis of three uni-dimensional indicators such as Green Product Experience, Green Consumer Experience and Ease of using green products which are observed in our research. CFA analysis results of Post Purchase Experience of Green Products latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 5 below

Source: The author's calculation using JASP 4.1

Fig 5: Confirmatory Factor Analysis of Post Purchase Experience of Green Products

The z-value of each loading factor coefficient, as shown in table 7, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 7: Loading Factor for Post Purchase Experience of Green Products Items

Factor loadings								
Factor	**Indicator**	**Symbol**	**Estimate**	**Std. Error**	**z-value**	**p**	**Lower**	**Upper**
Post Purchase Experience	X10	$\lambda 10$	1.592	0.158	10.082	$< .001$	1.282	1.901
	X11	$\lambda 11$	0.829	0.113	7.307	$< .001$	0.607	1.051
	X12	$\lambda 12$	0.750	0.101	7.454	$< .001$	0.553	0.948

Source: The author's calculation using JASP 4.1.

Table 7 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.078, P-value = 0.0001, as shown in table 8 below. This means that this model is suitable and feasible to be used to measure the latent variable of post purchase experience towards the sustainability of green products purchase behaviour in the long run.

Table 8: Goodness of Fit Item Post Purchase Experience of Green Products

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.078
RMSEA 90% CI lower bound	0.045
RMSEA 90% CI upper bound	0.098
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	1.990e-8
Hoelter's critical N (α = .05)	1.000
Hoelter's critical N (α = .01)	1.000
Goodness of fit index (GFI)	1.000
McDonald fit index (MFI)	1.000
Expected cross validation index (ECVI)	0.031

Source: The author's calculation using JASP 4.1.

The Latent Variable of Scepticism towards Green Claims

The latent variable of Scepticism towards Green Claims is measured on the basis of three uni- dimensional indicators such as environmental claims made on packaging labels or in advertising are true, most environmental claims on packaging labels or in advertising are intended to misled rather than to inform consumers, trust on environmental claims made on packaging labels or in advertising. Observed in our research for measuring Scepticism towards Green Claims. CFA analysis results of Scepticism towards Green Claims latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 9 below.

Source: The author's calculation using JASP 4.1.

Fig 6: Confirmatory Factor Analysis of Scepticism towards Green Claims

Table 9: Loading Factor for Scepticism towards Green Claims Items

Factor loadings								
Factor	**Indicator**	**Symbol**	**Estimate**	**Std. Error**	**z- value**	**p**	**Lower**	**Upper**
Scepticism towards Green Claims	X14	λ14	0.976	0.334	2.919	0.004	0.321	1.632
	X13	λ13	1.235	0.416	2.970	0.003	0.420	2.050
	X18	λ18	0.269	0.127	2.113	0.035	0.019	0.518

Source: The author's calculation using JASP 4.1.

Table 9 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.020, P-value = 0.001, as shown in table 10 below. This means that this model is suitable and feasible to be used to measure the latent variable of scepticism towards Green Claims towards the sustainability of green products purchase behaviour in the long run.
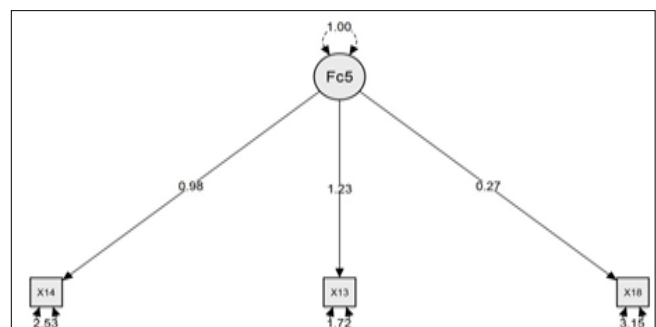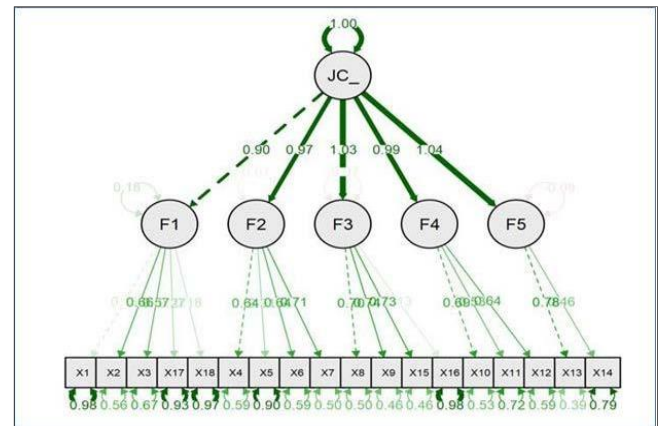
Table 10: Goodness of Fit Item Scepticism towards Green Claims of Green Products:-

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.020
Other fit measures	
Metric	Value
RMSEA 90% CI lower bound	0.012
RMSEA 90% CI upper bound	0.042
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	6.198e-9
Hoelter's critical N (α = .05)	0.98
Hoelter's critical N (α = .01)	0.95
Goodness of fit index (GFI)	1.000
McDonald fit index (MFI)	1.000
Expected cross validation index (ECVI)	0.031

Source: The author's calculation using JASP 4.1.

Second-order Confirmatory Factor Analysis Model

Based on the items obtained in each dimension in the first order analysis, the second order analysis of CFA was done. The use of Second-order confirmatory factor analysis in this study was to examine the mathematical creativity variable domain consisting of three indicators, fluency, flexibility, and originality. The results of the second-order confirmatory factor analysis of mathematical creativity variables are shown in figure 7.

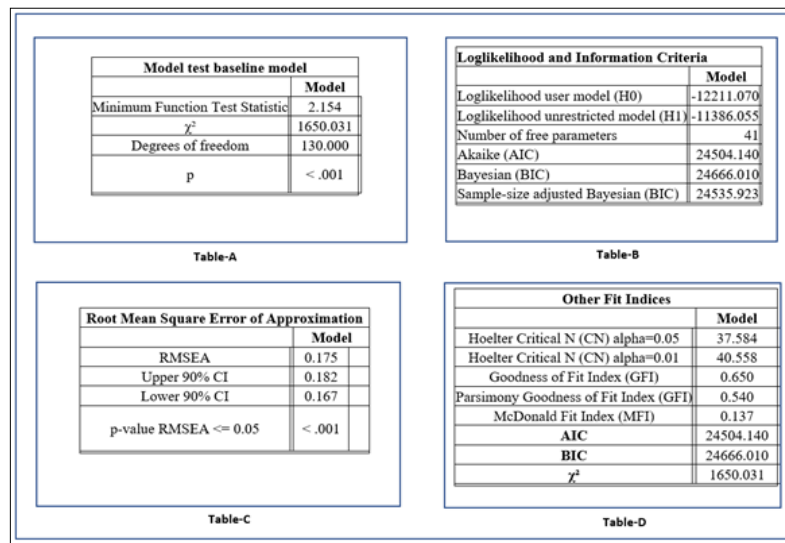*Source: The author's calculation using JASP 4.1.*

Fig 7: Second Order Confirmatory Factor Analysis of all latent Variable

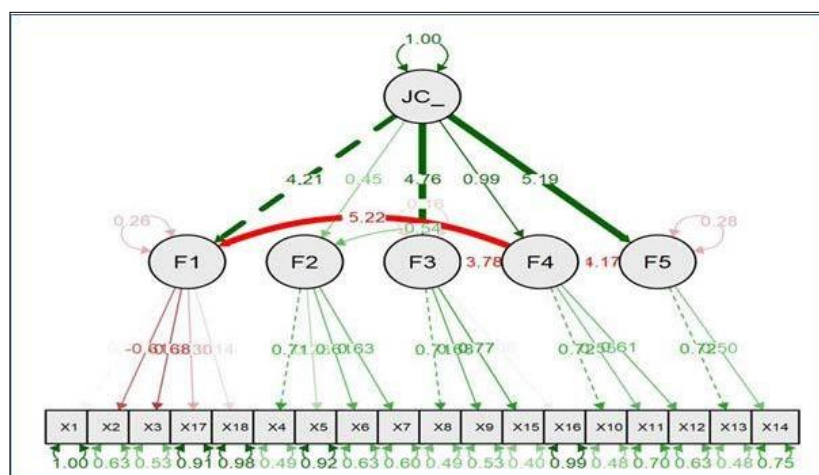**Table 11:** Parameter Estimates of Second-order confirmatory factor analysis

Parameter Estimates													
			label	est	se	z	p	CI (lower)	CI (upper)	std (lv)	std (all)	std (nox)	group
F1	=~	X1		1.000	0.000			1.000	1.000	0.272	0.150	0.150	
F1	=~	X2		4.055	1.539	2.634	0.008	1.037	7.072	1.104	0.662	0.662	
F1	=~	X3		3.362	1.287	2.613	0.009	0.841	5.884	0.916	0.575	0.575	
F1	=~	X17		1.725	0.731	2.359	0.018	0.292	3.158	0.470	0.273	0.273	
F1	=~	X18		1.210	0.582	2.079	0.038	0.069	2.350	0.330	0.184	0.184	
F2	=~	X4		1.000	0.000			1.000	1.000	0.998	0.644	0.644	
F2	=~	X5		0.457	0.081	5.640	< .001	0.298	0.616	0.456	0.312	0.312	
F2	=~	X6		0.946	0.088	10.774	< .001	0.774	1.119	0.945	0.638	0.638	
F2	=~	X7		1.107	0.094	11.756	< .001	0.922	1.292	1.105	0.710	0.710	
F3	=~	X8		1.000	0.000			1.000	1.000	1.106	0.704	0.704	
F3	=~	X9		1.116	0.080	13.917	< .001	0.959	1.273	1.234	0.736	0.736	
F3	=~	X15		1.128	0.081	13.861	< .001	0.969	1.288	1.247	0.733	0.733	
F3	=~	X16		0.181	0.073	2.487	0.013	0.038	0.324	0.200	0.131	0.131	
F4	=~	X10		1.000	0.000			1.000	1.000	1.164	0.686	0.686	
F4	=~	X11		0.798	0.083	9.633	< .001	0.636	0.960	0.928	0.527	0.527	
F4	=~	X12		0.852	0.074	11.587	< .001	0.708	0.996	0.992	0.640	0.640	
F5	=~	X13		1.000	0.000			1.000	1.000	1.412	0.782	0.782	
F5	=~	X14		0.608	0.065	9.289	< .001	0.480	0.736	0.858	0.460	0.460	
Y	=~	F1		0.900	0.529	1.731		1.000	1.000	0.903	0.903	0.903	
Y	=~	F2		0.970	0.369	2.625	0.009	0.993	6.850	0.967	0.967	0.967	
Y	=~	F3		1.030	0.39	2.641	0.008	1.198	8.092	1.034	1.034	1.034	
Y	=~	F4		0.990	0.375	2.636	0.008	1.202	8.178	0.992	0.992	0.992	
Y	=~	F5		1.040	0.392	2.653	0.008	1.562	10.400	1.043	1.043	1.043	
X1	~~	X1		3.221	0.234	13.764	< .001	2.762	3.679	3.221	0.977	0.977	
X2	~~	X2		1.560	0.155	10.056	< .001	1.256	1.864	1.560	0.561	0.561	
X3	~~	X3		1.698	0.144	11.762	< .001	1.415	1.981	1.698	0.669	0.669	

		label	est	se	z	p	CI (lower)	CI (upper)	std (lv)	std (all)	std (nox)	group
X17 ~~ X17			2.747	0.202	13.572	<.001	2.350	3.143	2.747	0.926	0.926	
X18 ~~ X18			3.097	0.226	13.725	<.001	2.655	3.540	3.097	0.966	0.966	
X4 ~~ X4			1.409	0.114	12.312	<.001	1.185	1.634	1.409	0.586	0.586	
X5 ~~ X5			1.922	0.141	13.646	<.001	1.646	2.198	1.922	0.902	0.902	
X6 ~~ X6			1.300	0.105	12.366	<.001	1.094	1.506	1.300	0.593	0.593	
X7 ~~ X7			1.200	0.105	11.431	<.001	0.994	1.406	1.200	0.496	0.496	
X8 ~~ X8			1.241	0.099	12.575	<.001	1.048	1.434	1.241	0.504	0.504	
X9 ~~ X9			1.291	0.106	12.213	<.001	1.084	1.499	1.291	0.459	0.459	
X15 ~~ X15			1.344	0.110	12.253	<.001	1.129	1.559	1.344	0.463	0.463	
Parameter Estimates												
X16 ~~ X16			2.311	0.167	13.825	<.001	1.984	2.639	2.311	0.983	0.983	
X10 ~~ X10			1.519	0.133	11.452	<.001	1.259	1.779	1.519	0.529	0.529	
X11 ~~ X11			2.244	0.171	13.091	<.001	1.908	2.580	2.244	0.722	0.722	
X12 ~~ X12			1.416	0.116	12.162	<.001	1.188	1.644	1.416	0.590	0.590	
X13 ~~ X13			1.265	0.184	6.894	<.001	0.906	1.625	1.265	0.388	0.388	
X14 ~~ X14			2.746	0.207	13.267	<.001	2.340	3.152	2.746	0.788	0.788	
F1 ~~ F1			0.014	0.012	1.160	0.246	-0.009	0.037	0.184	0.184	0.184	
F2 ~~ F2			0.065	0.046	1.433	0.152	-0.024	0.155	0.066	0.066	0.066	
F3 ~~ F3			- 0.084	0.040	-2.094	0.036	-0.162	-0.005	- 0.068	- 0.068	-0.068	
F4 ~~ F4			0.022	0.072	0.305	0.760	-0.120	0.164	0.016	0.016	0.016	
F5 ~~ F5			- 0.173	0.161	-1.080	0.280	-0.488	0.141	- 0.087	- 0.087	-0.087	
Y ~~ Y			0.061	0.046	1.327	0.184	-0.029	0.150	1.000	1.000	1.000	

Table 12: Goodness of Fit test statistics of Second-order confirmatory factor analysis

Source: The author's calculation using JASP 4.1

Source: The author's calculation using JASP 4.1

Fig 8: Second Order Confirmatory Factor Analysis for inter relation among latent Variables

Result and Discussion

Based on the test results conducted with second-order confirmatory factor analysis on 18 items yielding RMSEA = 0.175 (p <0.001). Based on the data and test statistics value

form table 12, p-value and RMSEA can be fulfilled so that it can be concluded that this model fit for second order CFA with a complex path diagram in the structural equation model. In other words, it is uni-dimensional; all 18 items are valid indicators for measuring constructs of Sustainability of Green Products Purchase Behaviour by using five latent variables.

Based on Table 11, it can be explained that each item has a positive loading factor and each p value of z test is lower than 0.05, hence it is said to be significant. This means that all items are suitable for measuring mathematical creativity because the overall z-value is greater than 1.96. The significance value of factor five (F5) gives the largest contribution as much as 104%, followed by factor three (F3) with 103% and factor four (F4) with 99%, factor two (F2) with 97% and factor one (F1) 90%.

By using the structure equation model we can estimate the Sustainability of green products purchase behaviour is a function of all five latent variables with the predicted model as follows:

$$Y = 0.90F_1 + 0.97F_2 + 1.03F_3 + 0.99F_4 + 1.04F_5$$

Hence in order to achieve the sustainable repurchasing of green product in long run, all the latent variables are highly significant and are relevant in determining green products purchase behaviours of millennials of Jamshedpur.

Concussion

The current study examined the sustainability of green products purchase behaviour in long run by evaluating the role of Media Influence, Green Purchase Attitude, Green Product Attribute, Post Purchase experience of Green Products, Sceptism towards Green claims. Furthermore, an effort is made to comprehend and scientifically analyze the primary antecedents of green behaviour of millennials of Jamshedpur. From the SEM model we can conclude that the individual effect of media influence is significantly low and hence, green marketers must promote various events through the media, identifying the relevant green consumer segments and encourage environmentally conscious consumers to engage in green behaviour.

Nonetheless, because this study focused on generic green products, future research may focus on a specific sort of green product, such as energy efficient appliances, organic food products, green apparels and green building to further explore the green buying behaviour of individuals.

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PANDEMIC, LOCKING & UNLOCKING OF NEEDS AND WANTS AND ENVIRONMENT SUSTAINABILITY: FACTOR INFLUENCING THE GREEN BUYING BEHAVIOUR OF CONSUMERS POST PANDEMIC

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ABSTRACT

21st century is the known for remarkable of economic growth, advanced technological discoveries like Artificial intelligence, cloud computing, space exploration to name a few. All the technological and economical prosperity the world has achieved so far has come at a great environmental cost. Thus the world has started witnessing penalty for our irresponsible and uncontrolled production, consumption and disposable behavior. As a result, Australian bush fire, broken heat records across the globe, polar melting ice, locust invasion and the current pandemic COVID-19 have become a matter of great significance and India is not an exception to this. "Green" is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today's business world. Though, the present pandemic witnessed a huge concern towards preserving and caring for the environment and bringing lifestyle changes to bring positive impact. Green products and environmental friendly products may present a great choice. But green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products post pandemic.

***Keywords:** Green Marketing, Green Products, GPA, GPB, GPI.*

Introduction

Quarantine and Social distancing - the mantra for survival. All this is nothing but "quarantine on consumption" (Li Edelkroot). The entire world has shifted from luxuries to necessities. A lockdown from over utilization of natural resources to just fulfilling the basic and essential needs. A number of reports suggest that due to the present lockdown world –wide, the air quality index is improving day by day and even ozone layer is in the healing phase. Man being the social instinct now willingly following social distancing to keep them alive. The fight over toilet paper is enough to warn the mankind for their irrational consumption attitude. The environmental issues have become more important than ever. People and planet are the two sides of the same coin. This lock down has given us enough opportunity to re-evaluate, re-examine and to re-boot our sustainable consumption and production behavior to differentiate between essential and non-essential within the carrying capacity of ecosystem.

21st century is known for its phenomenal economical and technological expansion. As the world continues to grow our greed to conquer even outer space is getting stronger day by day and developed countries like USA is launching space force, which is the "world's newest war-fighting domain". Therefore, the world has started witnessing penalty for our irresponsible and uncontrolled production, consumption and disposable behavior. As a result, Australian bush fire, broken heat records across the globe, polar melting ice, locust invasion and the current pandemic COVID-19 have become a matter of great significance globally and India is not an exception to this. In developing countries the emphasis is given mostly on economic growth and technological advancement whereas we tend to forget that environment issues are byproduct of economical prosperity. Many of today's environmental problems are increasingly the outcomes of individual actions, personal consumer decisions, and the activities of small and large businesses. Nevertheless, the fact remains that the healthiness of the world's economy and people is directly related to the wellbeing of the environment (Elijah A. Akintunde, 2017).

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Ever since China declared its first case on Novel Covid-19, within few days time the virus started spreading globally. It triggered panic buying and hoarding of supplies across the world irrespective of geographical boundaries and culture, as the number of reported case started surging and so as the death rate. However, panic buying and hoarding of supplies was not evident in previous epidemics like SARS, MERS to name a few. Though, the credit goes to social networking sites and instant messaging apps and the digital native population. The marketers saw a huge shift in consumers spending pattern. The world is witnessing a substantial change in consumer behavior and attitude during COVID-19 outbreak. There will be a rapid growth of LOHAS (Life style of Health and sustainability) client base. The health and safety products such as personal cleaning products, home cleaning products, masks, sanitizers, toilet papers were become much dearer than any other luxury items or fashion and apparel products which once were high in the spending list. The second most important segment that draw consumers attention is FMCG products and packaged food products and ready to eat products, instant noodles etc. Furthermore, there is significant increase in online shopping and door step delivery. Reports suggest that there is a huge upswing of health and hygiene consciousness among consumers. While the service sectors like hotel, airline, and tourism will witness the worst impact post pandemic.

"Green" is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today's scenario. Consumer awareness of and concerns for the environment have increased significantly and environmental concerns now represent one of the major factors in consumer decision making (Seahee Lee 2011). Post pandemic, consumers are becoming aware of the environmental degradation caused by them and only a few weeks of lock down can help the nature to heal. However green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products post pandemic.

In the current scenario, the concern for economic downturn, the reduction of environmental impacts, and sustainable development have become the major research subject taken up by numerous scientists, practitioners, and even industrial entities (A Kucher etal. 2019). It is assumed that as more and more customers are considering health and sustainability based lifestyles, more environmentally friendly products will be produced. Moreover, with the help of social media and word of mouth people will be more alert on environmental issues and would build response in favor of such products and companies. Therefore 'Green marketing' can be regarded as a tool for reducing environmental foot print (Esakki, Thangasamy).

Literature Review
Interrelationship between Marketing and Sustainability

The business entities look for profit maximization while sustainability talks about the mind-full consumption which clearly reveals that both of them are contradictory to each other. But integration of people planet and profit is the only option to survive as the earth has a limit to grow and consumption by its very nature is destructive to the natural environment. Sustainability is evolved as a megatrend (Lubin and Esty, 2010) for all the stakeholder of the society. As said by Peter Drucker (1958), "marketing is the process through which economy is integrated into society to serve human needs". So marketing plays an important role in shaping the need and want of the society and marketers must convert society's need into opportunity for profitable business. As pointed by Philip Kotler, the best business strategy is to predict where clients are going and stop right in front of them. Many researchers have pointed out that green revolution has stared worldwide and customers are looking for greener alternatives and are ready to pay premium to go green. The organizations are considering this as an opportunity to pave their way to create a new segment. Over the years the definition of marketing has undergone radical changes, the latest definition approved by American Marketing Association: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The current business world is witnessing how marketing is being transformed in response to the new dynamics of the environment. In general terms, the sole purpose of marketing is to identify the need and wants of the customer and direct all the strategies and action of the firm from customer's perspective to fulfil the need and generate profit, but that is not feasible in today's scenario. There is a huge challenge before marketing discipline to integrate people, planet and profit for sustainable development and to create win- win situation for all the stake holders of the society. Therefore, on one hand organizations have to maximize the profit and increase the market share of their product and services while on other hand due to consumers demand or changing life style as well as due to government norms and pressure from international players they are obliged to include environmental protection measures in their offering, while keeping the consumer satisfaction to the highest. Therefore, the 4p's of conventional marketing mix have been replaced by 4c's of green marketing (Belz and Peattie, 2009)

Conventional Marketing	Sustainability Marketing Business
Product	Customer Solution
Price	Customer Cost
Place	Convenience
Promotion	Communication

Sustainability marketing emphasized on long term orientation as oppose to short term transactional focus of conventional marketing (Belz and Peattie 2009). Companies must add environmental factor in their corporate strategy to maintain the balance between the three pillars of sustainability i.e. People, planet and profit.

Companies, Marketing department and their marketers have till date operated on the assumption of an endless supply of resources and, furthermore, that production, distribution, and consumption do not add to pollution, water shortage, and other costs, or at least that companies do not have to bear these costs. So the organizations must acknowledge resource limitations and social and environmental cost and reinvent its practices to be environmentally responsible. (Philip Kotler, 2011).

Green Marketing

Green is the new buzz word in the field of marketing. The general perception of consumer about green products are associated with terms like phosphate free, organic, preservative free, recyclable, refillable as environmental friendly products. But apart from this green marketing is a much broader term which starts from identifying the need of the consumer to final disposal after the end of the life cycle of the product i.e. from Cradle to grave approach. As per American Marketing Association Green marketing is defined as "Green marketing is the marketing of products that are presumed to be environmentally safe. Polonsky (1994b) Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Green Consumer

With the emergence of the new middle class, especially in developing countries like China and India, there is huge customer base of first-time buyers of everything from processed foods, soaps and detergents, and personal care products to appliances, automobiles, and, of course, cell phones (Jagdish Sheth,2011), which can be envisaged as a great marketing opportunity for selling green products. According to Bill Ryan (2006), of green consumers possess certain common characteristics like- Commitment to green lifestyles, Critical of their own environmental practices and impact, Looking for companies that incorporate green practices,· Overstate their green behavior ,· Want environmental protection to be easy, Tend to distrust companies environmental claims, Lack knowledge about environmental issues, but eager to learn. However evidence supports that consumers are price and quality sensitive when it comes to green products (D' Souza et al. 2007).

Green Product

Consumers make product choices based on product attributes, which meets their needs based on dimensions of value, cost, and satisfaction (Kotler, 1997). A product not just provides the core benefit but also meant to satisfy all the levels of Customer Value Hierarchy i.e. core benefit, generic benefit, expected, augmented or the value added benefit, if any. Now it's time to add the environmental benefit as well to make the product more attractive for the consumers.

Products are defined as "environmentally-friendly" if in some way they aim at reducing a product's negative environmental impact. When the consumer buying decisions started getting affected by the products' harmful effects on environment, then the manufacturers recognized the need to produce green products (Uydaci, 2012). . However it has been observed that the satisfaction of wants tends to ignore the long-term best interests of society and the environment, within the context of sustainability the "needs" and "wants" of consumers need to be reconsidered (McDaniel and Rylander, 1993), as cited by (Manaktola et al. 2007). The same theory has been opined by (Schultz, 2000), that individuals have tendency to act in self interest even if the act is detrimental to the society and environment

Green Pricing

Price is the money that we pay to avail the benefit of the product/service. From customers perspective price is what given up or the sacrifice done by them to obtain a product. So a customer not only include actual price of the product but also adds perceived non-monetary pricing like expensive/cheap, time cost, search cost and psychic cost (Zeithaml , 1988). The previous studies also reveal that price awareness also varies among demographic characteristics like age, gender, awareness

level, and education level, married or unmarried individuals. However attention to prices is greater in case on durable products, higher price packaged goods and services than low involvement products. Most of the previous researches have concluded that consumer perceive green products as costly and at that same time evidences are there that consumers are willing to pay premium to avail green products.

Green Packaging

These days a new P has been added to the 4P's of the product and the 5th P is packaging. Packaging includes all the activities of designing and producing the container for a product. A packaging may contains up to three layers (Kotler et al.) It plays an important role in engaging the customer as well buying choice may be directly linked to it. However, the unnecessary packaging may lead to generate wastages and landfills, such the tooth paste cardboard etc. So, Eco-friendly packaging thus emerges as an important issue for industries and researchers across the globe. Organizations are focusing on improving the packaging style to reduce materials, enhance the recycled content, and generate more renewable materials that will be involved in the packaging (Prakash and Pathak, 2016). Packaging is one of the key components that can provide a competitive advantage in the marketplace for many consumer products and even a low investment in changing the package can drive significant gains in brand sales compared to advertising and promotion activities (Barber, 2005, 2010). Although the packaging cannot be totally avoidable but goal should be to avoid unnecessary packaging to save both input cost as well as environmental cost. Hence the 3R's i.e. Reduce, Recycle and Re-use of packaging should be considered during product designing phase. However, in the developing countries like India more attention is required to raise the environmental awareness among consumers, in terms of green packaging, who currently have low levels of such behavior. (Prakash and Pathak, 2016).

Eco-Literacy

For the purpose of simplification, here Eco-literacy and environmental knowledge are used as synonyms. In consumer research," Knowledge is recognized as a characteristic that influences all phases in the decision process" (Laroche2001). Environmental knowledge can be defined as 'a general knowledge of facts, concepts and relationships concerning the natural environment and its major ecosystems' (Fryxell and Lo, 2003, p.45), as cited by (Mostafa, 2006). The consumer knowledge has two dimensions: 1) Knowledge about the environmental issues 2) knowledge about the green products. (Rashid 2009).

Nik Abdul Rashid(2009), in their study on Malaysian consumers have stated that Environmental awareness is positively correlated to environmental friendly products which may lead to willingness to pay more for green product/services, which is also supported by various studies, such as (Kilbourne et al. 2009; Laroche et al. 2001; Ali et al. 2011, ;). Consumer awareness towards environmental issues will increase the demand for ecological products thereby influencing the green buying intention and green buying behavior (Agyeman, 2014).

Frequent earthquake, forest fire, flood, Pandemic and lockdown forced all the stake holder of the society to understand the signals provided by mother earth and to be responsible occupant of this planet. So environmental knowledge plays a crucial role in understanding the pertinent environmental issues and may motivate the individual to show concern and find alternative solutions to resolve the issue.. There are several studies that support empirically the assumption that consumers' environmental knowledge or eco-literacy is a significant predictor of environmentally friendly behaviour (Nabsiah Abdul Wahid, et al., 2011).

Environmental Concern

Maloney and Ward (1973) have defined, environmental concern also known as "ecological concern", which refers to the degree of emotionality, the amount of specific factual knowledge and the level of willingness as well as the extent of the actual behavior on pollution-environmental issues . Schultz (2000) has proposed that concern for environmental problem is directly linked to the degree to which they consider themselves to be the part of the environment. The environmental concern includes: concern for the self concern for the people and. concern for the biosphere. , Stern and Dietz (1994) stated that environmental concern is rooted in a person's value system, as cited by (Schultz 2000). The study also emphasized that a individual may possess any of the three types of environmental concern: 1) Egoistic concern i.e. People protect the environment as they perceive it beneficial for themselves. 2) Social-altruistic concern leads to protection of environment for the sake of community/country/ for humanity. 3) Biospheric environmental concerns based on all living beings. All these environmental concerns are linked to the degree to which an individual relates environment and other people in their cognitive representation of self. (Schultz, 2000).

Green Purchase Attitude (GPA)

Attitude is a psychological tendency which is expressed by evaluating a particular object with some favorable or unfavorable considerations (Eagly & Chaiken, 1995) as cited by (Siti et al. 2018).

Green Purchase Intention (GPI)

GPI can be defined as probability and willingness of a person to prefer green products over conventional products in their purchase decision. Consumers are not only concerned with the ecological quality of the product but also about the environmental consequences associated with their purchase decision for such products. Hence the results i.e. purchase intention positively correlated with purchase behavior (Jaiswal and Kant 2017).
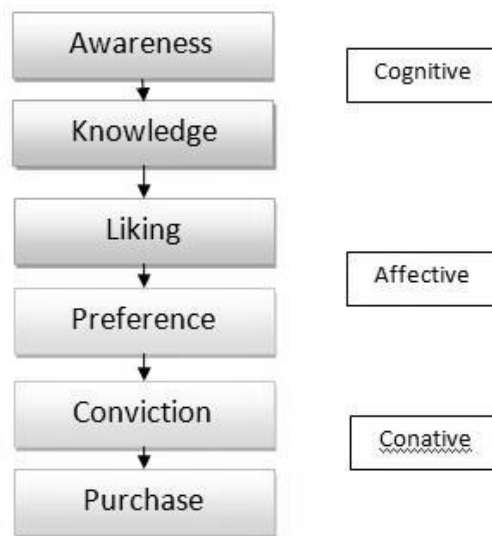
Green Purchase Behavior (GPB)

GBB is the affirmative selection and acquisition of products and services that most effectively minimize negative environmental impacts over their life cycle of manufacturing, transportation, use and recycling or disposal (Vazifehdoust et al. 2013). Green purchase behavior as cited by Chan (2001) as a particular types of environmental friendly behavior that consumers express their caring and attention to the environment. In addition, green purchase behavior also refers to the consumption of products that are recyclable or conservable, reusable, and responsive to ecological concern (Mostafa, 2007).

Theoretical Framework

- **Hierarchy of Effects Theory**

The hierarchy of effects model is a model which tells that a customer goes through all these six stages namely awareness, knowledge, liking, preference, conviction and purchase. It is created by Robert J Lavidge and Gary A Steiner in 1961, the hierarchy of effects model suggests six steps to consumer buying behavior.

Lavidge and Steiner further grouped these six stages into three main stages of consumer behavior:

- **Cognitive:** the thinking stage. Here the consumer gathers knowledge about the product and develop awareness, evaluate depending upon his past learning experience and evaluate the product depending upon his understanding.
- **Affective:** this is the feeling stage where the consumer starts developing his positive or negative feeling about the product.
- **Conative:** This is the behavior stage of the process. This is when the consumer after evaluating its pros and cons, develops his/her preference for buying the product.
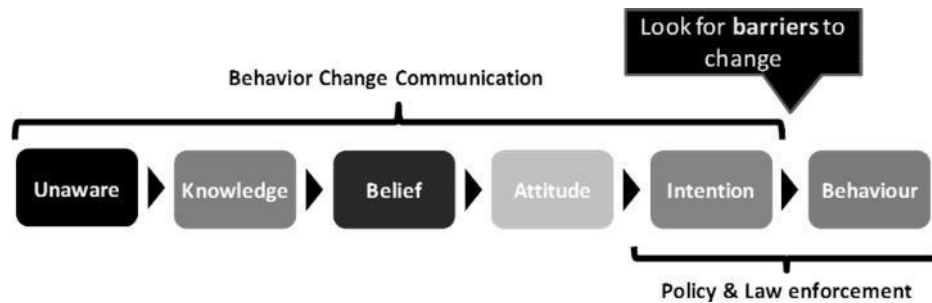
Knowledge- Attitude- Behaviour (KAB) Theory

Based on the theory of planned behaviour, Rapid Asia has developed a KAB model which talks about behavioural change journey.

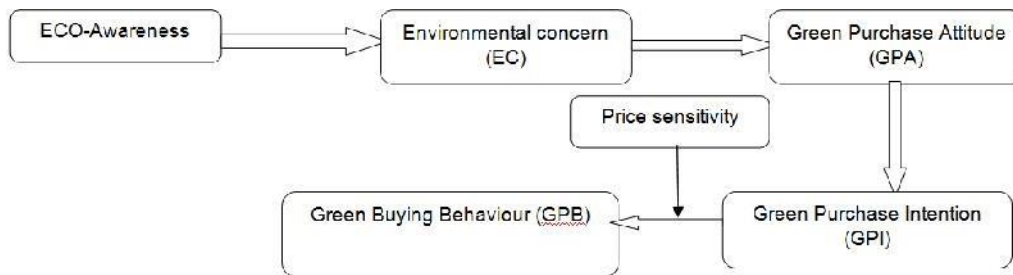| Unaware	Knowledge	Belief	Attitude	Intention	Behavior
"I have never heard of the issue before"	"I know about the issue but don't believe it is critical or will affect me"	"I have some concerns about the issue but not sure what I can do about it"	"I practice occasionally when I think it is necessary"	"I try to practice regularly but sometimes it is not practical or possible"	"I practice all the time because I know it is important to me"

Source: http://www.rapid-asia.com/services/kap-score/

It is emphasised in the model that the journey from being unaware to bringing behavioural changes may not be linear and steps may be omitted by the customer depending upon their learning, motivation and attitude etc. But the positive outcome is that potential change in intention can be brought provided there are no internal or external barriers like financial constraints, availability of the product etc. As the customer progress through various stages the strategy would be create awareness and knowledge. Once that base will be formed the mindset of the consumers will change and attitude development will occur which leads to change in behaviour.

Source: http://www.rapid-asia.com/services/kap-score/

Based on above mentioned theories, the present study proposed that eco-awareness is the base for environmentally responsible behavior. The present study is the extension of study conducted by Ali et al. (2011), with few modifications.

Proposed Theoretical Framework

Hypothesis 1:	Awareness about Environmental issues is positively correlated to Environmental Concern (EC).	
Hypothesis 2:	EC is positively correlated to GPA.	
Hypothesis 3:	GPA is positively correlated to GPI.	
Hypothesis 4:	GPI is positively related to GPB.	
Hypothesis 5:	Price of the product moderates the relationship between GPI and GPB.	

Research Methodology

- **Questionnaire Development for Data Collection**

The data was collected with the help of a structured questionnaire. The questions were designed by adopting items from the extant literature with some modifications. All the items were measured on a five point Likert scale, where (1) represents 'strongly disagree' and (5) represents 'strongly agree'. The questionnaire items and their source of adoption are mentioned in the Table 2.

- **Data Collection**

The questionnaires were administered via an online survey using Google form. Regarding the sample size, it has been suggested that there should be a minimum of 10 cases per parameter/items required in statistical estimate (Kline, 2011). Therefore, a sample size of 189 is justified for the research as study contains 18 items and due to the time and cost constraints convenience random sampling was used to collect data.

- **Result and Data Analysis**

The collected data was tabulated in SPSS and all the analysis has been done using SPSS. The internal consistency of the questionnaire is tested using Cronbach's Alpha. Table 1 reveals the result of Cronbach's Alpha along with number of items for each variable, to test the reliability of the questionnaire.

Table 1

Scale	No. of Item	Cronbach's Alpha
EL	3	.756
EC	4	.764
GPA	2	.772
GPI	3	.739
Price	2	.744
GPB	4	.656

There is negative correlation between Eco-Literacy and environmental concern, which clearly conveys that eco-awareness, does not lead to environmental concern.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.841	.367		45.888	.000
	EL	-.068	.057	-.087	-1.188	.236

a. Dependent Variable: EC

Correlations

		EC	EL
Pearson Correlation	EC	1.000	-.087
	EL	-.087	1.000
Sig. (1-tailed)	EC	.	.118
	EL	.118	.
N	EC	189	189
	EL	189	189

Though there is a moderate positive relationship between environmental concern (EC) and green purchase attitude (GPA).

Correlations

		EC	GPA
EC	Pearson Correlation	1	.396[**]
	Sig. (2-tailed)		.000
	N	189	189
GPA	Pearson Correlation	.396[**]	1
	Sig. (2-tailed)	.000	
	N	189	189

**. Correlation is significant at the 0.01 level (2-tailed).

GPA and GPI are significantly positively correlated.

Correlations

		GPA	GPI
GPA	Pearson Correlation	1	.631[**]
	Sig. (2-tailed)		.000
	N	189	188
GPI	Pearson Correlation	.631[**]	1
	Sig. (2-tailed)	.000	
	N	188	188

**. Correlation is significant at the 0.01 level (2-tailed).

Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.800	.686		6.996	.000
	GPA	.894	.081	.631	11.090	.000

GPI and GPB are significantly positively correlated.

Correlations

			GPI	GPB
GPI	Pearson Correlation		1	.602**
	Sig. (2-tailed)			.000
	N		189	189
GPB	Pearson Correlation		.602**	1
	Sig. (2-tailed)		.000	
	N		189	189
**. Correlation is significant at the 0.01 level (2-tailed).				

Coefficientsa

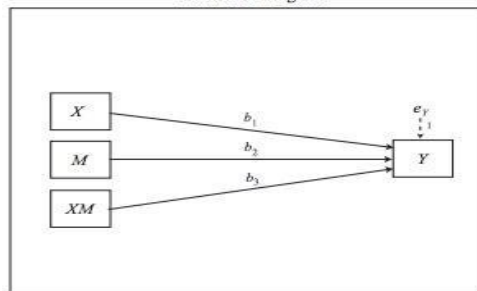|	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.746	1.057		4.489	.000
	GPI	.874	.085	.602	10.290	.000
a. Dependent Variable: GPB						

Testing the Role of Moderator Variable

Model 1

Conceptual Diagram

Statistical Diagram

Conditional effect of X on $Y = b_1 + b_3 M$

Andrew F. Hayes, Process Model 1 has been used to test the role of moderating variable Price Sensitivity between GPI and GPB.

Here,   M= Price Sensitivity

         X= GPI

         Y=GPB

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 3.5 *****************

       Written by Andrew F. Hayes, Ph.D.   www.afhayes.com

       Documentation available in Hayes (2018). www.guilford.com/p/hayes3

****

Model : 1

       Y : totGPB

       X : totGPI

       W : PRICE

Sample

Size: 189

****

Outcome Variable

totGPB

Model Summary

R	R-sq	MSE	**F**	df1	df2	p
.6531	.4266	3.2606	45.3788	3.0000	183.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8244	6.2032	.1329	.8944	-11.4147	13.0634
totGPI	.7727	.5098	1.5155	.1314	-.2332	1.7786
PRICE	.5490	.4995	1.0990	.2732	-.4366	1.5346
Int_1	-.0109	.0399	-.2739	.7845	-.0896	.0678

Product Terms Key:

Int_1 :   totGPI x   PRICE

       Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0002	.0750	1.0000	183.0000	.7845

*********************** ANALYSIS NOTES AND ERRORS ***********************

       Level of confidence for all confidence intervals in output:

       95.0000

------ End Matrix -----

       The moderating variable price sensitivity plays no role at all in between green purchase intention and green purchase behaviour

Conclusion

       The present epidemic is having a significant influence on the health and well-being of people worldwide. As a result, people have recognized the value of environmental preservation, the negative impact of unsustainable lifestyles and habits, and there is a rising demand for green products. Here, the term "green product" does not refer solely to the product's features. Green marketing is a concept, like marketing, begins with recognizing the consumer's need, product design, and management of the four P's, and concludes with obtaining the consumer's feedback after use and subsequent improvement, and the cycle continues. However, the green marketing idea is still in its infancy in India. The study results indicate that while individuals are aware of the negative state of the environment, their awareness does not convert into environmental concern. As a result, several media campaigns/drives must be conducted to raise awareness and care for the environment, as environmental concern results in the cultivation of a green purchasing attitude. Concurrently, green purchase attitudes are significantly correlated with the development of green purchase intentions, and green purchase intentions result in green purchasing behaviour. As the prevalent assumption of the Indian customer is that they are price sensitive, this may not be the case in the current study. Price sensitivity has little impact on whether a person has a positive green intention or engages in green purchasing behaviour. Therefore it can be concluded that people are aware of the present environmental

problems but the magnitude of the ecological concern may not be as desired but those who are ecologically concerned may prefer green products and services and the price of the product may not alter their choices. Hence the study is in line with the previous studies (Kalafatis et al., 1999; Lorche et al., 2000, Ali et al. 2011).

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Table 1: Questionnaire Items and Sources

Constructs and Measuring Items	Sources
Eco- literacy • Since we live in such a large country, any pollution that we create is easily spread out and therefore of no concern to me. • The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state • With so much water in this country, I don't see why people are worried about leaky faucets and flushing toilets	(Laroche et al.2001)
• Environmental degradation has risen in last decade?	(Bhatia and Jain 2013)
Environmental Concern • I am worried about the worsening quality of the environment in India. • India's environment is my major concern. • I am emotionally involved in environmental protection issues in India. • I often think about how the environmental quality in India can be improved.	(Deepak Jaiswala, Rishi Kant 2017
Green Purchase Attitude • I like the idea of purchasing green. • I have a favourable attitude toward purchasing green version of a product.	(Deepak Jaiswala,∗, Rishi Kant 2017)
Green Purchase Intention • I would consider buying products because they are less polluting. • I would consider switching to other brands for ecological reasons. • I intend to switch to a green version of a product.	(Deepak Jaiswala,∗, Rishi Kant 2017)

Price • I would choose environmentally friendly goods and services, campaigns or companies if the price were the same. • I'm willing to pay more for environmentally friendly products. • If the price of green products is less expensive I'm willing to change my lifestyle by purchasing green products.	Suki(2013)
Product • By buying a green product, I indirectly influence the environmental protection. • If consumers keep purchasing green products, the production of green products will eventually increase. • Green product usually comes smaller in portion but higher in prices.	Suki (2013)
Green Packaging That the packaging is made from recyclable materials. That the packaging is biodegradable. That the packaging is reusable.	Kong et al. 2014
Green Purchase Behaviour (GPB) • When I want to buy a product, I look at the ingredients label to see if it contains thing that are environmentally damaging. • I prefer green products over non-green products when the products qualities are similar. • I choose to buy products that are environmentally friendly. • I buy green products even if they are more expensive than the non-green ones.	Source: Sinnappan & Abd Rahman (2011)

❖◆❖

ANNEXURE

QUESTIONNAIRE

A critical study on millenial's green purchase behaviour with reference to Jharkhand

Dear Sir/Madam,

It gives us immense pleasure to welcome you as a participant in an innovative study titled "A critical study on millenial's green purchasing behaviour with reference to Jharkhand." I would appreciate it if you could spare some of your valuable time to complete the questionnaires enclosed. The questionnaire's purpose is to collect data and information about consumers' perception towards green products. Your complete cooperation and response are solicited

Note: Please take your time and carefully answer each question. Your data and information will be kept strictly confidential and used solely for the stated purpose.

RAMA SINGH

Research Scholar

PART – I

PERSONAL DATA

Name (Optional)

……………………………………………………………………………………

Gender: Male ☐ Female ☐

Age: ☐<30 ☐ 30-40 ☐40-50 ☐50-60 ☐ >60

Educational qualification:

Secondary Level ☐ Graduate ☐ Post Graduate ☐
PhD ☐ Diploma ☐ Other ☐

Family Income:

Upto 2.5 Lakh ☐ Upto 5 Lakh ☐ 5 Lakh – 10 Lakh ☐
Above 10 Lakh ☐

Employment Status:

Full-time employment ☐   Part-time employment ☐   Unemployed ☐   Self-employed ☐

Home-maker ☐   Student ☐   Retired ☐

PART – II

1. Have you heard about eco-friendly products?

     ☐ Yes   No ☐

2. 2. What do you understand from "green products/Eco-friendly products"? (Can Tick more than one option)

	Green colored products
	Natural / organic products
	Recycled / recyclable products
	Bio-degradable products
	Vegetarian products
	Fresh products
	Ayurvedic / Herbal products
	Healthy products
	Good quality products
	Energy saving products
	Highly priced products

3. Which types of Eco-friendly products do you generally buy?

	Personal care products
	Home care products
	Food & Beverages
	Electrical & Electronics items
	Automobiles
	Clothing & Fashion products

4. Whom do you think is responsible for promoting green products?

Government	Companies	Consumers	All of them

5. Do you Prefer Repurchasing the Green Products:

Yes ☐   No ☐

For Question No.1 to Question No. 53:

Please Note:

Strongly Disagree = SD   Disagree = D   Neutral = N   Agree = A

Strongly Agree = SA

	Statements	SD	D	N	A	SA
	I agree TV channels have enhanced knowledge about green products.					
	Newspapers and magazines are a good source for propagating environmental issues.					
	Environmental issues can be widely spread through social media.					
	Media has played an important role in raising environmental awareness.					
	I know that I buy products and packaging that are environmentally safe.					
	I know more about recycling than the average person.					
	I know how to select products and packaging that reduce the amount of waste ending up in landfills.					
	I understand the environmental phrases and symbols (Eco-Labels) on product package.					
	I am very knowledgeable about environmental issues.					
	I make additional efforts to purchase plastic and paper products that are made from recycled material.					
	I have shifted to eco-friendly/ green products due to ecological concerns.					

	When I have need to choose between two equal products, I buy the one which is less harmful for people and the environment.				
	Mankind was created to rule over the rest of nature.				
	Do you read eco labels before buying the green products?				
	Are you aware that purchasing eco-friendly products will contribute to the sustainable future?				
	I believe that Eco-friendly products consume the least amount of resources and energy.				
	I believe that the eco- friendly products meet or exceed the requirements of environmental regulations.				
	The products of this company consume the least amount of resources and energy.				
	I believe that the eco- friendly products are easy to recycle, disassemble, decompose, and reuse.				
	I believe that the eco- friendly products results in minimum environmental damage.				
	I believe that Eco-friendly products are free of strong toxic/chemical materials.				
	I share my green products experiences and information with my friends.				
	I buy green products even if they are more expensive than non-green products.				
	I strive to learn as much as possible about environmental issues.				
	I learn about environmental products from my friends.				
	I am satisfied with my decision to purchase the green products of this company.				
	I am glad to purchase the green products of this company.				
	I believe that I do the right thing in purchasing these green products.				

	I feel that I contribute to the environmental protection and sustainable development.				
	Eco friendly products are easily available?				
	Eco friendly products are easy to use as well as dispose?				
	Trying to control pollution is much more trouble than it is worth?				
	Recycling is too much trouble in case of Eco friendly products				
	Most environmental claims made on package labels or in advertising are true.				
	Because environmental claims are exaggerated, consumers would be better off if such claims on package labels or in advertising were eliminated.				
	Most environmental claims on package labels or in advertising are intended to mislead rather than to inform consumers.				
	I do not believe most environmental claims made on package labels or in advertising				
	I would look for packaging that is made from recyclable materials.				
	I would look for packaging that is biodegradable.				
	I would look for packaging that is reusable.				
	In general the price or cost of buying green products is important to me.				
	I know that a new kind of green product is likely to be more expensive than older ones, but that does not matter to me.				
	I am less willing to buy a green product if I think that it will be high in price.				
	I don't mind paying more to try out a new green product.				

	A really good green product is worth paying a lot of money.				
	I like the idea of purchasing green.				
	I have a favourable attitude toward purchasing green version of a product.				
	I prefer buying environmental friendly products again and again.				
	Buying environmental friendly products have long term benefits.				
	I feel a sense of accomplishment buying eco-friendly products and I will continue to do so again and again.				
	I use products made from recycled materials again and again.				
	Have you ever bought or considered buying products which are designed with environmental issues in mind?				
	Do you consider your effect on the environment as a consumer before purchasing general day to day products?				

Thank you for your time and cooperation!!!..............

Curiginal

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'GO GREEN'—ANALYSING THE CHANGE IN JHARKHAND CONSUMERS' PURCHASING BEHAVIOUR IN THE PANDEMIC ERA WITH SPECIAL REFERENCE TO JAMSHEDPUR

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'GO GREEN'—ANALYSING THE CHANGE IN JHARKHAND CONSUMERS' PURCHASING BEHAVIOUR IN THE PANDEMIC ERA WITH SPECIAL REFERENCE TO JAMSHEDPUR

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(Prof.) Dr. Angad Tiwary Director Campus and Dean, School of Commerce and Management, Arka Jain University, Jamshedpur, Jharkhand.

Abstract
'Green' is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today's business world. Though, the present pandemic witnessed a huge concern towards preserving and caring for the environment and bringing lifestyle changes to bring positive impact. Health and hygiene have become the top priority among consumers. The majority of Indians today buy products that are socially responsible, inclusive, and have a low environmental impact. Green products and environmental friendly products may present a great choice. But green product market is still at the embryonic stage in India.
Moreover, Indian consumers are significantly more price sensitive than their counterparts in other parts of the world. They bargain more frequently, spend less on luxury things, and save more. Hence, the present study attempts to analyze green behavior of consumers towards green products post pandemic by taking Green Purchase Intention (GPI), Green Purchase Attitude (GPA), Price Sensitivity and Green Purchase Behaviour (GPB) into consideration.
Key words: Green marketing, Green products, Green Purchase Intention, Green Purchase Attitude, Price Sensitivity and Green Purchase Behaviour.

Introduction

2021 Millennial Survey conducted by Deloitte suggested that Nine out of 10 Indian millennials and Generation Z are certain that the improvements seen during the pandemic can reverse environmental damage. More than half of both groups believe that people's sensitivity to the environmental issues will improve and this perception significantly outnumbers the global average. Post pandemic, consumers are becoming aware of the environmental degradation caused by them and they have realized that only a few weeks of lock down can help the nature to heal. A study conducted by Capgemini Research Institute on understanding the influence of sustainability on consumer purchasing habits and how well consumer product and retail (CPR) organizations understand consumer expectations, they reported that sustainability has gone to the top of the customer's priority list and Consumers are changing their purchasing habits because of social responsibility, inclusion, or environmental consequences. Due to the COVID-19 situation, majority of consumers stated they will be more about the impact of their overall consumption in the "new normal."

It is assumed that as more and more customers are considering health and sustainability based lifestyles, more environmentally friendly products will be produced. Moreover, with the help of social media and word of mouth people will be more alert on environmental issues and would build response in favor of such products and companies.

Statement of the Problem

'Green' is the newest addition to the management vocabulary, which signifies environment. Green marketing has become a topic of great relevance in today's marketplace so as green brand image. However green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products.

Objectives of the study
  ➢ To identify the factors affecting Green Purchase Attitude (GPA).
  ➢ To analyze the correlation between the variables for Green Purchase Attitude (GPA), Green Purchase Intention (GPI) & Green Purchase Behaviour (GPB).

> ➤ To analyze the impact of Price of the product on the relationship between GPI and GPB.

Review of Literature

Marketing is anthropocentric, with humans as the center of the system and the environment as a resource to be exploited, rather than the reverse (Kilbourne et al. 2002). (Prothero and Fitchett, 2000) argued that, as a major mechanism in the execution and expansion of commodity discourse, marketing not only has the potential to assist society in developing more sustainable forms, but it also bears a significant responsibility to do so. Hence, marketing plays an important role in shaping the need and want of the society and marketers must convert society's need into opportunity for profitable businesses.

The business entities look for profit maximization while sustainability talks about the mindful consumption which clearly reveals that both of them are contradictory to each other. But integration of people planet and profit is the only option to survive as the earth has a limit to grow and consumption by its very nature is destructive to the natural environment. Sustainable development has established as a major shift for all societal stakeholders (Lubin & Esty, 2010). The current business world is witnessing how marketing is being transformed in response to the new dynamics of the environment. In general, the core goal of marketing is to understand the customer's desires and expectations and to direct all of the firm's plans and policies from the customer's perspective in order to meet demand and generate profit; however, in today's environment, this is not practical. There is a huge challenge before marketing discipline to integrate people, planet and profit for sustainable development and to create win- win situation for all the stake holders of the society. Therefore, on one hand organizations have to maximize the profit and increase the market share of their product and services while on other hand due to consumers demand or changing life style as well as due to government norms and pressure from international players they are compelled to include environmental protection measures in their offering, while keeping the consumer satisfaction to the highest.

With the upsurge of the new middle class, particularly in developing countries such as China and India, there is a large customer base of first-time buyers for everything from processed foods, soaps, detergents, and personal care products to appliances, automobiles, and, of course, cell phones (Sheth et al., 2011), which can be interpreted as a great marketing opportunity for selling green products. According to (Ryan, 2006), green consumers share some similarities, such as a commitment to greener lifestyles. They are critical of their own environmental actions and repercussions. Looking for brands that embrace green practices, exaggerate their green behavior, and want environmental protection practices to be simple and often perceive environmental claims with skepticism. However, evidence suggests that when it comes to green marketing, customers are budget and quality sensitive (D'Souza et al., 2007).

Green Purchase Attitude

Attitude can be defined as "a psychological inclination manifested by judging a certain object with some degree of favour or disfavour" (Eagly and Chaiken, 1993). Green attitude focuses specifically on an individual's attitude toward the environment, which contributes to environmental conservation, natural resource protection, or environmental degradation reduction (Casalo and Escario, 2018). Human practices are commonly blamed for environmental damage. Therefore, attitude is a major predictor of environmental behaviour (Ojo et al., 2019).

Green Purchase Intention

The internal motive for why we do things is referred to as "intention." It is regarded as one of the pillars that support the entire purchasing process. Thus, green buying intentions can be described as the determination to act or behave in a specific manner in relation to green product consumption (Ramayah et al., 2010). In addition, green buying intention can be defined as customers' inclination, desire, and likelihood to choose environmentally friendly and sustainable products (Rashid, 2009). It is widespread procedure to use purchase intention as a predictor of actual purchasing behaviour (Carrington et al., 2010). While purchase intention has been investigated across several domains, no research on green purchasing intention has been conducted (Zhang et al., 2018).

Green purchase Behaviour

According to Lin and Niu (2018), buying behaviour refers to a consumer's search for or purchase of items, services, or ideas to meet a certain need. Green purchasing behaviour is defined as "the affirmative selection and acquisition of products and services that most efficiently limit negative environmental consequences throughout their life cycle of manufacturing, transportation, use, recycling, or disposal" (Vazifehdoust et al., 2013).

In a nutshell, it is the act of purchasing commodities that are good for the environment, biodegradable, or take environmental factors into account during its design, manufacturing, utilization, and disposal stages. It is frequently connected with responsible, conscious purchasing, as well as the purchase of energy-efficient products, the refusal of over-packaged products, and the preference for biodegradable and recyclable products etc.

Price Sensitivity

The degree or extent to which a consumer's purchasing behaviour changes in response to a change in the price of a product or service is referred to as price sensitivity. In layman's terms, it determines how concerned buyers or consumers are about the price of a certain product or service. It is also characterized as price elasticity of demand, and it demonstrates the effect of a change in the price of goods on the variation in the quantity demanded.

According to a recent study conducted by BCG-CII in year 2022, for consumers in more than 18 countries, Indian consumers are significantly more price sensitive. They bargain more frequently, spend less on luxury things, and save more than their European counterparts.
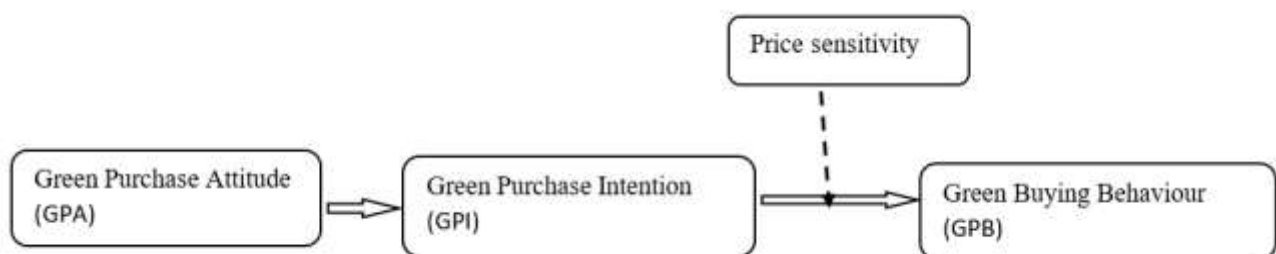
Similarly, the same was opined by a recent study conducted by Kantar (2022) which states that 77% of the respondents are prepared to invest time and money to support companies that do good, however while shopping 84% are bothered about saving money and 71% think sustainable products are always more expensive. Therefore, price of the green product is always a matter of concern for both the buyers and sellers.

The Indian shoppers are more price sensitive and demanding than the western consumers. The Indian consumer's demographic profile has more socioeconomic segments and this is amplified by the urban-rural divide among Indian shoppers. This diversity of segmentation reflects a wide range of buyer behaviour, such as the frequency with which they shop, the seasonality of their purchases, the pack sizes they buy, and the various retail formats in which they shop. Therefore, understanding price sensitivity of Indian consumers with regards to green products is important to explore.

Theoretical Framework & Hypothesis Construct

Green product purchasing behaviour is influenced by a number of complex elements relating to many aspects of customers' purchasing decisions. Therefore, following theoretical framework was constructed for the present study.

Figure 1: Proposed Theoretical Framework

(Source: Author's Framework)

Hypothesis

Hypothesis 1: GPA is positively correlated to GPI.
Hypothesis 2: GPI is positively related to GPB.
Hypothesis 3: Price of the product moderates the relationship between GPI and GPB.

Research Methodology

Questionnaire development

The data was collected with the help of a close ended structured questionnaire. The questions were constructed by adapting items from the relevant research and modifying them accordingly. All of the questions were graded on a five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree." The questionnaire was personally administered and monitored while collecting the data so that no field is left unanswered.

Sample Size

The method used in sampling is judgemental sampling method. According to Cooper and Schindler (2011), judgemental sampling is employed when the researcher establishes some standards or metrics for the sample or respondents of the study. So, the author purposefully collected data for the present study from students of ARKA Jain University, Jharkhand, who either intends to buy green products or those who already use green products on a regular basis.

In terms of sample size it has been proposed that a minimum of 10 cases per parameter/item required in statistical estimation be used (Kline, 2011). As the study contains 18 items, a sample size of 189 is justified for the research.

Data Analysis

The collected data was tabulated in SPSS and all the analysis has been done using SPSS 26.0. The 18-item measurement instrument was subjected to a pilot study to examine its reliability. The internal consistency of the questionnaire is tested using Cronbach's Alpha. Table 1, reveals the result of Cronbach's Alpha along with number of items for each variable, and the questionnaire was deemed suitable for analysis.
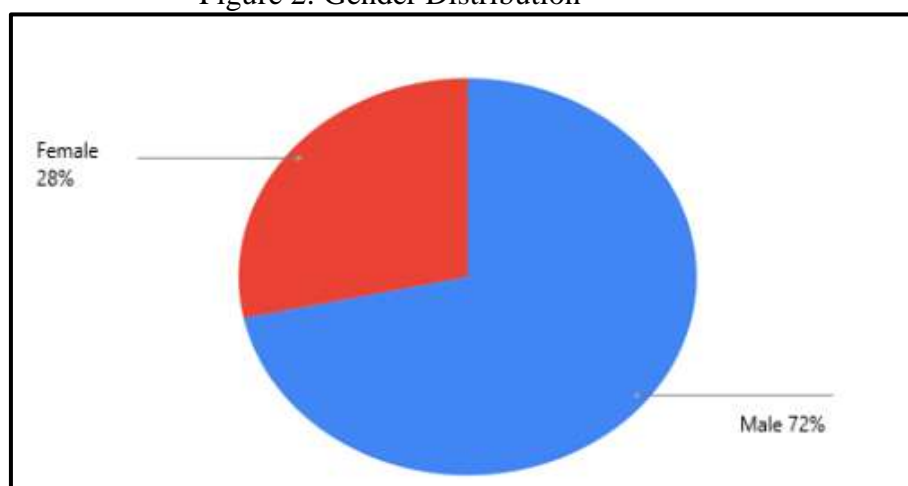
Table 1: Reliability Statistics

scale	No. of Item	Cronbach's Alpha
GPA	2	.772
GPI	3	.739
Price	2	.744
GPB	4	.656

(Source: Source: Author's Calculation using SPSS 26.0)

Descriptive statistics

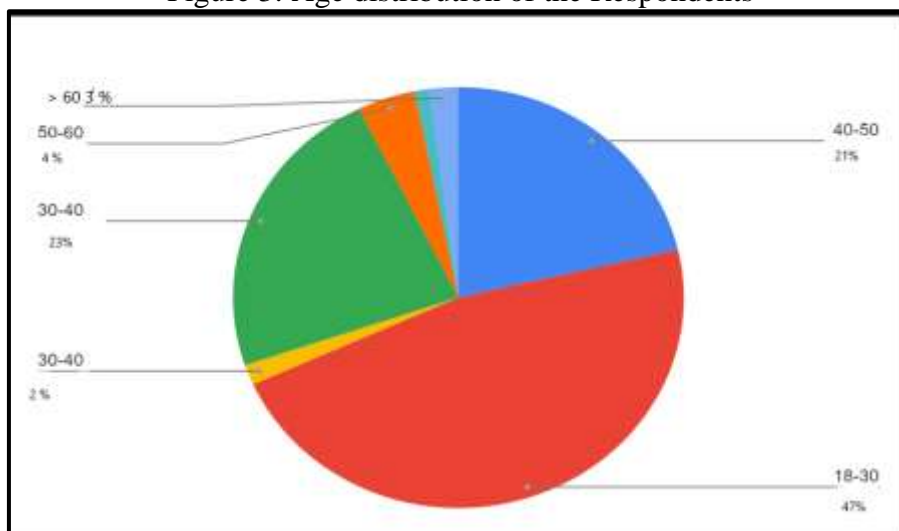The characteristics of the respondents are as follows:

Figure 2: Gender Distribution

(Source: Source: Author's Calculation using SPSS 26.0)

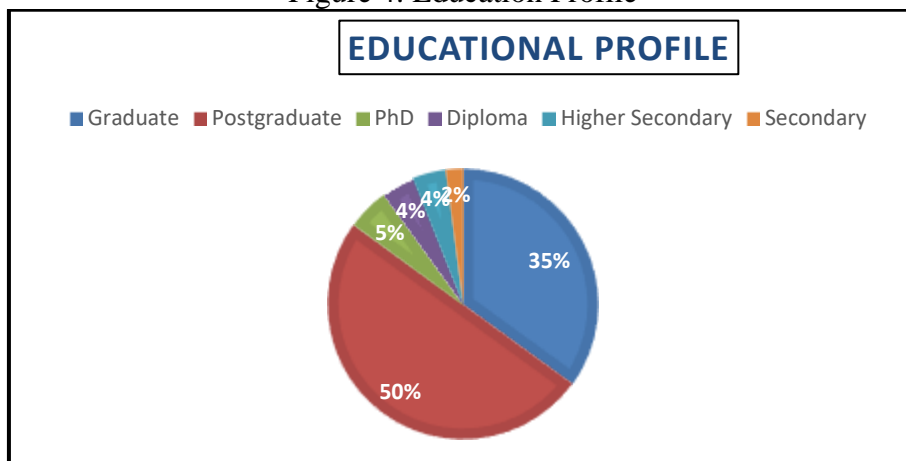Out of 189 respondents, 72% were male and 28% were female.

Figure 3: Age distribution of the Respondents

(Source: Source: Author's Calculation using SPSS 26.0)

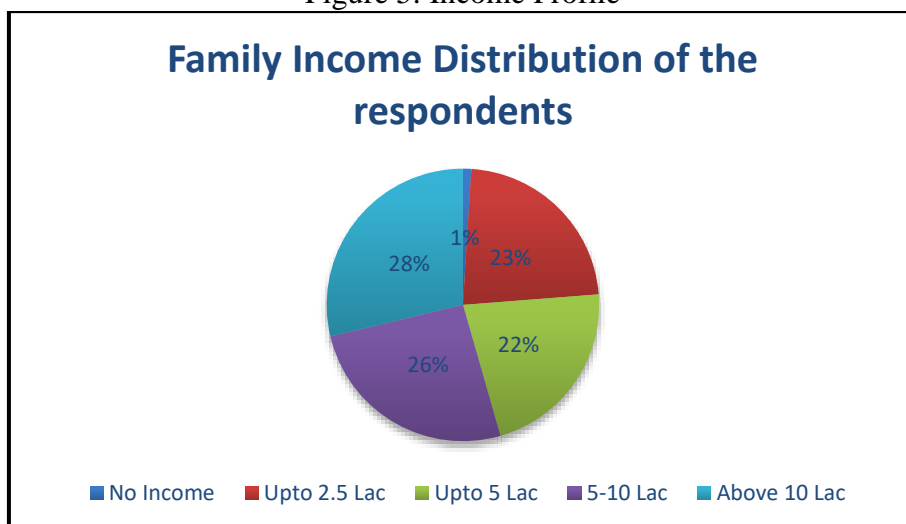Majority of the respondents i.e. 47% were between the age group of 18 to 30.

Figure 4: Education Profile

(Source: Source: Author's Calculation using SPSS 26.0)

From the above, we can conclude that the sample consists of highly educated individuals.
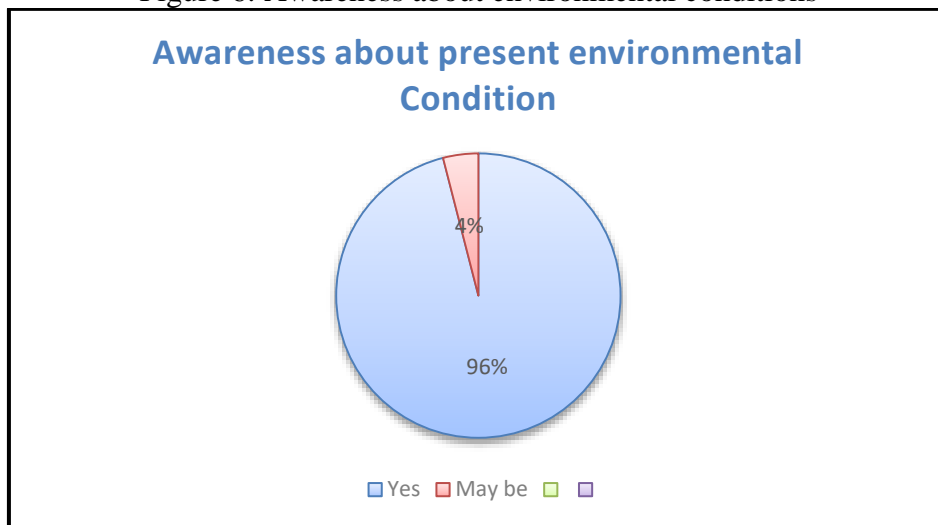
Figure 5: Income Profile

(Source: Source: Author's Calculation using SPSS 26.0)

From the above, we can conclude that the sample consists of respondents who have ample of purchasing power as well by virtue of their family income.

Figure 6: Awareness about environmental conditions

(Source: Source: Author's Calculation using SPSS 26.0)

While 96% of the respondents are aware of present environmental conditions.

Inferential Statistics

Eco-literacy and environmental concern have a negative and insignificant association (B=-.068, SE= .057, p=.236), indicating that eco-awareness does not lead to environmental concern.

Table 2: coefficientsa EL & EC

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.841	.367		45.888	.000
EL	-.068	.057	-.087	-1.188	.236

a. Dependent Variable: EC
(Source: Author's Calculation using SPSS 26.0)

Although there is a positive but insignificant relationship between environmental concern (EC) and green purchasing attitude (GPA), as shown in Table 3.

Table 3: Correlations coefficients EC & GPA

		EC	GPA
EC	Pearson Correlation	1	.396**
	Sig. (2-tailed)		.000
	N	189	189
GPA	Pearson Correlation	.396**	1
	Sig. (2-tailed)	.000	
	N	189	189

**. Correlation is significant at the 0.01 level (2-tailed).
(Source: Author's Calculation using SPSS 26.0)

GPA and GPI have a statistically significant and positive correlation (B=.894, SE=.081, p=.000), as demonstrated in Table 4.

Table 4: Correlation coefficientsa GPA & GPI

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.800	.686		6.996	.000
	GPA	.894	.081	.631	11.090	.000

a. Dependent Variable: GPI
(Source: Author's Calculation using SPSS 26.0)

GPI and GPB are highly positively correlated, as shown in Table 5 (B=.874, SE=.085, p=.000).

Table 5: Correlation coefficientsa GPI & GPB

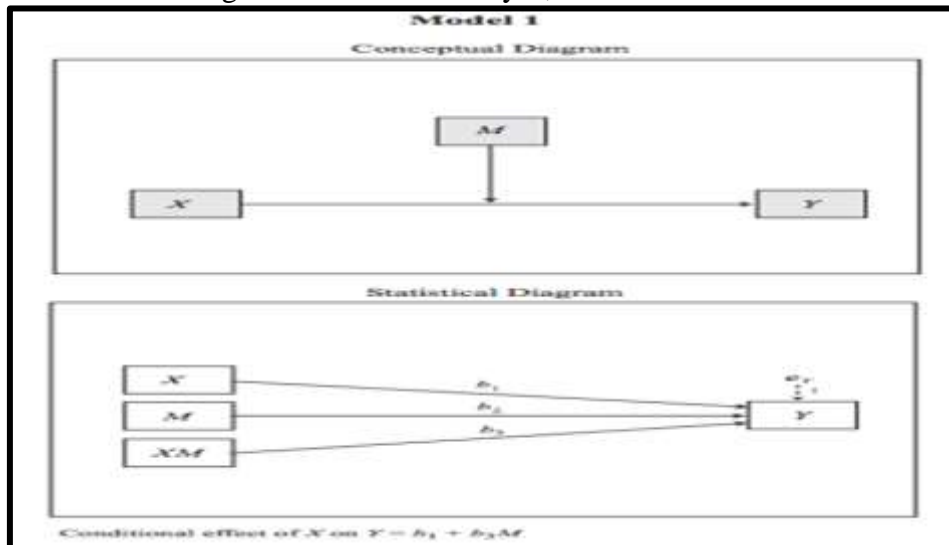| Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.746	1.057		4.489	.000
	GPI	.874	.085	.602	10.290	.000

a. Dependent Variable: GPB
(Source: Author's Calculation using SPSS 26.0)

Testing the Role of Moderator Variable

Andrew F. Hayes, Process Model 1 has been used to test the role of moderating variable Price Sensitivity between GPI and GPB.

Figure 7: Andrew F. Hayes, Process Model 1

(Source: Andrew F. Hayes, Process Model 1)
Here, M= Price Sensitivity, X= GPI, Y=GPB respectively.

Table 6: Testing the Role of Moderator Variable

Run MATRIX procedure:										
*************** PROCESS Procedure for SPSS Version 3.5 ***************										
Written by Andrew F. Hayes, Ph.D. www.afhayes.com										
Documentation available in Hayes (2018). www.guilford.com/p/hayes3										
***										
Model : 1										
Y : totGPB										
X : totGPI										
W : PRICE										
Sample										
Size: 189										
***										
OUTCOME VARIABLE:										
totGPB										
Model Summary										
R	R-sq	MSE	F	df1	df2	p				
.6531	.4266	3.2606	45.3788	3.0000	183.0000	.0000				
Model										
	coeff	se	t	p	LLCI	ULCI				
constant	.8244	6.2032	.1329	.8944	-11.4147	13.0634				
totGPI	.7727	.5098	1.5155	.1314	-.2332	1.7786				
PRICE	.5490	.4995	1.0990	.2732	-.4366	1.5346				
Int_1	-.0109	.0399	-.2739	.7845	-.0896	.0678				
Product terms key:										
Int_1 : totGPI x PRICE										
Test(s) of highest order unconditional interaction(s):										
	R2-chng	F	df1	df2	p					
X*W	.0002	.0750	1.0000	183.0000	.7845					
********************* ANALYSIS NOTES AND ERRORS *********************										
Level of confidence for all confidence intervals in output:										
95										
------ END MATRIX -----										

(Source: Author's Calculation using SPSS 26.0)

From the Table 7 above, the interaction term was statistically insignificant (B= -.0109, S.E. = .0399, p= .7845) in our model, indicating that the moderating variable price sensitivity has no effect on the relationship between green purchase intention and green purchase behaviour.

Table 8: Hypothesis Testing

Hypothesis	Result
Hypothesis 1: GPA is positively correlated to GPI	Supported
Hypothesis 2: GPI is positively related to GPB	Supported
Hypothesis 3: Price of the product moderates the relationship between GPI and GPB.	Not Supported

(Source: Author's finding)

Conclusion

Green marketing concept in India is still at the introductory phase in its life cycle. While 96 percent of respondents are familiar with current environmental issues, there is a negative and insignificant link between eco-literacy and environmental concern, demonstrating that eco-awareness does not lead to environmental concern. Similarly, mere environmental concern may not lead to green purchase attitude although the relationship is positive. Based on the result, it can be concluded that Green Purchase Intention can be influenced by one's attitude toward green products whereas positive Intention may lead to green purchase behaviour. The correlation between GPA and GPI is statistically significant and positive. GPI and GPB are closely connected, and price sensitivity has little effect on the relationship between green purchase intention and green purchase behaviour.

The outcome of the study conveys that people are aware of the detrimental environment condition but the awareness does not translate into concern for the environment. The study confirms the value – action gap among the respondents. As the general perception of Indian consumer states that the

consumers are price sensitive which may not hold true in the present study. The price sensitivity plays no role at all between positive green intention and green purchase behaviour.

Managerial Implications
The findings of this study have improved our understanding of the factors that influence purchasing intentions and, ultimately, shopping behaviour for green products in the Indian context. These insights can help marketers develop rules for efforts that will improve customer purchase and behavioural intention for green products. It is critical for marketers to comprehend why consumers behave in such contradictory ways when purchasing green products. Customers must be engaged in environmentally conscious behaviour through a massive media campaign, and they must see green behaviour as a necessity for survival in long run rather than a philanthropy. Campaigners may wish to examine the effect of emotion and attitudes while attempting to change behaviour. Furthermore, in order to conserve the environment for future generations, it is vital to understand how to persuade those who care less about the environment to act in a more environmentally friendly manner. Companies can promote environmental concerns by modifying all the 4Ps of marketing mix that encourage consumers to be more environmentally conscious. The new age media such as WOM (Word of Mouth), e-WOM, social media may be adopted to influence the consumer behaviour.
 Green products are generally perceived to be expensive, which could be a barrier to their adoption, but the current study finds that customers are prepared to pay a premium for green products and services.

Limitations
The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness and consumer satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population.

Scope for future study
The present study has examined consumers' purchase behaviour for generic green products Future researchers might extend the scope of their research by looking at particular green products like green apparel, green electrical and electronic appliances, green automobiles, and so on. The effects of celebrity endorsement on green purchase behaviour may also be taken as a scope for further study. A longitudinal study may be also undertaken to understand the preferences for consumers in terms of green choices.

Originality/value
According to the model, price sensitivity does not mediate the association between green buying intention and green purchasing behaviour, which contradicts the typical perception of Indian customers, who seems to be price sensitive.

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Appendix 1
Constructs

Environmental knowledge	1. I am very knowledgeable about environmental issues. 2. I know more about recycling than the average person. 3. I know that I buy products and packages that are environmentally safe.
Environmental concern	1. I would describe myself as an environmentally responsible person. 2. I am worried about the worsening quality of the environment in my country. 3. I am emotionally involved in environmental protection issues in my country.
Green Purchase Attitude	1. I have a favorable attitude toward purchasing a green product. 2. Environmental protection is important to me when I purchase products. 3. Purchasing green products can help to save nature and resources
Green purchase Intention	1. I would like to use green products. 2. I would buy green products if I happen to see them in a store. 3. I would actively seek out green products in a store in order to purchase it. 4. I would patronize and recommend the use of green products. 5. If I understand the potential damage to the environment that some products can cause, I do not intend to purchase those products.
Green purchase Behavior	1. I prefer green products over non-green products when their product qualities are similar. 2. I buy green products even if they are more expensive than the non-green ones. 3. I try to discover the environmental effects of products prior to purchase. 4. I don't buy a product if the company which sells it is environmentally irresponsible.

(Source: From literature review)

AMITY SCHOOL OF BUSINESS

3rd International Conference

on

Global Business Strategies for Sustainability (GLOBUSS - 2021)

"Managing Businesses in the Time of Crises"

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in "Global Business Strategies for Sustainability".

Dr. J.K. Sharma
Chair

Dr. Gaurav Sood
Convenor

GLOBAL BUSINESS

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Preface

With great pleasure, we would like to present this edited book Global Business Strategies for Sustainability (GLOBUSS). This book is a result of an **International conference on Global Business Strategies for Sustainability (GLOBUSS 2021)** held at the Amity School of Business, Amity University Uttar Pradesh, Noida, Uttar Pradesh, India on August 27-28, 2021. The theme of the conference underlined, "Managing Businesses in the Time of Crises". An important purpose of the conference was to stimulate academicians, corporate leaders, researchers, professionals to discuss and share their expert views, knowledge and output on research work, and to search for ways to advance the goal of global development through managing business strategies in the time of crises.

The book focuses on sustainable development in the area of marketing, finance, human resource management, operations and other cross functional areas for business excellence globally in the context of business sustainability, management, technology and learning for individuals, organizations and society in turbulent environment.

The plan of the book follows the various sessions in the International Conference i.e. Track I: Finance; Track II: Marketing; Track III: Human Resource Management; Section IV: Operations; Track V: Entrepreneurship & Track VI: General Management.

Businesses have spent much of the past 15 months scrambling to adapt to extraordinary circumstances. While the fight against the COVID-19 pandemic is not yet won, with a vaccine in sight, there is at least a faint light at the end of the tunnel—along with the hope that another train isn't heading our way. 2021-22 will be the year of transition. Barring any unexpected catastrophes, individuals, businesses, and society can start to look forward to shaping their futures rather than just grinding through the present. The next normal is going to be different. It will not mean going back to the conditions that prevailed in 2019. Indeed, just as the terms "pre-war" and "post-war" are commonly used to describe the 20th century, generations to come will likely discuss the pre- COVID-19 and post-COVID-19 eras. In this GLOBUSS-21 International Research Conference, we will identify some of the trends that will shape the next normal. How they will affect the direction of the global economy, how business will adjust, and how society could be changed forever as a result of the COVID-19 crisis.

It is expected to have an enriching exchange of views from the experts towards Managing Business Strategies in the Times of Crisis in all functional areas of management for Business Excellence. Researchers all over the globe accepted our invitation and enriched basket of human knowledge with their findings in digital transformation and in what way global business strategies can contribute towards this goal? As expected the conference witnessed an enriching exchange of views from the industry experts towards Digital Transformation Strategies, scholars and academicians in all functional areas of management for Business Excellence globally in the context of management, technology and learning for individuals, organizations and society to pave the direction for humanity for reaching a greater sustainable height.

First and foremost, we would like to thank Dr. Ashok K. Chauhan, Hon'ble Founder President for his support in GLOBUSS 2019 and for providing the infrastructure, resources and facilities at Amity University to organize the conference. We wish to express our sincere gratitude to Dr. Atul Chauhan, Hon'ble Chancellor who has been a source of constant inspiration. We are especially thankful to Prof. (Dr.) Balvinder Shukla, Hon'ble Vice Chancellor for her constant encouragement. Prof. Anil Sahasrabudhe Hon'ble Chairman, All India Council For Technical Education as the Chief Guest at GLOBUSS 2021 International Conference, Mr. Deepak Sood, Secretary General, ASSOCHAM, Dr. Anurag Batra, Chairman, Business World Group and Ms. Charulata Ravi Kumar, Managing Director, ACCENTURE India for being the Keynote speaker of the conference. Also thankful to Prof. Sandeep Puri, Asian Institute of Management, Manila, Philippines and Prof. Varsha Jain, MICA, India for conducting insightful workshops on Case Study writing and research paper publications.

The editorial board would like to thank all the faculty members and staff of Amity School of Business, Amity University, Uttar Pradesh, for their valuable assistance.

It is our hope that this fine collection of research papers will be a valuable resource for Global Business Strategies for Sustainability readers and will stimulate further research into this vibrant area.

Editors

C<small>ONTENTS</small>

"Think Green"- Analyzing The Radical Shift in Consumer Buying Behaviour During New Normal

Rama Singh[*] & Arunava Narayan Mukherjee[**]

ABSTRACT

COVID-19's outbreak is more than a humanitarian disaster: it has a profound impact on societies and economies (UNDP). An imposed lockdown results in a strange state of cessation of human activity and improved environmental indices, regardless of severity. The 21st century has seen unprecedented economic and technological growth. As the world's population grows, so does the demand on our natural resources. Today, developed countries such as the United States are launching a space force, which they call the "world's newest war-fighting domain." The nature has started punishing us for our reckless production, consumption, and disposable behaviour and India is not an exception to this. Sustainability has become a major issue due to widespread environmental degradation (Chua et al., 2019; Quoquab et al., 2019). The term "green" is the most recent addition to the management jargon dictionary, and it refers to the environment. In today's business world, green marketing has become a hot topic. However, the current pandemic has generated a great deal of concern about preserving and caring for the environment, as well as making lifestyle changes to have a positive impact. Consumers' top priorities have shifted to health and hygiene. Green and environmentally friendly products could be an excellent choice. The present study attempts to analyze green behavior of consumers towards green products post pandemic by taking green EC, EL, GPI, GPA, Price Sensitivity and GPB into consideration.

Keywords: Green Marketing, Green Products, Green Purchase Attitude, Green Purchase Behaviour, Green Purchase Intention.

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INTRODUCTION

To survive, humans must quarantine themselves and isolate themselves socially. In order to survive, man has adopted social distancing. Humanity's irrational consumption habits should be a wake-up call. This is "consumption quarantine" (Li Edelkroot). The world has shifted from amenities to necessities. As a result of the current global lockdown, the air quality index is improving, and the ozone layer is even healing. We cannot ignore environmental issues. People and the environment are inseparable. Due to the lockdown, we have had time to reconsider and reinvigorate our sustainable production and consumption behaviour within the ecosystem's carrying capacity. The twenty-first century is known for its remarkable economic growth as well as advanced technological discoveries such as artificial intelligence, cloud computing, and space exploration, to name a few. All the world's technological and economic prosperity has come at a high environmental cost. All the world's technological and economic progress has resulted in a high environmental cost. As a result, the world is now paying for our reckless and uncontrolled consumption, production, and disposal behavior. As a result, the Australian bushfires, broken heat records around the world, severe heat in different places in Canada, melting polar ice, locust invasion, and the current pandemic COVID-19 have all become major global issues, and India is no exception.

In developing countries, the emphasis is primarily on economic growth and technological advancement, but we frequently overlook the fact that environmental issues are a byproduct of economic prosperity. Many of today's environmental issues are increasingly the result of individual actions, personal consumer decisions, and small and large business activities. Nonetheless, the fact remains that the health of the world's economy and people is intertwined to environmental well-being (A. Akintunde, 2017).

Within a few days of declaration of first case of Novel Covid-19, the virus began spreading globally. It sparked panic buying and stockpiling of supplies all over the world, regardless of geographical boundaries or culture, as the number of reported cases and death rates skyrocketed. However, panic buying and stockpiling of supplies were not seen in previous epidemics such as SARS and MERS, to name a few. However, credit must be given to social networking sites, instant messaging apps, and the digital native population. The recent increased environmental quality during the lockdown to limit the occurrence of coronavirus (COVID 19) highlights the fact that human actions are the primary cause of environmental degradation (Nittala et al. 2021).

The world is experiencing a dramatic shift in consumer behaviour and mindset as a result of the continuing Pandemic. LOHAS is a unique type of clientele that is emerging (Lifestyle of Health and Sustainability) in today's Covid time. Personal cleaning products, household cleaning products, masks, sanitizers, and toilet papers have all become considerably more expensive than other luxury items or fashion and clothing items that were formerly high on the shopping list. The second most significant sectors that capture consumers' attention are FMCG items, packaged food products, ready-to-eat product instant noodles, and so on.

"The term "green," which refers to the environment, is the most recent addition to the management jargon. Green marketing has become a very essential subject today. Consumer knowledge of environmental concerns has increased dramatically, and sustainability issues are now one of the most important considerations in consumer decision-making (Lee, 2011). Consumers are now more aware of the adverse destruction done by the pandemic, and only a few days of lockdown can help nature heal. "Environmental and economic issues are actually two sides of the same coin. We won't be able to sustain ourselves if we can't sustain the environment." Wangari Maathai. Therefore, the purpose of this research is to examine into green consumer behaviour following a pandemic.

LITERATURE REVIEW

"Marketing is the process by which the economy is integrated with society in order to satisfy human needs," writes Peter Drucker (1958). As a result, marketing plays a significant role in creating wants and aspirations, and marketers must translate societal requirements into successful commercial possibilities. Many researchers

have reported that the global green revolution has begun, and buyers are seeking for greener options and are ready to pay a premium to do so. According to Philip Kotler, the ideal business strategy is to predict where customers are going and then stop right in front of them, therefore, organizations see this as an opportunity to pave the way for the creation of a new segment.

The field of marketing is witnessing how marketing is constantly evolving in relation to the increasing dynamics of the environment.

In contrast to traditional marketing's short-term transactional focus, sustainability marketing stressed long-term perspective (Peattie & Belz, 2010). In order to maintain a balance between the three pillars of sustainability, namely people, planet, and profit, businesses must include environmental issues into their company governance. Firms, marketing departments, and marketers have so long assumed that resources are limitless, that production, distribution, and consumption do not contribute to pollution, water shortages, or other expenses, and that corporations are not responsible for these costs. But businesses must understand resource limits as well as social and environmental costs and rethink their business operations to be more ecologically conscious (Kotler, 2011). Therefore, on one hand, organizations must devise ways to maximize profit and market share for their products and services, while on the other hand, due to consumer demand, changing lifestyles, as well as government norms and pressure from international players, they must include environmental protection measures in their offering while maintaining high consumer satisfaction at the same time. Demand and attitudes for green products are expected to be uneven across market segments and cultures, according to Ottman 17,18 and Peattie 19. As a result, studies on the impact of green marketing strategies on buying behaviour in emerging Asian markets are deemed pertinent (Ottman J., 1992, 1993 and Peattie, 1992).

GREEN MARKETING

Green is the current watchword in the marketing world. Phosphate-free, organic, preservative-free, recyclable, and refillable as ecologically friendly items are highly associated with consumer perceptions of green products. Apart from that, green marketing is a much broader term that refers to everything from assessing a customer's demand until final disposal at the end of a product's life cycle, i.e., a Cradle to Grave approach. In recent years, green marketing has focused on product (packaging and labelling) and marketing tactics (Delafrooz, 2014).

According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be environmentally safe." Jay Polonsky (1994) defines, "Green or environmental marketing encompasses all activities aimed at stimulating and promoting any exchanges intended to satisfy human needs or desires in such a way that these needs and desires are met with minimal negative impact on the natural environment".

ECO-LITERACY

For the sake of clarity, the terms eco-literacy and environmental knowledge are used interchangeably here. "Environmental knowledge is regarded as a trait that impacts all phases of the decision process" in consumer research (Michel Laroche et al., 2001). Environmental knowledge is "a general understanding of facts, concepts, and relationships involving the natural environment and its primary ecosystems" (Mostafa, 2006). Consumer knowledge is divided into two dimensions: 1) Understanding of environmental concerns 2) familiarity with eco-friendly items (Rashid, 2009).

(Rashid, 2009), in their study on Malaysian consumers, stated that environmental awareness is positively correlated to environmental-friendly products, which may lead to a willingness to pay more for green products/services, which is also supported by various studies, such as (Kilbourne & Pickett, 2008), (Michel Laroche et al., 2001), (Ali et al. 2011). Consumer awareness of environmental issues will increase the demand for ecological products, thereby influencing green buying intentions and green buying behavior (Agyeman, C.M. (2014).

Frequent earthquakes, forest fires, floods, pandemics, and lockdowns have compelled all stakeholders in society to understand Mother Earth's signals and act responsibly as inhabitants of this planet. As a result, environmental knowledge is essential in understanding pertinent environmental issues and may drive an individual to voice concern and seek alternate solutions to the problem. Several studies support the hypothesis that consumers' environmental awareness, or eco-literacy, is a major predictor of ecologically beneficial behaviour (Rahbar & Wahid, 2011). Furthermore, it has been identified that environmental knowledge is one of the most important factors influencing green consumer behaviour. The role of 'knowledge' in green marketing is to arouse attention about environmental issues. A person's intention to purchase is strongly correlated to their environmental knowledge and awareness (Manrai, 1997).

ENVIRONMENTAL CONCERN

According to Maloney and Ward (1973), environmental concern, also known as "ecological concern," refers to the degree of emotionality, the quantity of relevant information, the level of willingness, as well as the extent of actual behaviour on pollution-environmental concerns. People's concern for environmental concerns is linked to how much they see themselves to be a part of the environment, according to (Schultz, 2000). Care for the individual, care for the people, and concern for the biosphere are all examples of environmental concerns. According to Stern and Dietz (1994), environmental concern is based in a person's value system, as mentioned by (Schultz, 2000). Consumers who care for the environment prefer green products and are willing to pay a premium price for them (Mostafa, 2007, 2009; Hartmann et al., 2012; Yadav and Pathak, 2016). The research also underlined that a person might have either of three categories of environmental concerns: 1) Egoistic concern, in which people contribute to the preservation of environment because they believe it will benefit them. 2) Social-altruistic concern leads to environmental conservation for the sake of the community/country/humanity. 3) Biospheric ecological concerns since it affects all living things. All these environmental concerns are interrelated to how much an individual associates the environment and other people with their cognitive image of self (Schultz, 2000). This was discovered in the research work of Lee (2009). Prior studies have found that concern for the environment influences the consumer decision-making process, particularly in the intention towards purchasing, and in actual purchasing behaviour in respect of green products (e.g., Chen and Peng, 2012; Yadav and Pathak, 2016). This sustained finding is also echoed in the research by Arısal and Atalar (2016), and Chang and Wu (2015), who observe that consumers tend to develop a higher level of intention to purchase green products when they are deeply concerned about the environment.

GREEN PRODUCT

Consumers choose products based on the characteristics that fits their needs in terms of value, cost, and satisfaction (Kotler, 1997). A product must satisfy all levels of the Customer Value Hierarchy, including the core benefit, generic benefit, expected, augmented, or value-added benefit, if applicable. It is time to add an environmental benefit to the product to make it more enticing to customers. Only products that strive to eliminate a product's negative impact on the environment are designated as "environmentally friendly." Manufacturers acknowledged the need to make green products as the negative consequences of products on the environment began to influence customer purchasing decisions (Kleinrichert et al., 2012). However, it has been observed that when satisfying needs and desires, we often underestimate society's and the environment's long-term interests; therefore, consumers' "needs" and "wants" must be reconsidered from a sustainability lens. As mentioned by (McDaniel & Rylander, 1993). (Manaktola & Jauhari, 2007).

GREEN PRICING

The price is the sum of money we spend in order to receive the benefit of the product/service. Price, in the eyes of the client, is what they give up or make a compromise for in order to get a product. Therefore, a customer's perceived non-monetary pricing, such as expensive/cheap, time cost, search cost, and emotional cost, is included in the customer's total cost. (Zeithaml, 1988). Previous study has also discovered that price awareness varies by demographic variables such as age, gender, level of awareness, education level, and

whether a person is married or single. Although the bulk of prior research has indicated that consumers perceive green products to be expensive, there is evidence that customers are ready to pay a premium for green products.

GREEN PACKAGING

Packaging is the fifth P, which has been added to the four Ps of the product. All the procedures involved in designing and manufacturing a product's outer container are referred to as packaging. Packaging is a communication medium between firms and customers, according to Draskovic et al. (2009), capable of grabbing consumers' attention. Green packaging is described by Van Dam and Van Trijp (1994) as the extent to which buyers comprehend and consider environmental factors in their perception of product packaging and overall preference determination. Size, form, material, color, text, and brand are the six aspects that Kotler (2003) believes must be considered when determining package decisions. It is critical in attracting customers and buying decision may be influenced by it. However, unnecessary packaging, such as toothpaste packaging, contributes to environmental pollution. As a result, eco-friendly packaging has become a hot topic among corporations and researchers across the world. Organizations are striving to enhance package design in order to reduce resource consumption, boost recycled content, and generate more sustainable packaging materials (Prakash & Pathak, 2016). When compared to advertising and promotion campaigns, packaging is one of the key components that may offer a competitive advantage in the marketplace for many consumer products, and even a modest investment in changing the packaging may result in huge gains in brand sales (Barber, 2005, 2010). Although packaging cannot be eliminated, the objective should be to avoid superfluous packing in order to reduce both input costs and environmental costs. As a result, the 3Rs (Reduce, Recycle, and Re-use) of packaging should be addressed throughout the product design process. However, in developing nations such as India, more effort is needed to promote environmental awareness among customers, particularly in terms of green packaging, who currently exhibit low levels of such behaviour (Prakash and Pathak 2016). Dabur India introduces carton-free eco-friendly packaging for toothpaste. In recent years, Coca-Cola has taken advantage of technology to reduce the weight of its packaging for many of its products.

GREEN PURCHASE ATTITUDE (GPA)

According to (Khoiriyah & Toro, 2018), attitude is a mental inclination that is exhibited by examining a certain object with certain favourable or unfavourable factors. Several researchers confirmed that purchase attitude may be applied to predict the buying intention and behaviour in general (Chan, 2001; Chan and Lau, 2002; Lee, 2008; Yadav and Pathak, 2016; Chen and Chai, 2010; Lai and Cheng, 2016). Furthermore, in the Indian context, such linkages have recently been validated by (Paul et al., 2016; Yadav and Pathak, 2016; and Kumar et al., 2017). Therefore, GPA can be considered as an important variable in determining green purchase intention.

GREEN PURCHASE INTENTION (GPI)

GPI is established as a person's propensity and readiness to prefer green products over conventional products in a buying decision. Consumers are concerned not only with the ecological quality of the product, but also with the environmental consequences of their purchasing decision for such products. Therefore, buying intention was shown to be positively associated with purchase behaviour (Jaiswal & Kant, 2018).

GREEN PURCHASE BEHAVIOR (GPB)

GPB refers to the conscious selection and purchase of products and services that have the least negative environmental effect across their full life cycle, which includes manufacturing, transportation, use, and recycling or disposal (Vazifehdoust et al., 2013). Green buying behaviour, according to (Chan, 2001), refers to certain types of environmentally conscious activities by which buyers express their concern for the environment. Furthermore, green purchasing is defined as the usage of products that are recyclable, reusable, and ecologically beneficial (Mostafa, 2007).

3. THEORETICAL FRAMEWORK

Hierarchy of Effects Theory

The hierarchy of effects model describes how a customer continues to progress through all six stages of awareness, knowledge, liking, preference, conviction, and purchase. It was founded in 1961 by Robert J Lavidge and Gary A Steiner. The model of the hierarchy of effects proposes steps to consumer purchasing behaviour six.

Figure 1

Source: https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/12173-hierarchy-of-effects-theory. html

These six stages of consumer behaviour were classified by Lavidge and Steiner into three major stages:

1. **Cognitive:**   The state of mind. In this stage, the consumer gathers product knowledge and develops awareness, evaluates the product based on prior learning experiences, and evaluates the product based on his ability to understand.
2. **Affective:**   This is the emotional stage in which the consumer forms positive or negative feelings about the product.
3. **Conative:**   This is the point at which the consumer decides whether to buy the product after considering the benefits.

The current study proposed that eco-literacy is the foundation for environmentally responsible behaviour based on the theory mentioned above.

Objectives of the Study

1. To examine the relationship between eco-literacy and environmental concern.
2. To examine the relationship between environmental concern and willingness to buy green products.
3. To examine the effect of price on willingness to buy green products.
4. To examine effect of green packaging on willingness to buy green products.

Hypothesis

1. Eco-literacy and environmental concern are highly correlated.
2. Environmental concern and willingness to buy green products are highly correlated.
3. Effect of price on willingness to buy green product
4. Effect of green packaging on willingness to buy green products.

Research Methodology

Questionnaire design

The data was collected with the help of a structured questionnaire. The questions were designed by adopting items from 3 items from (Michel Laroche et al., 2001), 9 items from (Jaiswal & Kant, 2018), 6 items from (Suki, 2013), 3 items from (Kong et al. 2014), 4 from (Sinnappan & Rahman, 2011). All the items were measured on a five-point Likert scale, with 1 representing 'strongly disagree' and 5 representing 'strongly agree.'

Sample Size & Sampling Technique

Regarding the sample size, it has been suggested that there should be a minimum of 10 cases per parameter/item required in the statistical estimate (Kline, 2011). The study has "Eight" constructs (3 items for Eco-literacy, 4 items for Environmental concern, 3 items for Green Purchase Attitude, 4 items for Green Purchase Intention, 2 items for Price, 2 items for Product, 3 items for Packaging, 4 items for GPB. Therefore, the ideal sample size for the study is (25* 10=250). Therefore, a sample size of 287 is justified for the present research as the study contains 25 items and, keeping the pandemic situation in mind, a convenient random sampling technique was adopted to collect data.

Data Collection

The questionnaires were administered via an online survey using a Google form. The data collection was done from January to April 2021. The questionnaire was sent to a selected group of potential respondents via social media platforms such as Facebook and WhatsApp Messenger. To create a snowball effect, they were requested to forward the questionnaire to other potential respondents at their universities. This technique requires less time, effort and is economical as well (Bryman & Bell, 2007). After removing outliers and incomplete responses, data from 287 respondents were used for final analysis.

The collected data was tabulated in SPSS version-26 for further analysis.

Sample Design

The objective of the study was to understand the impact of environmental concern on attitude towards green products and purchase intention of buying such products. The sample, therefore, is comprised of university students, professors, and home makers in the age group of 18–60 years. The general profile of the respondents is appended below.

Descriptive Analysis

Profile of Respondents:

Figure 1

Source: Author's analysis

The sample consists of 71% male and 29% female.

Age	Percent
<30	50
30-40	24
40-50	21
50-60	4
>60	1
Total	100

Figure 2

Source: Author's analysis

Most of the respondents were < 30 years of age bracket which means the present study could capture the vibes of younger generation.

Education	Percent
Secondary Level	1
Higher Secondary	2
Graduate	34
Post Graduate	55
PhD	4
Diploma	2
Total	100

Source: Author's analysis

55% of the respondents have completed their post-graduation while 35% are graduates, the sample consists of highly educated individuals.

Employment Stauts	Percent
Student	24
Self-employed	9
Service	61
Home Maker	6
Total	100

Figure 4

Source: Author's analysis

Income	Percent
Upto 2.5 Lakh	38
Upto 5 Lakh	17
5 Lakh - 10Lakh	44
Total	100

Figure 5

Source: Author's analysis

61% of the respondents were service people which means the sample have considerable purchasing power as well.

DATA ANALYSIS

Q: Responsibility to promote the use of green products.

Figure 5

Source: Author's analysis

To determine who consumers believe is responsible for promoting the use of green products, they were asked to choose from a list of options as shown in Table 4. Companies, governments, and consumers, according to most respondents (45%) stated that, government has a responsibility to promote the usage of green products. 34 % of respondents believe they should support the use of green products, while 14% believe firms and 7% believe that all of them are responsible, for encouraging the use of green products.

The result contradicts the study conducted by Nittala et. al, (2021) which found that the majority of respondents (59.4%) believe corporations, governments, and consumers are all responsible for encouraging the usage of green products.

FACTOR ANALYSIS

The KMO and Bartlett's test is used to test suitability of data for factor analysis. KMO value is more than 0.8 with significant Bartlett's Test of Sphercity suggests that data is good for conducting factor analysis.

<div align="center">Table 1</div>

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.837
Bartlett's Test of Sphericity	Approx. Chi-Square	2879.022
	Df	378
	Sig.	.000

The author intended to perform the factor analysis to reduce the number of variables. Initially the questionnaire consist of 25 items and all the 25 items were subjected to Principal Component Analysis (PCA) with varimax rotation, the result of the same is appended below, Table 2.

<div align="center">Table 2</div>

Compo-nent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Vari-ance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumula-tive %
1	6.940	30.174	30.174	6.940	30.174	30.174	4.291	18.658	18.658
2	2.343	10.186	40.360	2.343	10.186	40.360	2.607	11.335	29.993
3	1.855	8.066	48.426	1.855	8.066	48.426	2.305	10.020	40.013
4	1.274	5.540	53.965	1.274	5.540	53.965	2.246	9.767	49.780
5	1.217	5.291	59.256	1.217	5.291	59.256	2.180	9.476	59.256
Extraction Method: Principal Component Analysis									

The percentage of variance is 59.2 and we have accepted all the components with Eigen values exceeding 1, Therefore in totality we have 5 valid components. The result of rotated varimax with Kaiser Normalization is appended below. The items having factor loading less than 0.5 should be eliminated (Hair et al. 1996). However, from the Table 3, we can see that the factor loading of 20 items is above 0.5, while three factors having less than 0.5 factor were discarded and the total number of variables reduced to 20.

<div align="center">Table 3</div>

Rotated Component Matrixa					
	Component				
	1	2	3	4	5
Since we live in such a large country, any pollution that we create is easily spread out and therefore of no concern to me.			0.789		
The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state.			0.784		
With so much water in this country, I don't see why people are worried about leaky faucets, taps and flushing toilets.			0.823		
I am emotionally involved in environmental protection issues in India					0.626
India's environment is my major concern.					0.585
I often think about how the environmental quality in India can be improved.					0.758
I like the idea of purchasing green products.	0.673				

I have a favourable attitude toward purchasing green version of a product	0.774				
I would consider buying products because they are less polluting.	0.668				
I would consider switching to other brands for ecological reasons.		0.616			
I intend to switch to a green version of a product.	0.645				
I would choose environmentally friendly goods and services, campaigns or companies if the price were the same.		0.825			
I am willing to pay more for environmentally friendly products.	0.752				
If the price of green products is less expensive, I am willing to change my lifestyle by purchasing green products.		0.784			
By buying a green product, I indirectly influence the environmental protection.					0.554
If consumers keep purchasing green products, the production of green products will eventually increase.					
I would look for packaging that is made from recyclable materials.				0.798	
I would look for packaging that is biodegradable.				0.672	
I would look for packaging that is reusable.				0.670	
When I want to buy a product, I look at the ingredients label to see if it contains thing that are environmentally damaging.					
I prefer green products over non-green products when the products qualities are similar.					
I choose to buy products that are environmentally friendly.	0.610				
I buy green products even if they are more expensive than the non-green ones.	0.767				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

The 5 components and are named as: willingness to purchase green products, concern for the environment, environmental awareness, price sensitivity, and green packaging. The first component, which is named as "willingness to purchase green products" has got maximum loading and hence we can conclude that it is the most important factor in determining consumer behaviour with respect to green products followed by concern for the environment, Environmental awareness, price sensitivity, and green packaging.

Now to further conclude multiple regression analysis was done to determine the correlation between latent variable determined after Factor analysis, hence a Cronbach's Alpha test was done to check the reliability of the identified latent variable.

Reliability Test

The internal consistency of the variables was tested using Cronbach's Alpha. (Table 6) reveals the results of Cronbach's Alpha:

Table 4

Factors	No. of Items	Cronbach Alpha value
Concern for environment	4	.700
Environmental Awareness	3	.762
Price Sensitivity	3	.742

Willingness to purchase green products	7	.861
Green Packaging	3	.747

Source: Author's analysis

Cronbach's alpha value of constructs can be reliable only if they are > 0.5 (Hair et al., 2010, Malhotra and Dash, 2011). We can observe that constructs used here have a Cronbach's alpha value > 0.5. Hence, all constructs are confirmed to be reliable.

Awareness Towards Present Environmental Condition

96 percent of participants in the below chart (Figure 2) reported being aware of the current environmental situation in India.

Figure 6

Source: Author's analysis

The Regression analysis was used to confirm the association between environmental awareness and concern for the environment and the finding shown below (Table 7).

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17.223	.257		66.917	.000
	Environmetal_awareness	-.091	.039	-.137	-2.335	.020

a. Dependent Variable: ConcerFor_Environment

Table 7

Source: Author's analysis

However, the research findings showed that environmental awareness and concern for environment are not significant and negatively correlated. Therefore, the even if consumers are aware of various environmental issues but that is not translating into showing concern for environment.

Correlations

		Green_Packaging	Price_sensitivity	ConcerFor_Environment	Willingnessto_Purchase
Green_Packaging	Pearson Correlation	1	.484**	.338**	.391**
	Sig. (2-tailed)		.000	.000	.000
	N	287	287	287	287
Price_sensitivity	Pearson Correlation	.484**	1	.326**	.382**
	Sig. (2-tailed)	.000		.000	.000
	N	287	287	287	287
ConcerFor_Environment	Pearson Correlation	.338**	.326**	1	.530**
	Sig. (2-tailed)	.000	.000		.000
	N	287	287	287	287
Willingnessto_Purchase	Pearson Correlation	.391**	.382**	.530**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	287	287	287	287

** Correlation is significant at the 0.01 level (2-tailed).

Table 8

Source: Author's analysis

While the Pearson Correlation reveals that the correlation between the variables, willingness to purchase green products, concern for the environment, price sensitivity and green packaging is positively significant in determining the green purchase behaviour.

CONCLUSION AND RECOMMENDATION

India is a country governed by a plethora of religions, cultures, subcultures, values, tastes, and preferences and pandemic has made things a little more complex. Consumer buying behaviour is a complex process. Some products, such as FMCGs, are considered low-involved, whereas others, such as white goods, may require a higher level of involvement. This could be a complicated task for the organization, and they must come up with an out of the box approach to involve all the stakeholders of society to succeed in the greening effort, as Green is surely becoming the emblem of eco-consciousness in India. Environmental awareness is the main determinant in molding human behaviour in terms of the environmental issues and therefore it may be regarded as a prerequisite for preventing environmental disasters. However, Environmental awareness and environmental concern is insignificant and negatively connected (β =-.137; t=-2.335, p=0.020), according to the findings of this study. People are environmentally conscious and comprehend what they should do to benefit the environment, but that does not mean they intend to bring action, which is in line with the study conducted by (Mei, N. S., Wai, C. W., & Ahamad, R. 2017; Sasikala and Parameswaran 2018).

However, a certain group of people who are concerned about the environment are eager to buy green products. When discussing marketing in the framework of "Marketing 4.0," Kotler argued that the era 4.0 is more relevant for "Youth," "Women," and "Netizens." With the rise of social media platforms and the massive demand for digital marketing, businesses should consider implementing Evangelism Marketing Strategies to promote green products and concepts, which have a track record of establishing brands such as Apple and Harley-Davidson, to name a few.

Furthermore, consumer perceptions of green product effectiveness and usability is driven by the level of reliable information available regarding product quality. Therefore, Marketers could consider using the 3Es methods, which are: 1. Educate 2. Engage 3. Excite, consumers in order to urge them to buy green products more frequently. Often consumer rely on their past experience to guide their present behaviour, therefore educating and engaging them is the base for propagating green concept at large scale.

The general perception of Indian consumers is that they are price sensitive, which may not be the case in the current study. Price sensitivity (Pearson Correlation =0.382, p=0.000) has positive bearing on willingness to purchase green products, but the magnitude is not that exceedingly high.

Packaging of the product also creates a lot of waste that can also be considered in the product design and organizations like Coca Cola, Dabur, HUL, Pepsi are taking this as a matter of great concern and handling it well to move towards zero waste. Therefore, from customers perspective, green packaging has significant positive bearing (Pearson Correlation =0.391, p=0.000) on willingness to purchase green product.

As a result, it can be concluded that people are aware of current environmental problems, but the magnitude of ecological concern may not be as desired; however, a segment of customer who are environmentally concerned (Pearson Correlation =0.530, p=0.000) may be highly significant positive impact on willingness to purchase green product, and the price of the product may not deter their choices, while the sustainable packaging also positively influence the willingness to purchase green product.

Limitation

The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness, satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population. For the survey to be generalized, the sample size (287) is too small. The data was only collected online, so the responses could have come from persons who are tech-savvy or privileged enough to afford an internet connection. As a result, the data may not represent all socioeconomic groups' perspectives.

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Table 1 Questionnaire items and sources

Constructs	Sources
1. Since we live in such a large country, any pollution that we create is easily spread out and therefore of no concern to me.	(Michel Laroche et al., 2001)
2. The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state	
3. With so much water in this country, I don't see why people are worried about leaky faucets and flushing toilets	
Environmental degradation has risen in last decade?	
who is responsible to promote the use of green products	Nittala et al. 2021
1. I am worried about the worsening quality of the environment in India. 2. India's environment is my major concern. 3. I am emotionally involved in environmental protection issues in India. 4. I often think about how the environmental quality in India can be improved.	(Jaiswal & Kant, 2018)
1. I like the idea of purchasing green. 2. I have a favourable attitude toward purchasing green version of a product.	(Jaiswal & Kant, 2018)
1. I would consider buying products because they are less polluting. 2. I would consider switching to other brands for ecological reasons. 3. I intend to switch to a green version of a product.	(Jaiswal & Kant, 2018)
1. I would choose environmentally friendly goods and services, campaigns or companies if the price were the same. 2. If the price of green products is less expensive, I'm willing to change my life-style by purchasing green products.	(Suki, 2013)
1. By buying a green product, I indirectly influence the environmental protection. 2. If consumers keep purchasing green products, the production of green products will eventually increase.	(Suki, 2013)
1. That the packaging is made from recyclable materials. 2. That the packaging is biodegradable. 3. That the packaging is reusable.	Kong et al. 2014
1. When I want to buy a product, I look at the ingredients label to see if it contains thing that are environmentally damaging. 2. I prefer green products over non-green products when the products qualities are similar. 3. I choose to buy products that are environmentally friendly. 4. I buy green products even if they are more expensive than the non-green ones.	(Sinnappan & Rahman, 2011)

SYDENHAM INSTITUTE OF MANAGEMENT STUDIES, RESEARCH & ENTREPRENEURSHIP EDUCATION (SIMSREE)

8th ASIA PACIFIC INTERNATIONAL CONFERENCE ON
CHANGING BUSINESS PRACTICES IN CURRENT ENVIRONMENT

"Certificate of Merit"

This is to certify that Dr./Mr./Ms. Rama Singh & Arunava Narayan Mukherjee of School of Commerce and Management, Arka Jain University have presented a paper entitled Factors affecting the buying behavior of consumers' towards waste management products, with special reference to Jamshedpur at the said conference.

Dr. R. K. Srivastava
Organizer (Prof. & HOD)
Marketing & Research, SIMSREE

Date: 23rd & 24th April, 2021

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LETTER FROM CHIEF EDITOR

Dear Academic colleagues, industry associates and research enthusiasts!

It is indeed heartening to present you with this journal. Your association with Sydenham Management Review is a treasured one. India and its economy stand at the cusp of an important phase. It is obvious that India's importance globally is steadily growing. In order to maintain this momentum, one needs to imbibe change and move ahead in the current changing business environment.

In the context, the current edition of the SMR has been bejeweled with articles we received from foreign as well as Indian scholars. This edition of SMR has contributions from Dr Bhanot and Dr Srivastava on the Study on *the Purchase Behavior of Indian Consumers During Coronavirus Lock-Down,* Prof. Gaanyesh Kulkarni and Dr. R. K. Srivastava on *How Consumer's Buying Pattern, Culture, and Subculture Results in Influencing the Purchase Decision of Urban Indian Households for Branded Edible Oil*, Dr. Sangeeta Pandit on *the Role of Prudent Decisions on Corporate Success*, Rama Singh and Dr. Arunava Mukherjee on *Factors Affecting the Buying Behavior of Consumers' Towards Waste Management Products*, R. Srinivasan, Sandeep Bhanot and R.K Srivastava on *Perception Towards Participation in Online Teaching Instruction among the Faculties of MBA During COVID-19*, Rishika Bhojwani on *a Study of Brand image and Customer perception of Public and Private Sector Banks among Generation X and Generation Y*, P Jena on *a study on Adoption of Digital Banking Services in Indian Public Sector Banks*, Manoj Pansare on *Understanding The Maturity Level Regarding Corporate Social Responsibility (CSR) Activities by the Indian Hospitality Sector Vendors During Pandemic Disasters (Covid19 Situation)*, Arismita Deka, Sarvesh Ramesh and Sangeeta Bagal on *Transient Impact of Covid-19 on Employment in India* and Anushri Prashant Ghatole on *Impact of Oil and Domestic Gold prices on GDP.*

Finally, we would like to thank our guest editor for this issue, Dr. R.K. Srivastava, HOD Marketing and Research, SIMSREE for his inputs, guidance and mentorship.

Thanks, and Regards,

Aashish Pawaskar

Chief Editor

Factors affecting the buying behavior of consumers' towards waste management products

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Abstract

Introduction: In the Indian context, the 21st century is characterized by Liberalization, Privatization, Globalization, Industrialization, Urbanization and Digitization, Immunization, and self-reliant India. The cloud has become our new workspace while Bots and Robots have become our new co-workers. All the technological advancement that we have achieved has so far resulted in horrendous environmental degradation and scarce resources. So the entire world is shifting from a linear economy to a circular economy and actively looking for solutions to recycle, reuse and extend the product life cycle to the maximum extent possible. We have to find more sustainable ways to produce, consume and dispose of after use. We can make systemic choices that would embark on a trajectory towards positive, sustainable, regenerative, and value-creation development of the nation. The Green concept is slowly and steadily creeping into every facet of life. Proper waste management techniques and systems should be adopted to minimize the consequences of overconsumption, excess production, and irresponsible disposable behavior of society.

Purpose: The aim of the study is to develop an Extended Theory of planned behavior (ETPB) Model which will include environmental concern and perceived moral obligation to predict consumer behavior towards the purchase of waste management products/solutions for households.

Methodology: To test and quantify the hypothesis, the questionnaire-based approach was employed. Due to the Covid-19 situation, the questionnaire was circulated through Google Form, and a convenient sampling method was used. The data was analyzed using SPSS.

Results: Data of 272 respondents is captured through a structured questionnaire and analyzed to understand their waste management attitude and buying intention.

Keywords: Green behavior, disposable behavior, waste management product, attitude towards green products

1. Introduction

As posited by Csikszentmihalyi, (2000) ,a social philosopher, Hannah Arendt, almost half a century ago envisaged and warned about advances in technology and the increase in free time providing humankind with the opportunity to consume the whole world. That's turning into a reality day by day. By 2030, India is predicted to be the foremost populous country in the world, the growing population, rapid urbanization, and industrialization, and current pandemic are putting lots of strains on our natural resources and generation of waste or hazardous materials. Although, uncontrolled growth of the population has resulted in technology progression, mass production, which eventually leads to continuous economic growth, over consumption, but all at the cost of degradation of natural resources. The world is facing serious environmental issues like climate change, biodiversity loss, and rapid non-renewable resource depletion, and a slew of other environmental issues such as waste management. Solid waste management (SWM) is a serious problem in India as well.

It is critical to segregate trash at the source, so that any valuable organic waste is not wasted. The 4Rs policy — refuse, reuse, reduce, and recycle – must be implemented immediately. Composting is an environmentally friendly alternative to landfills. It also cuts down on greenhouse gas emissions. Composting at home can significantly reduce the amount of trash entering the system (Lekammudiyanse, et al. 2009).

1.1. Waste Generation Scenario in India

As per the Ministry of Environment, 2016, India generates 62 million tonnes of waste (containing both recyclable and non-recyclable waste) per year and which is estimated to extend to 165 million tonnes by 2030. According to ASSOCHAM report 2017, only about 75-80% of the municipal waste gets collected and 22-28% of that waste is processed and treated. The majority of our environmental problems – excess garbage, pollution, waste of energy and material, etc. – are the result of consumers' consumptive behavior (Gan, Christopher, Wee, Han Yen, Ozanne, Lucie, Kao, 2008). According to an article published in Mint (February 2021), Sanjiv Mehta, Chairman and Managing director, Hindustan Unilever, those years of unsustainable consumption have led to climate change and loss of biodiversity is at the root of this pandemic. From coastal erosion, erratic climate to declining natural resources, humankind will have to bear a huge environmental cost and new diseases are just the beginning. As per the 2020 Global Hunger Index, India ranks 94th out of the 107 countries. Therefore, an enormous disequilibrium exists within the society, and waste generation is the assured by-product of industrial development and consumerism.

1.2 Consumer Behavior towards Waste Management

Household waste production is a growing concern in both the developed and developing world (Stewart Barr, 2007). Studies have shown that improper waste management is one of the most common causes of environmental pollution. In line with the survey conducted by Ipsos in 2019, almost 90 percent of respondents in India stated that they made adjustments to their consumer behavior due to climate change concerns; however, around 6 percent admitted not to make any changes to their purchasing habits, but in reality, there is a huge gap between proclamation and actual purchase intention.

1.3 Waste Management Scenario in India

Sustainability, Zero Waste Policy, Net-Zero Emission, reducing carbon footprint are key strategies for propagating and maintaining circular economy. It's imperative for future survival as well as the tools to meet The Sustainable Development Goals (SDGs), also known as the Global Goals, adopted by all the United Nations in the year 2015.

The Ellen MacArthur Foundation, a UK registered charity that aims to propagate the concept of circular economics, has envisioned that enforcing circular economy possibilities in India may yield over $624 billion per year in material savings by 2050, which is equivalent to 30% of India's current GDP.

Zero Waste Management is relatively a relatively new concept in the Indian scenario; however, it is a vital step in the direction of mobilization of the circular economy. Now a day's trash is treated as a commodity. The concept of waste to wealth is crucial in today's state of affairs and extracting wealth from waste has emerged as one of the most demanding activity of state and local governments in developing nations worldwide.

1.4 Household waste generation scenario

As per Food Waste Index Report 2021, it has been said that roughly 1/3rd of the food produced globally for human consumption either gets wasted or gets wasted, which can be quantified as about 1.3 billion tonnes per year. The same report, conducted by the United Nations Environment Programme (UNEP) and WRAP – around 931 million tonnes of food waste was generated in 2019, and it comprises 60% from households, 26 % from food service, and 13 % from retail. Indian households accounted for 7.4% of the entire 931 million tonnes of food wasted in the world in 2019. Food waste takes place at different stages in developing and developed countries; in developing countries, 40% of food waste occurs at the post-harvest and processing levels, while in a country like India according to a written statement given to the parliament in 2013 by former agriculture, minister Sharad Pawar that agriculture produces to the tune of Rs 50,000 crore-40% of the total produce-was wasted every year. One such initiative is adopted by the Chinese government to roll out mitigation policies and a nationwide "clear your plate" campaign to curb the issue of food waste. Food waste has been associated with the emission of

greenhouse gases, and it also has a substantial impact on all the three P's of sustainability i.e. People, Planet, and Profit. Therefore, apart from mindful consumption, household waste management products such as compost bins can be used to turn organic waste into manure and thereby contribute to sustainable development goals.

2. *Need of the study*

There is a lack of research specifically on examining the antecedents of consumer purchase intention with regards to waste management products in the Indian context, particularly in Jamshedpur, Jharkhand. A larger and/or wider concept like circular economy can't be successfully implemented and channelized until and unless all the stakeholders of the society actively participate and thoroughly understand its importance. Objectives are to predict the intention of a person towards the waste management products, we need to know.

Whether the person is aware of the present environmental condition, whether the person is in favor of adopting environmental friendly behavior, i.e., measuring their attitude towards waste management products; Impact of social pressure on adopting environmental friendly behavior ('subjective norm').; Whether the person feels in control of the action in question ('perceived behavioral control'); Role of Moral Obligation information of positive intention to buy waste management products. The next section is related to literature review

3. Literature Review

3.1 Need for Circular Economy

Since generations we were following a linear economy, i.e., take-make- use- throw-away approach, resulting in a lot of wastes in terms of plastic, textile, metals, lead, etc. This holds good only if resources are infinite. This overproduction and irresponsible disposable behavior is taking a toll on the environment and human health. According to Malthus (1978), population increases at a geometric rate, whereas means of life such as natural resources like food, water, oxygen, etc. increases at a constant rate. In the current situation, adopting a circular economy is the need of the hour. The circular economy advocates extending the life cycle of the product by incorporating the 6R's by reusing, repairing, recycling, and minimizing the waste to a minimum. The circular economy, which promotes the elimination of waste and the continual safe use of natural resources, offers an alternative that can yield up to $4.5 trillion in economic benefits by 2030 (World Economic Forum).

Figure I: Source: (25) Pinterest https://in.pinterest.com/pin/252201647870261645/

3.2 People, Planet and Profit- The 3P's of sustainability

According to John Rawls (1999), societies should confirm how much of the earth's resources they are willing to sacrifice or not use, so that future generations will be able to access and luxuriate in such natural resources, as we are the trustees of the natural resources for our future generation. The term, "sustainable development" was coined in the year 1970 during the Cocoyoc Declaration on the Environment and Development. In the year 1987, the World Commission on Environment and Development submitted its report, called "Our Common Future", which is additionally called the Brundtland Report, which outlined sustainability as, "Meeting our needs without compromising the ability of future generations to meet their own needs."

Against this backdrop, a sustainable organization is defined as any business concern that is economically viable, socially responsible, and environmentally friendly. As a result, sustainability helps to bridge the gap between business, society, and the environment. The key drivers of sustainability are climate change, the depletion of natural resources, regulation, consumer demand and economic globalization.

3.3. Evolving Relationship between Sustainability and Marketing

Sustainability is emerging as a megatrend (Lubin and Esty, 2010) for all the stakeholders of society. As stated by Peter Drucker (1958), marketing is the process through which the economy is integrated into society to serve human needs. So, marketing plays an important role in shaping the needs and wants of society and marketers must convert society's needs into an opportunity for profitable business. According to Philip Kotler, the best business strategy is to predict where clients will appear and stop right in front of them.

The ongoing pandemic and the rise of health-conscious consumers have resulted in new business dynamics such as the environment, sustainability, and going green.Philip Kotler coined the term "Marketing 3.0" in his book "Marketing 3.0: from Products to Customers to the Human Spirit. "Over the years, marketing has evolved through three stages;

Marketing 1.0 is a product-oriented concept that emphasizes the functional aspect of a product or service and believes in mass selling.Marketing 2.0 is a concept based on data. It was more customer-centric, with individual customers segmented and identified and followed via SEO, social media, and other ICT techniques. In today's hypercompetitive market, organizations are interested in tapping individual customers and hope to achieve profitable growth through a larger share of each customer's expenditure. Marketing 3.0 is a holistic approach and the shift is from customer-centric marketing to a humanistic approach and it benefits society at large and businesses are bound to understand and reflect human values in their marketing activities.

Over the years, the definition of marketing has undergone radical changes. The latest definition approved by the American Marketing Association: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

3.4 Zero Waste Strategy- Need of The Hour

(BSR, 2010) has defined waste as "anything that does not create value is termed as waste. It is also described as something that is at the end of the product's life cycle and is disposed of in landfills. Household waste contains a lot of bio-degradable items such as kitchen waste, leftover food, etc. Adopting a composting method is one way to reduce household waste.Composting is a biological process of decomposition carried out under controlled conditions of ventilation, temperature, moisture and organisms in the waste themselves that convert waste into humus-like material by acting on the organic portion of the solid waste. In this process, the final product is odour-free and is the perfect soil conditioner. It is also considered as a nutrient-rich compost with enormous agricultural value and can be utilized as a fertilizer. Composting can be done in both the presence of air as well as in the absence of air. Dedegradable waste can be converted into useful compost by the process of aerobic composting, also known as Vermi Composting (Mir etal. 2016). Zero waste is a philosophy based on a set of practices aimed at avoiding as much waste as possible. In a manufacturing set-up, it is also known as the cradle to cradle approach, while in a household setting, it engages the consumer to act responsibly. However, there is a severe misconception among end users regarding the zero waste policy, that it involves a lot of recycling. However, recycling is the last resort before a landfill, because of the cost associated with the recycling process.For a house-holding setting, zero waste entails the following steps:

Refuse to obtain what you do not require.2. Reduce what you do need. 3. Reuse: what you consume. 4. Recycle: what you cannot refuse, reduce or re-use. 5. Rot: (Compost) the rest.Household consumers can contribute significantly to the zero waste policy by composting their organic waste, such as kitchen waste and leftover food etc., and giving back to the environment. Therefore, sustainability is the future and waste management techniques are the tools to achieve sustainable goals.Many economists believe that when the free market is unable to maximize societal welfare, it should be regarded as a "failure," and that policy intervention may be required to correct it. Moreover, economists also believe that climate change is a result of multiple market failures. As most of the ill effects of emissions do not fall on those who are indulging in such activities, rather, they fall on future generations and developing countries. As a result, economists who support this as a market failure argue that policy intervention is required. Policymakers must raise the cost of activities that contribute to the emission of greenhouse gases, forcing businesses to innovate in low-carbon technologies.

3.5 Application of Theory of Planned Behavior

The Theory of planned behavior (TPB) has been extensively used as paraphernalia to back our understanding of a variety of behaviors such as health behaviors and intentions, including smoking, drinking, health services utilization, internet purchase behavior, and dishonesty, pro-environmental behavior, including waste management behavior by households and recycling behavior of individuals by researchers. The TPB was proposed by Ajzen (1985) as an extension of the theory of reasoned action (TRA; Fishbein and Ajzen 1975). The only difference between the two models is that TPB contains an additional variable called perceived behavioral control as the determinant of predicting the behavioral intention of an individual.

The theory of planned behavior assumes that human behavior is goal oriented. Buyers tend to exhibit socially acceptable behavior and they undertake logical and rational purchase decisions. TPB entails factors determining an individual's decision to comply with a specific behavior. It also assumes that the individual's behavior is adamant about intention, while intention in turn depends on various factors such as attitude; subjective norms set by society, perceived moral obligation and perceived control of behavior. Intentions are a person's motivation to act in a certain way. According to the theory of planned behavior, human intention is guided by the following factors:

1) Behavioral beliefs - beliefs on the likelihood of the outcomes of the behavior and the evaluations of these results with respect to a favourable or unfavorable attitude towards the behavior.

(2) Normative beliefs are guided by normative expectations of others and motivation to comply with these expectations and this leads to perceived social pressure.

(3) Control beliefs are the notion that the performance of a certain specific behavior is under an individual's control.

TPB is regarded as one of the most powerful frameworks for predicting human behavior, according to Stern (2005), and it has significant applicability in the field of environmental psychology).It has been extensively used in determining intention towards certain behavior by various researchers such as Chen, M. F. (2017), Kalafatis, S.P., Pollard, M., East, R. and Tsogas, M.H. (1999), George, J. F. (2004), Yadav, R., & Pathak, G. S. (2017), Setyawan, Andhy & Noermijati, Noermijati & Sunaryo, Sunaryo & Aisjah, Aulia (2018) in their studies to predict human intention towards a particular behavior. The present study takes the theory of planned behavior (TPB) as its base model. As posited by Paul et al. (2016), the extended theory of planned behavior presents a higher utility than the existing TPB. Hence, the researchers have extended the TPB model by adding Environmental Concern (EC) and a perceived moral obligation to predict the waste management behavior of Indian consumers.

4. *Theoretical Framework* and development of hypotheses

4.1 Theoretical Framework:

Research Gap

Indian consumers are considered as environmentally conscious by many scholars in their studies (Jain and Kaur 2006, Paul et al.2016, Mostafa, 2007), while they also confirmed consumers are environmentally conscious but it does not affect their purchasing decisions, (Jain and Kaur 2006, Saxena et al., (2010). According to Stewart Barr (2007), there is a linkage between household attitudes and environmental behavior that is complex but interrelated and mostly governed by three factors, such as environmental values, situational variables, and psychological factors. (Yam-Tang and Chan, 1998) In their study, they stated that consumers do not purchase products based on environmental concern alone and they will not forgo other product features for a better environment.

Ajzen (1991) ascertained that perceived behavioral control influences the planned behavior of a person, but Lindqvist, J., & Andersson, M. (2015), proved that perceived behavioral control was non-significant in their study, though Chen and Tung, (2014), Paul et al. (2016) posited that purchase intentions were positively influenced by perceived behavioral control. Pertaining to subjective norms, Chen and Tung, (2014) and Han et al. (2010) observed a significant role of subjective norms in predicting purchase intention, unlike Paul et al. (2016).

Despite the fact that the model was created in accordance with Ajzen's (1991) theory of planned behavior, researchers have discovered that the model's strength can be further enhanced by including more relevant variables (Paul et al. 2016, Teo, T., Zhou, M., & Noyes, J. 2016) that may influence a positive purchase intention.

As a result, this model is an extension of the theory of planned behavior.

Figure:II Source: Author's own research

Consumer attitude towards Waste Management products is a dependent variable that is linked to their environmental concerns. Furthermore, attitudes toward Waste Management Products, Moral Obligation, Subjective Norms, and Perceived Control Behavior all have a role in deriving Purchase Intention. Therefore, Purchase Intention is considered as a dependent variable, whereas, attitudes toward Waste Management Products, Moral Obligation, Subjective Norms, and Perceived Control Behavior would be treated as independent variables. All the dependent and independent variables that were employed were thoroughly covered in the literature review section.

4.2 *Development of hypotheses*

As per Schultz and Zelezny (2000), environmentalism can be defined as "human activities intended to lessen the impact of human behavior on the ecosystem".

Environmental concern and purchase intentions of waste management products. Environmental concern (EC) has been treated as an evaluation of one's own behavior or others' behavior with consequences for the environment.

(Fransson & Gärling, 1999). Previous studies, such as Singh et. al (2020), Paul et al. (2016), Setyawan et al. (2018), have confirmed the role of environmental concern in purchase intentions. As cited by (Sharma et al., 2013), consumers' purchasing decisions are often based on their environmental attitudes. Therefore, the present study included EC as a variable.

H1*: Environmental concern has a positive and significant impact on attitude towards waste management Product.*

Attitude and purchase intention of waste management products

According to Gordon Allport (1935), "An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations to which it is related." As per Schultz and Zelezny (2000), "attitudes towards environmental concern are present in a person's concept of self and the degree to which they perceive themselves as an integral part of the natural environment". Previous studies have confirmed that attitude illustrates consumers' favourable and unfavorable response (Blackwell et al., 2006) and their purchasing decisions are based on their environmental attitudes (Irland, 1993; Schwepker and Cornwell, 1991). According to Cruzet al. (2015), attitude is a tendency to react while behavior a readiness to react towards certain objectives.

H2: Attitude towards waste management product has a positive and significant impact on purchase intention towards waste management products.

Subjective norms and purchase intention of waste management products

Subjective norms refers to, "the perceived social pressure to perform or not to perform the behavior". It affects people's decision-making process and intention towards a specific behavior (Ajzen, 1991; Chen & Tung, 2014).Subjective norm is the perceived social pressure to engage or not engage in a particular behavior.

H3: *Subjective norms have a positive and significant impact on purchase intention of waste management products.*

Perceived behavioral control and purchase intention of waste management products

As described by Ajzen (1991) the Perceived Behavioral Control as "a factor to envisage the perceived ease or difficulty in performing the behavior and it assume to reflect past experience as well as anticipates limitations and obstacles", which means that this factor reflects the perception. Behavior control specified in the form of self-efficacy and is a condition where people believe that a behavior is easy or difficult to follow. As following zero waste philosophy and sensible consideration of buying waste management products requires a disciplined approach, hence PBC included in the model to validate its impact on purchase intention.

H4: *Perceived control behavior has a positive and significant impact on purchase intention of waste management products.*

Perceived Moral Obligation and purchase intention of waste management products

Moral obligation is the personal internal state and concerned with the extent to which an individual feels a sense of responsibility to act morally or immorally when faced with an ethical dilemma. (Haines, et.al, 2008). Chen and Tung (2014) have examined perceived moral obligation and concluded that it is directly proportional to intention to perform certain behavior. They also posited that moral obligation is an important factor to understand the willingness to act in certain way. Verma and Chandra (2018) presented that morality act as an important factor observing a consumer's ecological behavior and intention. It has been observed that individuals who emphasize on morality tend to be more concerned for well being of the society and are more engaged in more pro-social behavior (Verma and Chandra, 2018). In the context of our present work, we Extended TPB model by adding Perceived moral obligation as add-on variable.

H5: *Perceived moral obligation has a positive and significant impact on purchase intention of waste management products*

Sustainability has become a prevailing factor across all walks of life but unfortunately the sales of sustainable products - especially waste management products are not picking up and there is huge gap in terms of consumer's attitude towards green products and their consumption and buying behavior. (Luchs et al. 2010)

5. Methodology

5.1 Sample Design

Regarding the sample size, it has been suggested that there should be a minimum of 10 cases per parameter/item required in the statistical estimate (Kline, 2011). The study has five constructs (5 items for environmental concern, 3 items for attitude, 4 items for subjective norms, 4 items for perceived behavior control, 4 items for perceived moral obligation, and 4 items for purchase intention, totaling 24 items), so the ideal sample size for the study is (24 * 10=240).Therefore, a sample size of 272 is justified for the present research as the study contains 24 items and in view of the prevailing pandemic situation a convenient random sampling technique had to be used to collect data.The objective of the study was to understand the impact of environmental concern on attitude towards considering the purchase of waste management products such as compost bins and purchase intention of buying such products. The sample, therefore, is comprised of university students, professors, and home makers in the age group of 18–60 years. The general profile of the respondents is appended below.

Case Summaries

Gender		Age	Income	Qualification	Employment
Male	N	164	164	164	164
	Mean	1.10	3.41	3.60	3.21
	Median	1.00	4.00	3.00	3.00
	Std. Error of Mean	.024	.123	.063	.178
	Minimum	<30	Upto 2.5 Lakh	Higher Secondary	Full-time employment
	Maximum	30-40	No Income	Diploma	Student
	Range	1	4	4	5
Female	N	108	108	108	108
	Mean	1.20	4.15	3.53	4.35
	Median	1.00	5.00	4.00	6.00
	Std. Error of Mean	.047	.130	.064	.210
	Minimum	<30	Upto 2.5 Lakh	Higher Secondary	Full-time employment
	Maximum	40-50	No Income	PhD	Student
	Range	2	4	3	5
Total	N	272	272	272	272
	Mean	1.14	3.71	3.57	3.66
	Median	1.00	4.50	4.00	4.00
	Std. Error of Mean	.024	.093	.046	.140
	Minimum	<30	Upto 2.5 Lakh	Higher Secondary	Full-time employment
	Maximum	40-50	No Income	Diploma	Student
	Range	2	4	4	5

A total of 272 out of 300 respondents submitted their completely filled questionnaire. A total of 272 people responded, with 60.3% being male and 39.7% being female. The modal age of the respondents was 30, with 87.1% being in this age group, indicating that the data accurately captures the vibes of Indian millennials. Nearly 44.1% of respondents were graduates, 42.6% were postgraduates, 7.4% were PhDs, and the remaining 5.9% had a basic formal education. About 50% were employed whilst the remaining 50% were unemployed.

5.2 Questionnaire Design

The data was collected with the help of a structured questionnaire. The questionnaires were administered via an online survey using a Google form. The data collection was done from December 2020 to February 2021. The questions were designed by adopting items from Paul et al. (2016), while the scale for perceived moral obligation was adopted from Sabucedo, Dono, Alzate & Seoane, (2018). The questionnaire, which includes 25 items in total, was refined as per the needs of the research. All of the items were scored on a five-point Likert scale, with 1 representing 'strongly disagree' and 5 representing 'strongly agree.' The questionnaire items and their source of adoption are mentioned in the Annexure1. The collected data was tabulated in SPSS version-26 and all the analysis has been done using SPSS. The internal consistency of the questionnaire is tested using Cronbach's Alpha. Table 2 reveals the results of Cronbach's Alpha:

Reliability Statistics

Cronbach's Alpha	N of Items
.795	25

6. Results

6.1 Hypothesis Testing

H1: Environmental concern has a positive and significant impact on attitude towards waste management Product.

Table 1: I am very concerned about the environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	12	4.4	4.4	4.4
	Agree	84	30.9	30.9	35.3
	Strongly Agree	176	64.7	64.7	100.0
	Total	272	100.0	100.0	

The above table reveals that 95.6% respondents claimed that they are very concern about the environment.

Table-2: The analysis of second question

6. I am aware about the house hold waste management products such as Compost Bins,

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	24	8.8	8.8	8.8
	YES	248	91.2	91.2	100.0
	Total	272	100.0	100.0	

:

91.2% of the respondents were aware of the house hold waste management product (Compost Bin).

2. I would be willing to reduce my consumption to help protect the environment

Majority of the respondents agreed to the point that they are willing to reduce their consumption to protect the environment.

3. I follow zero waste policy.

5. Major social changes are necessary to protect the natural environment.

While 70.5% of the respondents feel that major social changes are necessary to protect the natural environment. At the same time, 69.1% of people claimed that they follow zero policies.

To further confirm the relationship between environmental concern and attitude towards waste management products, Pearson Correlation method was applied.

Table-3: Correlations test

		ATWMP	Env_Concern
Pearson Correlation	ATWMP	1.000	.076
	Env_Concern	.076	1.000
Sig. (1-tailed)	ATWMP	.	.104
	Env_Concern	.104	.
N	ATWMP	272	272
	Env_Concern	272	272

While the Pearson Correlation reveals that the correlation between the two variables, namely environmental concerns and attitude towards waste management products is not at all significant (Pearson Correlation =0.076, p=0.104).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics						Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.076[a]	.006	.002	1.68490	.006	1.586	1	270	.209		2.198

a. Predictors: (Constant), Env_Concern

b. Dependent Variable: ATWMP

We can see from the regression analysis that the adjusted R2 value is.002, and thus we can conclude that the consumer's environmental concern has a negligible impact on their attitude toward waste management products. Although consumers claim to be concerned about environmental issues, attitudes do not always translate into actual purchasing behavior, and the study confirms that there is a significant gap between environmental concern and attitude toward waste management products.

H2: Attitude towards waste management product has a positive and significant impact on purchase intention.

H3: Subjective norms have a positive and significant impact on purchase intention.

H4: Perceived moral obligation has a positive and significant impact on purchase intention.

H5: Perceived control behavior has a positive and significant impact on purchase intention.

The multiple regression analysis was performed to test hypotheses 2 to 5 on the independent variables: Attitude towards waste management products, Subjective norms, Perceived control behavior, Moral obligation.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.511[a]	.262	.250	1.64563

a. Predictors: (Constant), Moral_obligation, PBC, ATWMP, Subjective_Norm

The output of the same is appended below.

The overall result for the regression model was significant. It is clearly indicated that all the factors (ATWMP, Subjective Norms, PCB and Moral obligation) were simultaneously significant to the dependent variable (Purchase Intention). While the adjusted R square is (Adjusted R square =0.250), the three factors contributed to

25% of overall purchase intention.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.261	1.354		6.840	.000
	ATWMP	.273	.079	.242	3.436	.001
	Subjective_Norm	.232	.055	.343	4.253	.000
	PCB	-.107	.084	-.082	-1.277	.203
	Moral_obligation	.048	.053	.051	.916	.360

a. Dependent Variable: Purchase_Intention

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.473[a]	.224	.221	1.67747	.224	77.345	1	268	.000	
2	.504[b]	.254	.249	1.64750	.030	10.839	1	267	.001	1.774

a. Predictors: (Constant), Subjective_Norm

b. Predictors: (Constant), Subjective_Norm, ATWMP

c. Dependent Variable: Purchase_Intention

The attitude towards waste management products and subjective norms are positively significant in determining the purchase intention of consumer.

23. I feel morally obliged to manage zero waste.

From the above Graphs it is clear that 95.6% respondents agreed to the fact that they feel morally obliged to manage zero waste.

25. Purchasing waste management products constitutes a moral obligation to oneself.

90% of the respondents revealed that purchasing waste management products constitutes a moral obligation to oneself.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.261	1.354		6.840	.000
	ATWMP	.273	.079	.242	3.436	.001
	Subjective_Norm	.232	.055	.343	4.253	.000
	PCB	-.107	.084	-.082	-1.277	.203
	Moral_obligation	.048	.053	.051	.916	.360

a. Dependent Variable: Purchase_Intention

From the above, it is clear that 95.6% respondents agreed to the fact that they feel morally obliged to manage zero waste and also 90% people revealed that purchasing waste management products constitutes a moral obligation to oneself but in the proposed model, perceived control behavior has no significant impact on purchase intention but moral obligation may be regarded as weakest factor in determining the purchase intention of people of Jamshedpur.

Table 4: Summary of Hypotheses Test

Hypothesis	Statement	p value	Result
H1	*Environmental concern has a positive and significant impact on attitude towards waste management Product.*	p=0.104	Not Supported

H2	*Attitude towards waste management product has a positive and significant impact on purchase intention towards waste management products.*	p=0.001	Supported
H3	*Subjective norms have a positive and significant impact on purchase intention.*	p=0.000	Supported
H4	*Perceived moral obligation has a positive and significant impact on purchase intention.*	p=.360	Not Supported
H5	*Perceived control behavior has a positive and significant impact on purchase intention.*	p=0.203	Not Supported

7. Conclusion

The current pandemic has had a great impact on the health and lives of people across the globe. Proper waste management tools and techniques are a must for sustainable growth and survival. Green marketing and green practices in India are still in the introductory phase. According to (Ramasamy & Yeung, 2009), 61% of millennials have revealed that it is their responsibility to make the world a better place to live, while 78% believe that companies have the responsibility to include them in their efforts. The same view has been supported by (Bertens et al., 2014) in their studies. India is a country governed by a plethora of religions, cultures, subcultures, values, tastes, and preferences. Consumer buying behavior is a complex process. It also varies by product; some products, such as FMCGs, are considered low-involved, whereas others, such as white goods, may require a higher level of involvement. This could be a complicated task for organizations and policy makers and they have to come up with an out of the box approach to involve all the stakeholders of society to succeed in their greening effort.

Household waste management primarily refers to separating household waste into different parts and then converting organic waste materials into useful resources, such as compost/fertilizers for plants through the use of

products such as compost bins. Even when consumers are aware of the negative environmental conditions, concern for the environment does not result in the formation of a positive attitude toward considering environmentally friendly behavior and a positive attitude toward management (β =.242; t=3.436, p=0.001). Products are also not purchased. Furthermore, the findings also indicate that the subjective norms (β=.343; t=4.253, p=0.000), which exhibit that the extent of social pressure people feel towards the purchase of waste management products such as compost bins was positive but not significantly influenced purchase intention, which is in line with studies conducted by Chen and Tung (2014), Paul et al. (2016), Han et al. (2010). Another important variable, i.e. perceived behavior control (β = -0.082; t=-1.277, p=0.203) is not significant for the purchase intention towards waste management products and the study negates the views of Chen and Tung, (2014) that perceived behavior control positively influences the purchase intention of individuals. Kim et al. (2014) linked moral reflectiveness with an individual's environmental behavior. As people who are morally inclined tend to think about the welfare of others and moral obligation can be interpreted as a motive to practice sustainable behavior and positive purchase intention to buy sustainability support products, the present study may not be in sync with previous research as the results of the study revealed that 95.6% of respondents agreed to the fact that they feel morally obliged to manage zero waste and also the same percentage of people revealed that purchasing waste management products constitutes a moral obligation to oneself, but in the proposed model, the role of moral obligation (β=.051; t=.916, p=.360) has negligible impact in determining the purchase intention of people of Jamshedpur.

8. Managerial Implication

The present study confirms the existence of an environmental concern-action gap. General consumers show off their concern for the environment, but they are not motivated enough to translate their concern into purchase intentions/actual buying motives. Proper waste management should be regarded as a responsibility of all the stake holders of society. All the stakeholders of society, such as individuals, organizations and policy makers, will have to contribute significantly in reducing the environmental footprint, thereby contributing to sustainable development goals and the promotion of a circular economy. As a result, numerous media campaigns/drives must be launched to raise awareness and motivate the public to show concern for the environment, as environmental concern may lead to the formation of a green purchasing attitude.

9. Limitation

Firstly, the research paper focuses on the attitude and behavior of Jamshedpur, India. Due to the focus on only one place, the generalization across other districts/states is limited. Lack of previous studies in this particular area, as well as waste management products such as compost bins. The sample size depends on the nature of the

research problem. Therefore, having a sample size of only 272 may not reflect reality. The data was only collected online, and the responses may have come from tech-savvy people or people who are well-off and can afford an internet connection. As a result, the data may not reflect the views of all socioeconomic groups.

10. Contribution of Research

This study report will give valuable knowledge about the elements that influence Indian customers' buying intention for waste management products/solutions, such as compost bins. Perhaps this is the first attempt in this region to evaluate consumer purchasing intentions in relation to a disregarded product like the "Compost Bin."

Publication Certificate

This certificate confirms that **"Rama Singh"** has published article titled **"Factors contributing towards the sustainability of green products purchase behaviour in the long run: Application of structural equational model (SEM) "**.

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Factors contributing towards the sustainability of green products purchase behaviour in the long run: Application of Structural Equational Model (SEM)

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Abstract
Conceptual framework of Green repurchase behaviour of millennials of Jamshedpur emphasizes how individuals perceive green products and their concern towards the environment and what are the latent variables that influence their purchase decision. Liberalization, privatization, globalization, industrialization, urbanization and digitization, immunity, and self-reliance are all hallmarks of the twenty-first century in India. The cloud has replaced our office space, and Bots and Robots are our co-workers. All of our technical progress to date has resulted in awful environmental damage, carbon emissions and scarcity of resources. As a result, the entire globe is transitioning from a linear to a circular economy, and customers are currently seeking for ways to recycle, reuse, and lengthen the product life cycle as much as possible. We need to develop more environmentally friendly ways to generate, consume, and dispose of waste. Green Products are a newly developed product category, however customer preference for such products is a questionable issue, as product sales numbers are not very stunning. As a result, the current research is an attempt to identify Factors contributing towards the sustainability of green products purchase behaviour in the long run.

Keywords: structure equation model, confirmative factor analysis, green repurchase behaviour

Introduction
According to a study conducted by UNESCO (2019), India has the world's biggest adolescent and youth population, and by 2020, it became world's youngest country, with an average age of 29 years and 65 percent (65%) of the population under the age of thirty-five. According to UNFPA predictions, India's population would remain among the world's youngest country until 2030. The same has been backed up by a study conducted by Deloitte's Global Millennial and Gen Z Survey (2021), Millennials and Generation Z feel the world is on the verge of a major environmental crisis and they're also calling themselves and organizations answerable to make the world more sustainable and equitable. According to the survey, nine out of 10 Indian millennials and Gen Zs are confident that the changes witnessed during the pandemic would help counteract ecological damage. Therefore, understanding the consumer behaviour of younger population of India is a must for sustainability of green products purchase behaviour in the long run as most of these millennials are in their working age bracket, have enormous purchasing power and longer influence on the product life cycle.

Media Influence plays an important role in developing concern towards the environment. Green Product Attributes are likely to impact millennials' green purchasing decisions. Similarly, Green Purchase Attitude, Post Purchase Experience of Green Product and Sceptism towards Green Product also plays an important role in determining the green repurchase behaviour. By using Structure Equation Model and Confirmative Factor Analysis we established an empirical relationship to explain the green repurchase behaviour of millennials of Jamshedpur. The finding of this study confirms the potential role of Media Influence, Green Purchase Attitude, Green Product Attribute, Post Purchase experience of Green Products, Sceptism towards Green claims in sustainability of green products purchase behaviour in the long run.

Although green marketing activities and their marketing implications have a notable presence in the literature since the mid-2000s (Prashant, 2016). Murugesan (2008) observed that "Green Marketing" is a hybrid of the "Social Marketing Concept" and the "Ecological Marketing Concept" in his study "Green-Trust and Distrust." In the literature the role Media Influence, Green Purchase Attitude, Green Product Attribute, Post Purchase experience of Green Product, Sceptism towards Green claims remained an unexplored.

Objective of the study
In the referred literature media influence, green purchase attitude and green product attributes have been explored, along with sceptism towards green claims of green product, but contribution of post purchase experience of green product towards sustainability of green products purchase behaviour in the long run still remain unexplored in social landscape.

Therefore, the objectives of the study are classified under the following sub-headings-
1. Whether the Media Influence played an important role in the sustainability of green products purchase behaviour in the long run?
2. Whether the Green Purchase Attitude played an important role in the sustainability of green products purchase behaviour in the long run?

3. Whether the Green Product Attribute played an important role in the sustainability of green products purchase behaviour in the long?

4. Whether the Post Purchase experience of Green Product played an important role in the sustainability of green products purchase behaviour in the long run?

5. Whether the Sceptism towards Green claims played an important role in the sustainability of green products purchase behaviour in the long run?

Hypothesis of the study

The study attempts to probe into the following specific hypothesis

- Media Influence played an important role in the sustainability of green products purchase behaviour in the long run.
- Green Purchase Attitude played an important role in the sustainability of green products purchase behaviour in the long run.
- Green Product Attribute played an important role in the sustainability of green products purchase behaviour in the long.
- Post Purchase experience of Green Product played an important role in the sustainability of green products purchase behaviour in the long run.
- Sceptism towards Green claims played an important role in the sustainability of green products purchase behaviour in the long run.

Methodology of the study

The study has been done on the basis of primary data collected from respondents of Jamshedpur on the basis of random sampling with the help of a close-ended structured questionnaire. The survey questionnaire was designed to understand the role of Media, Attitude, product attributes, post purchase experience and trust/distrust of green claims to predict the sustainability of green products purchase behaviour in the long run. A total of 19 indicators across different dimensions (Awareness, Attitude, Pricing, Packaging, Influence of Media, and trust/distrust towards green claims by companies) were used to understand the green purchase behaviour of consumers of Jamshedpur. By using Structure Equation Model and Confirmative Factor Analysis we established an empirical relationship to explain the impact of media, attitude, product attribute, post purchase experience and green claim trust/distrust factors on sustainability of green products purchase behaviour in the long run. Statistical software, JASP 4.1 version have been used for data analysis in the present study.

Model Development

Various factors, such as degree of environmental concern, green product knowledge, role of media in creating awareness for prevailing environmental conditions, green purchase attitude, quality of green product, product price, green packaging, green manufacturing processes, product performance, and attitude toward green claims by the organization, to name a few, all have contributed to the long-term sustainability of green product purchase behaviour.

Structural equation modelling (SEM) is a multivariate methodology that uses a mixture of two statistical methods: confirmatory factor analysis and path analysis to test and

assess multivariate causal links in scientific research. According to the study of Tian et al. (2013), to examined the potential contributions of land use, demographic and economic changes on urban expansion (i.e., green spaces) in the city of Shenzhen, China, he treated land cover change (LCC), population, and economy as three latent variables, each characterized with five observable variables. In the investigation of psychological traits, Galton (1888), Confirmatory factor analysis, was used to estimate the latent psychological traits, such as attitude and satisfaction. Wright (1918), in his study of biometrics path analysis was used to find the causal relationship among variables by creating a path diagram. We couldn't directly assess the Green Repurchase Behaviour parameters (latent variables) in our study because the respondents couldn't express a coherent answer that would completely and precisely indicate green buying behaviour, but we may identify the same in conceptual terms. Therefore, to determine the number of latent variables in our study we used domain knowledge and insights gathered from the literature review, and the identified latent variables are Green Purchase Attitude, Media Influence, Green Product Attribute, Post Purchase Experience of Green Products and Scepticism towards Green Claims. We chose a set of five latent variables to assess the sustainability of green products purchase behaviour in long run (Y). We used the first order Confirmatory Factor Analysis method and the second order Confirmatory Factor Analysis method in this study to construct the mathematical measurement for each latent variable with each observed parameter, as well as the impact of each latent variable on overall sustainability of green products purchase behaviour in long run.

The First Order Confirmatory Factor Analysis

A latent variable is examined in First-Order CFA based on various factors that may be observed directly in our survey. The parameters are determined by applying theoretical domain knowledge and the outcomes of the literature study. The first order CFA model is stated as follows using standard notations (Hair et al., 1998):

$$h = d1\,X1 + d2\,X2 + \ldots + dn\,Xn + e$$

Where h is represent the latent variable and d represent the coefficient of observed variable to measure the influence of the latent variable with an error term e.

The below is a conceptualization of the linkage between the latent variable and the observed variables

Source: The author's framework.

Fig 1: First-order Confirmatory Factor Analysis Model

The Latent Variables Media Influence
Role of TV channels in enhancing the knowledge about green products, Role of Newspapers and Magazines as a source of propagating environment issues, Role of social media in propagating knowledge about environmental issues, Role of media in creating awareness about Eco-

Labels and the environment consciousness that has been created by the media lately are five uni-dimensional indicators that are identified in the present research for Media Influence.
The following is the outcome of the First Order Confirmatory Factor Analysis for this latent variable.

Source: The author's calculation using JASP 4.1.

Fig 2: Confirmatory Factor Analysis of Variable Media Influence

The z-value of each loading factor coefficient, as shown in Table 1, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 1: Loading Factor for latent variable of Media Influence

Factor (F1)	Indicator	Symbol	Estimate	Std. Error	z-value	p	Lower	Upper
			Factor loadings					
Media Influence	X1	$\lambda 1$	0.269	0.103	2.601	0.009	0.066	0.472
	X2	$\lambda 2$	0.255	0.096	2.663	0.008	-0.443	-0.067
	X3	$\lambda 3$	0.452	0.101	4.468	< .001	-0.651	-0.254
	X17	$\lambda 18$	1.600	0.223	7.187	< .001	-2.037	-1.164
	X18	$\lambda 18$	0.818	0.139	5.868	< .001	-1.091	-0.545

Source: The author's calculation using JASP 4.1.

Table 1 illustrates the loading factor for all components with a positive coefficient value and a lower P-value for z statistics, indicating that they are significant. The findings achieved the fit model based on the CFA analysis using the First Order Confirmatory Factor Analysis, as shown in table 2 below, whereby RMSEA = 0.195 with the P-value = 0.0001. This indicates that this model is appropriate and feasible for estimating the latent variable of Media Influence towards the sustainability of green products purchase behaviour in the long run.

Table 2: Goodness of Fit Item of all items of Media Influence

Metric	Value
Root mean square error of approximation (RMSEA)	0.195
RMSEA 90% CI lower bound	0.158
RMSEA 90% CI upper bound	0.234
RMSEA p-value	2.216e-10
Standardized root mean square residual (SRMR)	0.103
Hoelter's critical N (α = .05)	55.397
Hoelter's critical N (α = .01)	75.129
Goodness of fit index (GFI)	0.932
McDonald fit index (MFI)	0.909
Expected cross validation index (ECVI)	0.255

Source: The author's calculation using JASP 4.1.

The Latent Variable of Green Purchase Attitude
The latent variable of Green Purchase Attitude of Millennials is measured using four uni-dimensional predictors observed in our investigation such as Environmental concern, perceived environmental knowledge, perceived green product knowledge and level of awareness about green product and environmental issues. Figure 3 summarises the findings of the CFA analysis of the Green Purchase Attitude latent variable using the First Order Confirmatory Factor Analysis.

Source: The author's calculation using JASP 4.1.

Fig 3: Confirmatory Factor Analysis of Green Purchase Attitude

The z-value of each loading factor coefficient, as shown in table 3, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 3: Loading Factor for Green Purchase Attitude

Factor loadings								
Factor 2		**Indicator**	**Symbol**	**Estimate**	**Std. Error**	**z- value**	**p**	**Lower**	**Upper**
Green Attitude	*Purchase*	X4	λ4	0.814	0.086	9.441	< .001	0.645	0.983
		X5	λ5	0.475	0.084	5.668	< .001	0.311	0.639
		X6	λ6	1.173	0.086	13.577	< .001	1.004	1.343
		X7	λ7	1.074	0.089	12.122	< .001	0.901	1.248

Source: The author's calculation using JASP 4.1.

Table 3 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.030, P-value = 0.0001, as shown in table 4 below.

This means that this model is suitable and feasible to be used to measure the latent variable of green purchase attitude towards the sustainability of green products purchase behaviour in the long run.

Table 4: Goodness of Fit Item Green Purchase Attitude

Metric	Value
Root mean square error of approximation (RMSEA)	0.030
RMSEA 90% CI lower bound	0.013
RMSEA 90% CI upper bound	0.113
RMSEA p-value	2.989e-7
Standardized root mean square residual (SRMR)	0.077
Hoelter's critical N ($\alpha = .05$)	54.835
Hoelter's critical N ($\alpha = .01$)	83.758
Goodness of fit index (GFI)	0.948
McDonald fit index (MFI)	0.948
Expected cross validation index (ECVI)	0.153

Source: The author's calculation using JASP 4.1.

The Latent Variable of Green Product Attribute

The latent variable of Green Product Attribute is measured on the basis of four uni-dimensional indicators such as Green Product Quality, Availability of Green Products, Price Sensitivity and Green Packaging which are observed in our research. CFA analysis results of Green Product Attribute latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 4 below.

Source: The author's calculation using JASP 4.1.

Fig 4: Confirmatory Factor Analysis of Green Product Attribute Variable

The z-value of each loading factor coefficient, as shown in table 5, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 5: Loading Factor for Green Product Attribute Items

Factor loadings								
Factor	**Indicator**	**Symbo**	**l Estimate**	**Std. Erro**	**r z-value**	**p**	**Lower**	**Upper**
Green Product Attribute	X8	λ8	1.13	0.083	13.584	< .001	0.963	1.288
	X9	λ9	1.21	0.089	13.706	< .001	1.040	1.387
	X15	λ15	1.25	0.090	13.859	< .001	1.071	1.424
	X16	λ16	0.13	0.089	1.446	0.148	-0.046	0.304

Source: The author's calculation using JASP 4.1

Table 5 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because

RMSEA = 0.050, P-value = 0.001, as shown in table 4 below. This means that this model is suitable and feasible to be used to measure the latent variable of green purchase attributes towards the sustainability of green products purchase behaviour in the long run.

Table 6: Goodness of Fit Item Green Product Attribute

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.050
RMSEA 90% CI lower bound	0.000
RMSEA 90% CI upper bound	0.124
Other fit measures	
Metric	**Value**
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	0.022
Hoelter's critical N ($\alpha = .05$)	586.602

Hoelter's critical N (α = .01)	901.213
Goodness of fit index (GFI)	0.995
McDonald fit index (MFI)	0.997
Expected cross validation index (ECVI)	0.052

Source: The author's calculation using JASP 4.1.

The Latent Variable of Post Purchase Experience of Green Products
The latent variable of post purchase experience of green product is measured on the basis of three uni-dimensional indicators such as Green Product Experience, Green Consumer Experience and Ease of using green products which are observed in our research. CFA analysis results of Post Purchase Experience of Green Products latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 5 below

Source: The author's calculation using JASP 4.1

Fig 5: Confirmatory Factor Analysis of Post Purchase Experience of Green Products

The z-value of each loading factor coefficient, as shown in table 7, is used to evaluate whether each item contributes substantially to the latent variable towards sustainability of green products purchase behaviour in the long run.

Table 7: Loading Factor for Post Purchase Experience of Green Products Items

Factor loadings								
Factor	**Indicator**	**Symbol**	**Estimate**	**Std. Error**	**z-value**	**p**	**Lower**	**Upper**
Post Purchase Experience	X10	λ10	1.592	0.158	10.082	< .001	1.282	1.901
	X11	λ11	0.829	0.113	7.307	< .001	0.607	1.051
	X12	λ12	0.750	0.101	7.454	< .001	0.553	0.948

Source: The author's calculation using JASP 4.1.

Table 7 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.078, P-value = 0.0001, as shown in table 8 below. This means that this model is suitable and feasible to be used to measure the latent variable of post purchase experience towards the sustainability of green products purchase behaviour in the long run.
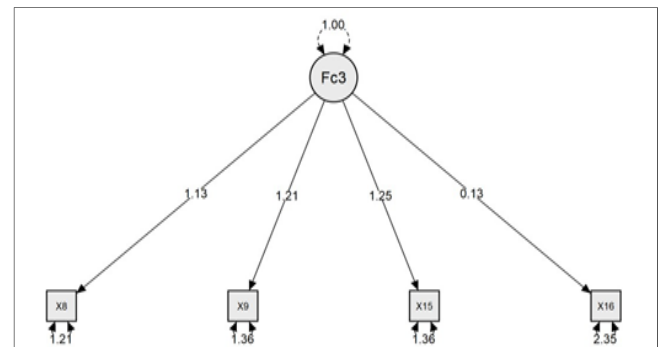
Table 8: Goodness of Fit Item Post Purchase Experience of Green Products

Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.078
RMSEA 90% CI lower bound	0.045
RMSEA 90% CI upper bound	0.098
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	1.990e-8
Hoelter's critical N (α = .05)	1.000
Hoelter's critical N (α = .01)	1.000
Goodness of fit index (GFI)	1.000
McDonald fit index (MFI)	1.000
Expected cross validation index (ECVI)	0.031

Source: The author's calculation using JASP 4.1.

The Latent Variable of Scepticism towards Green Claims
The latent variable of Scepticism towards Green Claims is measured on the basis of three uni- dimensional indicators such as environmental claims made on packaging labels or in advertising are true, most environmental claims on packaging labels or in advertising are intended to misled rather than to inform consumers, trust on environmental claims made on packaging labels or in advertising. Observed in our research for measuring Scepticism towards Green Claims. CFA analysis results of Scepticism towards Green Claims latent variable by using the First Order Confirmatory Factor Analysis is shown in figure 9 below.

Source: The author's calculation using JASP 4.1.

Fig 6: Confirmatory Factor Analysis of Scepticism towards Green Claims

Table 9: Loading Factor for Scepticism towards Green Claims Items

Factor loadings								
Factor	**Indicator**	**Symbol**	**Estimate**	**Std. Error**	**z- value**	**p**	**Lower**	**Upper**
Scepticism towards Green Claims	X14	λ14	0.976	0.334	2.919	0.004	0.321	1.632
	X13	λ13	1.235	0.416	2.970	0.003	0.420	2.050
	X18	λ18	0.269	0.127	2.113	0.035	0.019	0.518

Source: The author's calculation using JASP 4.1.

Table 9 shows the loading factor of all items that have a positive coefficient value and each item has lower P-value of z statistics, so that it is concluded to be significant. Based on the CFA analysis using the First Order Confirmatory Factor Analysis, the results obtained the fit model because RMSEA = 0.020, P-value = 0.001, as shown in table 10 below. This means that this model is suitable and feasible to be used to measure the latent variable of scepticism towards Green Claims towards the sustainability of green products purchase behaviour in the long run.

Table 10: Goodness of Fit Item Scepticism towards Green Claims of Green Products:-

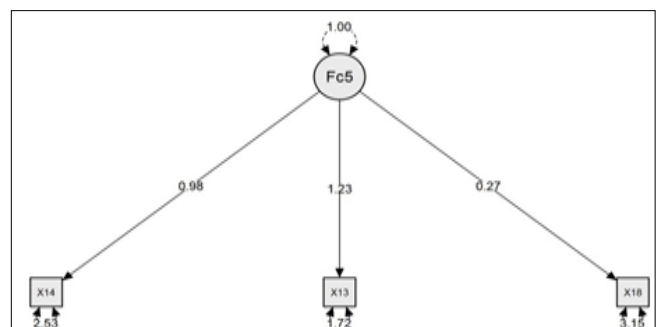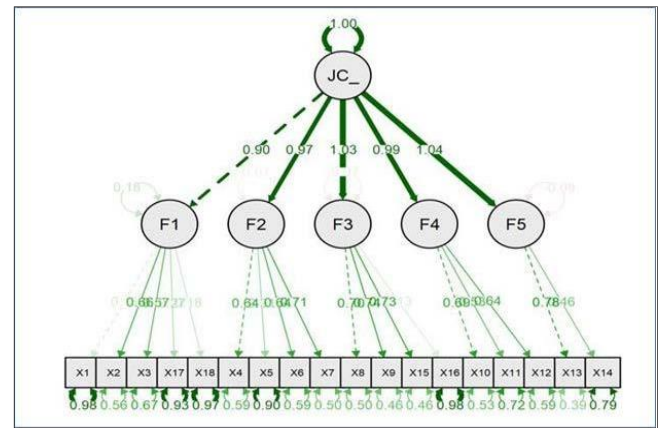| Other fit measures	
Metric	**Value**
Root mean square error of approximation (RMSEA)	0.020
Other fit measures	
Metric	Value
RMSEA 90% CI lower bound	0.012
RMSEA 90% CI upper bound	0.042
RMSEA p-value	0.001
Standardized root mean square residual (SRMR)	6.198e-9
Hoelter's critical N (α = .05)	0.98
Hoelter's critical N (α = .01)	0.95
Goodness of fit index (GFI)	1.000
McDonald fit index (MFI)	1.000
Expected cross validation index (ECVI)	0.031

Source: The author's calculation using JASP 4.1.

Second-order Confirmatory Factor Analysis Model
Based on the items obtained in each dimension in the first order analysis, the second order analysis of CFA was done. The use of Second-order confirmatory factor analysis in this study was to examine the mathematical creativity variable domain consisting of three indicators, fluency, flexibility, and originality. The results of the second-order confirmatory factor analysis of mathematical creativity variables are shown in figure 7.

Source: The author's calculation using JASP 4.1.

Fig 7: Second Order Confirmatory Factor Analysis of all latent Variable

Table 11: Parameter Estimates of Second-order confirmatory factor analysis

Parameter Estimates													
			label	est	se	z	p	CI (lower)	CI (upper)	std (lv)	std (all)	std (nox)	group
F1	=~	X1		1.000	0.000			1.000	1.000	0.272	0.150	0.150	
F1	=~	X2		4.055	1.539	2.634	0.008	1.037	7.072	1.104	0.662	0.662	
F1	=~	X3		3.362	1.287	2.613	0.009	0.841	5.884	0.916	0.575	0.575	
F1	=~	X17		1.725	0.731	2.359	0.018	0.292	3.158	0.470	0.273	0.273	
F1	=~	X18		1.210	0.582	2.079	0.038	0.069	2.350	0.330	0.184	0.184	
F2	=~	X4		1.000	0.000			1.000	1.000	0.998	0.644	0.644	
F2	=~	X5		0.457	0.081	5.640	< .001	0.298	0.616	0.456	0.312	0.312	
F2	=~	X6		0.946	0.088	10.774	< .001	0.774	1.119	0.945	0.638	0.638	
F2	=~	X7		1.107	0.094	11.756	< .001	0.922	1.292	1.105	0.710	0.710	
F3	=~	X8		1.000	0.000			1.000	1.000	1.106	0.704	0.704	
F3	=~	X9		1.116	0.080	13.917	< .001	0.959	1.273	1.234	0.736	0.736	
F3	=~	X15		1.128	0.081	13.861	< .001	0.969	1.288	1.247	0.733	0.733	
F3	=~	X16		0.181	0.073	2.487	0.013	0.038	0.324	0.200	0.131	0.131	
F4	=~	X10		1.000	0.000			1.000	1.000	1.164	0.686	0.686	
F4	=~	X11		0.798	0.083	9.633	< .001	0.636	0.960	0.928	0.527	0.527	
F4	=~	X12		0.852	0.074	11.587	< .001	0.708	0.996	0.992	0.640	0.640	
F5	=~	X13		1.000	0.000			1.000	1.000	1.412	0.782	0.782	
F5	=~	X14		0.608	0.065	9.289	< .001	0.480	0.736	0.858	0.460	0.460	
Y	=~	F1		0.900	0.529	1.731		1.000	1.000	0.903	0.903	0.903	
Y	=~	F2		0.970	0.369	2.625	0.009	0.993	6.850	0.967	0.967	0.967	
Y	=~	F3		1.030	0.39	2.641	0.008	1.198	8.092	1.034	1.034	1.034	
Y	=~	F4		0.990	0.375	2.636	0.008	1.202	8.178	0.992	0.992	0.992	
Y	=~	F5		1.040	0.392	2.653	0.008	1.562	10.400	1.043	1.043	1.043	
X1	~~	X1		3.221	0.234	13.764	< .001	2.762	3.679	3.221	0.977	0.977	
X2	~~	X2		1.560	0.155	10.056	< .001	1.256	1.864	1.560	0.561	0.561	
X3	~~	X3		1.698	0.144	11.762	< .001	1.415	1.981	1.698	0.669	0.669	

		label	est	se	z	p	CI (lower)	CI (upper)	std (lv)	std (all)	std (nox)	group
X17	~~	X17		2.747	0.202	13.572	< .001	2.350	3.143	2.747	0.926	0.926	
X18	~~	X18		3.097	0.226	13.725	< .001	2.655	3.540	3.097	0.966	0.966	
X4	~~	X4		1.409	0.114	12.312	< .001	1.185	1.634	1.409	0.586	0.586	
X5	~~	X5		1.922	0.141	13.646	< .001	1.646	2.198	1.922	0.902	0.902	
X6	~~	X6		1.300	0.105	12.366	< .001	1.094	1.506	1.300	0.593	0.593	
X7	~~	X7		1.200	0.105	11.431	< .001	0.994	1.406	1.200	0.496	0.496	
X8	~~	X8		1.241	0.099	12.575	< .001	1.048	1.434	1.241	0.504	0.504	
X9	~~	X9		1.291	0.106	12.213	< .001	1.084	1.499	1.291	0.459	0.459	
X15	~~	X15		1.344	0.110	12.253	< .001	1.129	1.559	1.344	0.463	0.463	
Parameter Estimates													
		label	est	se	z	p	CI (lower)	CI (upper)	std (lv)	std (all)	std (nox)	group
X16	~~	X16		2.311	0.167	13.825	< .001	1.984	2.639	2.311	0.983	0.983	
X10	~~	X10		1.519	0.133	11.452	< .001	1.259	1.779	1.519	0.529	0.529	
X11	~~	X11		2.244	0.171	13.091	< .001	1.908	2.580	2.244	0.722	0.722	
X12	~~	X12		1.416	0.116	12.162	< .001	1.188	1.644	1.416	0.590	0.590	
X13	~~	X13		1.265	0.184	6.894	< .001	0.906	1.625	1.265	0.388	0.388	
X14	~~	X14		2.746	0.207	13.267	< .001	2.340	3.152	2.746	0.788	0.788	
F1	~~	F1		0.014	0.012	1.160	0.246	-0.009	0.037	0.184	0.184	0.184	
F2	~~	F2		0.065	0.046	1.433	0.152	-0.024	0.155	0.066	0.066	0.066	
F3	~~	F3		- 0.084	0.040	-2.094	0.036	-0.162	-0.005	- 0.068	- 0.068	-0.068	
F4	~~	F4		0.022	0.072	0.305	0.760	-0.120	0.164	0.016	0.016	0.016	
F5	~~	F5		- 0.173	0.161	-1.080	0.280	-0.488	0.141	- 0.087	- 0.087	-0.087	
Y	~~	Y		0.061	0.046	1.327	0.184	-0.029	0.150	1.000	1.000	1.000	

Table 12: Goodness of Fit test statistics of Second-order confirmatory factor analysis

Source: The author's calculation using JASP 4.1

Source: The author's calculation using JASP 4.1

Fig 8: Second Order Confirmatory Factor Analysis for inter relation among latent Variables

Result and Discussion

Based on the test results conducted with second-order confirmatory factor analysis on 18 items yielding RMSEA = 0.175 (p <0.001). Based on the data and test statistics value

form table 12, p-value and RMSEA can be fulfilled so that it can be concluded that this model fit for second order CFA with a complex path diagram in the structural equation model. In other words, it is uni-dimensional; all 18 items are valid indicators for measuring constructs of Sustainability of Green Products Purchase Behaviour by using five latent variables.

Based on Table 11, it can be explained that each item has a positive loading factor and each p value of z test is lower than 0.05, hence it is said to be significant. This means that all items are suitable for measuring mathematical creativity because the overall z-value is greater than 1.96. The significance value of factor five (F5) gives the largest contribution as much as 104%, followed by factor three (F3) with 103% and factor four (F4) with 99%, factor two (F2) with 97% and factor one (F1) 90%.

By using the structure equation model we can estimate the Sustainability of green products purchase behaviour is a function of all five latent variables with the predicted model as follows:

$$Y = 0.90F_1 + 0.97F_2 + 1.03F_3 + 0.99F_4 + 1.04F_5$$

Hence in order to achieve the sustainable repurchasing of green product in long run, all the latent variables are highly significant and are relevant in determining green products purchase behaviours of millennials of Jamshedpur.

Concussion

The current study examined the sustainability of green products purchase behaviour in long run by evaluating the role of Media Influence, Green Purchase Attitude, Green Product Attribute, Post Purchase experience of Green Products, Sceptism towards Green claims. Furthermore, an effort is made to comprehend and scientifically analyze the primary antecedents of green behaviour of millennials of Jamshedpur. From the SEM model we can conclude that the individual effect of media influence is significantly low and hence, green marketers must promote various events through the media, identifying the relevant green consumer segments and encourage environmentally conscious consumers to engage in green behaviour.

Nonetheless, because this study focused on generic green products, future research may focus on a specific sort of green product, such as energy efficient appliances, organic food products, green apparels and green building to further explore the green buying behaviour of individuals.

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PANDEMIC, LOCKING & UNLOCKING OF NEEDS AND WANTS AND ENVIRONMENT SUSTAINABILITY: FACTOR INFLUENCING THE GREEN BUYING BEHAVIOUR OF CONSUMERS POST PANDEMIC

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ABSTRACT

21st century is the known for remarkable of economic growth, advanced technological discoveries like Artificial intelligence, cloud computing, space exploration to name a few. All the technological and economical prosperity the world has achieved so far has come at a great environmental cost. Thus the world has started witnessing penalty for our irresponsible and uncontrolled production, consumption and disposable behavior. As a result, Australian bush fire, broken heat records across the globe, polar melting ice, locust invasion and the current pandemic COVID-19 have become a matter of great significance and India is not an exception to this. "Green" is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today's business world. Though, the present pandemic witnessed a huge concern towards preserving and caring for the environment and bringing lifestyle changes to bring positive impact. Green products and environmental friendly products may present a great choice. But green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products post pandemic.

Keywords: Green Marketing, Green Products, GPA, GPB, GPI.

Introduction

Quarantine and Social distancing - the mantra for survival. All this is nothing but "quarantine on consumption" (Li Edelkroot). The entire world has shifted from luxuries to necessities. A lockdown from over utilization of natural resources to just fulfilling the basic and essential needs. A number of reports suggest that due to the present lockdown world –wide, the air quality index is improving day by day and even ozone layer is in the healing phase. Man being the social instinct now willingly following social distancing to keep them alive. The fight over toilet paper is enough to warn the mankind for their irrational consumption attitude. The environmental issues have become more important than ever. People and planet are the two sides of the same coin. This lock down has given us enough opportunity to re-evaluate, re-examine and to re-boot our sustainable consumption and production behavior to differentiate between essential and non-essential within the carrying capacity of ecosystem.

21st century is known for its phenomenal economical and technological expansion. As the world continues to grow our greed to conquer even outer space is getting stronger day by day and developed countries like USA is launching space force, which is the "world's newest war-fighting domain". Therefore, the world has started witnessing penalty for our irresponsible and uncontrolled production, consumption and disposable behavior. As a result, Australian bush fire, broken heat records across the globe, polar melting ice, locust invasion and the current pandemic COVID-19 have become a matter of great significance globally and India is not an exception to this. In developing countries the emphasis is given mostly on economic growth and technological advancement whereas we tend to forget that environment issues are byproduct of economical prosperity. Many of today's environmental problems are increasingly the outcomes of individual actions, personal consumer decisions, and the activities of small and large businesses. Nevertheless, the fact remains that the healthiness of the world's economy and people is directly related to the wellbeing of the environment (Elijah A. Akintunde, 2017).

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Ever since China declared its first case on Novel Covid-19, within few days time the virus started spreading globally. It triggered panic buying and hoarding of supplies across the world irrespective of geographical boundaries and culture, as the number of reported case started surging and so as the death rate. However, panic buying and hoarding of supplies was not evident in previous epidemics like SARS, MERS to name a few. Though, the credit goes to social networking sites and instant messaging apps and the digital native population. The marketers saw a huge shift in consumers spending pattern. The world is witnessing a substantial change in consumer behavior and attitude during COVID-19 outbreak. There will be a rapid growth of LOHAS (Life style of Health and sustainability) client base. The health and safety products such as personal cleaning products, home cleaning products, masks, sanitizers, toilet papers were become much dearer than any other luxury items or fashion and apparel products which once were high in the spending list. The second most important segment that draw consumers attention is FMCG products and packaged food products and ready to eat products, instant noodles etc. Furthermore, there is significant increase in online shopping and door step delivery. Reports suggest that there is a huge upswing of health and hygiene consciousness among consumers. While the service sectors like hotel, airline, and tourism will witness the worst impact post pandemic.

"Green" is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today's scenario. Consumer awareness of and concerns for the environment have increased significantly and environmental concerns now represent one of the major factors in consumer decision making (Seahee Lee 2011). Post pandemic, consumers are becoming aware of the environmental degradation caused by them and only a few weeks of lock down can help the nature to heal. However green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products post pandemic.

In the current scenario, the concern for economic downturn, the reduction of environmental impacts, and sustainable development have become the major research subject taken up by numerous scientists, practitioners, and even industrial entities (A Kucher etal. 2019). It is assumed that as more and more customers are considering health and sustainability based lifestyles, more environmentally friendly products will be produced. Moreover, with the help of social media and word of mouth people will be more alert on environmental issues and would build response in favor of such products and companies. Therefore 'Green marketing' can be regarded as a tool for reducing environmental foot print (Esakki, Thangasamy).

Literature Review
Interrelationship between Marketing and Sustainability

The business entities look for profit maximization while sustainability talks about the mind-full consumption which clearly reveals that both of them are contradictory to each other. But integration of people planet and profit is the only option to survive as the earth has a limit to grow and consumption by its very nature is destructive to the natural environment. Sustainability is evolved as a megatrend (Lubin and Esty, 2010) for all the stakeholder of the society. As said by Peter Drucker (1958), "marketing is the process through which economy is integrated into society to serve human needs". So marketing plays an important role in shaping the need and want of the society and marketers must convert society's need into opportunity for profitable business. As pointed by Philip Kotler, the best business strategy is to predict where clients are going and stop right in front of them. Many researchers have pointed out that green revolution has stared worldwide and customers are looking for greener alternatives and are ready to pay premium to go green. The organizations are considering this as an opportunity to pave their way to create a new segment. Over the years the definition of marketing has undergone radical changes, the latest definition approved by American Marketing Association: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The current business world is witnessing how marketing is being transformed in response to the new dynamics of the environment. In general terms, the sole purpose of marketing is to identify the need and wants of the customer and direct all the strategies and action of the firm from customer's perspective to fulfil the need and generate profit, but that is not feasible in today's scenario. There is a huge challenge before marketing discipline to integrate people, planet and profit for sustainable development and to create win- win situation for all the stake holders of the society. Therefore, on one hand organizations have to maximize the profit and increase the market share of their product and services while on other hand due to consumers demand or changing life style as well as due to government norms and pressure from international players they are obliged to include environmental protection measures in their offering, while keeping the consumer satisfaction to the highest. Therefore, the 4p's of conventional marketing mix have been replaced by 4c's of green marketing (Belz and Peattie, 2009)

Conventional Marketing	Sustainability Marketing Business
Product	Customer Solution
Price	Customer Cost
Place	Convenience
Promotion	Communication

Sustainability marketing emphasized on long term orientation as oppose to short term transactional focus of conventional marketing (Belz and Peattie 2009). Companies must add environmental factor in their corporate strategy to maintain the balance between the three pillars of sustainability i.e. People, planet and profit.

Companies, Marketing department and their marketers have till date operated on the assumption of an endless supply of resources and, furthermore, that production, distribution, and consumption do not add to pollution, water shortage, and other costs, or at least that companies do not have to bear these costs. So the organizations must acknowledge resource limitations and social and environmental cost and reinvent its practices to be environmentally responsible. (Philip Kotler, 2011).

Green Marketing

Green is the new buzz word in the field of marketing. The general perception of consumer about green products are associated with terms like phosphate free, organic, preservative free, recyclable, refillable as environmental friendly products. But apart from this green marketing is a much broader term which starts from identifying the need of the consumer to final disposal after the end of the life cycle of the product i.e. from Cradle to grave approach. As per American Marketing Association Green marketing is defined as "Green marketing is the marketing of products that are presumed to be environmentally safe. Polonsky (1994b) Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Green Consumer

With the emergence of the new middle class, especially in developing countries like China and India, there is huge customer base of first-time buyers of everything from processed foods, soaps and detergents, and personal care products to appliances, automobiles, and, of course, cell phones (Jagdish Sheth,2011), which can be envisaged as a great marketing opportunity for selling green products. According to Bill Ryan (2006), of green consumers possess certain common characteristics like- Commitment to green lifestyles, Critical of their own environmental practices and impact, Looking for companies that incorporate green practices,· Overstate their green behavior ,· Want environmental protection to be easy, Tend to distrust companies environmental claims, Lack knowledge about environmental issues, but eager to learn. However evidence supports that consumers are price and quality sensitive when it comes to green products (D' Souza et al. 2007).

Green Product

Consumers make product choices based on product attributes, which meets their needs based on dimensions of value, cost, and satisfaction (Kotler, 1997). A product not just provides the core benefit but also meant to satisfy all the levels of Customer Value Hierarchy i.e. core benefit, generic benefit, expected, augmented or the value added benefit, if any. Now it's time to add the environmental benefit as well to make the product more attractive for the consumers.

Products are defined as "environmentally-friendly" if in some way they aim at reducing a product's negative environmental impact. When the consumer buying decisions started getting affected by the products' harmful effects on environment, then the manufacturers recognized the need to produce green products (Uydaci, 2012). . However it has been observed that the satisfaction of wants tends to ignore the long-term best interests of society and the environment, within the context of sustainability the "needs" and "wants" of consumers need to be reconsidered (McDaniel and Rylander, 1993), as cited by (Manaktola et al. 2007). The same theory has been opined by (Schultz, 2000), that individuals have tendency to act in self interest even if the act is detrimental to the society and environment

Green Pricing

Price is the money that we pay to avail the benefit of the product/service. From customers perspective price is what given up or the sacrifice done by them to obtain a product. So a customer not only include actual price of the product but also adds perceived non-monetary pricing like expensive/cheap, time cost, search cost and psychic cost (Zeithaml , 1988). The previous studies also reveal that price awareness also varies among demographic characteristics like age, gender, awareness

level, and education level, married or unmarried individuals. However attention to prices is greater in case on durable products, higher price packaged goods and services than low involvement products. Most of the previous researches have concluded that consumer perceive green products as costly and at that same time evidences are there that consumers are willing to pay premium to avail green products.

Green Packaging

These days a new P has been added to the 4P's of the product and the 5th P is packaging. Packaging includes all the activities of designing and producing the container for a product. A packaging may contains up to three layers (Kotler et al.) It plays an important role in engaging the customer as well buying choice may be directly linked to it. However, the unnecessary packaging may lead to generate wastages and landfills, such the tooth paste cardboard etc. So, Eco-friendly packaging thus emerges as an important issue for industries and researchers across the globe. Organizations are focusing on improving the packaging style to reduce materials, enhance the recycled content, and generate more renewable materials that will be involved in the packaging (Prakash and Pathak, 2016). Packaging is one of the key components that can provide a competitive advantage in the marketplace for many consumer products and even a low investment in changing the package can drive significant gains in brand sales compared to advertising and promotion activities (Barber, 2005, 2010). Although the packaging cannot be totally avoidable but goal should be to avoid unnecessary packaging to save both input cost as well as environmental cost. Hence the 3R's i.e. Reduce, Recycle and Re-use of packaging should be considered during product designing phase. However, in the developing countries like India more attention is required to raise the environmental awareness among consumers, in terms of green packaging, who currently have low levels of such behavior. (Prakash and Pathak, 2016).

Eco-Literacy

For the purpose of simplification, here Eco-literacy and environmental knowledge are used as synonyms. In consumer research," Knowledge is recognized as a characteristic that influences all phases in the decision process" (Laroche2001). Environmental knowledge can be defined as 'a general knowledge of facts, concepts and relationships concerning the natural environment and its major ecosystems' (Fryxell and Lo, 2003, p.45), as cited by (Mostafa, 2006). The consumer knowledge has two dimensions: 1) Knowledge about the environmental issues 2) knowledge about the green products. (Rashid 2009).

Nik Abdul Rashid(2009), in their study on Malaysian consumers have stated that Environmental awareness is positively correlated to environmental friendly products which may lead to willingness to pay more for green product/services, which is also supported by various studies, such as (Kilbourne et al. 2009; Laroche et al. 2001; Ali et al. 2011, ;). Consumer awareness towards environmental issues will increase the demand for ecological products thereby influencing the green buying intention and green buying behavior (Agyeman, 2014).

Frequent earthquake, forest fire, flood, Pandemic and lockdown forced all the stake holder of the society to understand the signals provided by mother earth and to be responsible occupant of this planet. So environmental knowledge plays a crucial role in understanding the pertinent environmental issues and may motivate the individual to show concern and find alternative solutions to resolve the issue.. There are several studies that support empirically the assumption that consumers' environmental knowledge or eco-literacy is a significant predictor of environmentally friendly behaviour (Nabsiah Abdul Wahid, et al., 2011).

Environmental Concern

Maloney and Ward (1973) have defined, environmental concern also known as "ecological concern", which refers to the degree of emotionality, the amount of specific factual knowledge and the level of willingness as well as the extent of the actual behavior on pollution-environmental issues . Schultz (2000) has proposed that concern for environmental problem is directly linked to the degree to which they consider themselves to be the part of the environment. The environmental concern includes: concern for the self concern for the people and. concern for the biosphere. , Stern and Dietz (1994) stated that environmental concern is rooted in a person's value system, as cited by (Schultz 2000). The study also emphasized that a individual may possess any of the three types of environmental concern: 1) Egoistic concern i.e. People protect the environment as they perceive it beneficial for themselves. 2) Social-altruistic concern leads to protection of environment for the sake of community/country/ for humanity. 3) Biospheric environmental concerns based on all living beings. All these environmental concerns are linked to the degree to which an individual relates environment and other people in their cognitive representation of self. (Schultz, 2000).

Green Purchase Attitude (GPA)

Attitude is a psychological tendency which is expressed by evaluating a particular object with some favorable or unfavorable considerations (Eagly & Chaiken, 1995) as cited by (Siti et al. 2018).

Green Purchase Intention (GPI)

GPI can be defined as probability and willingness of a person to prefer green products over conventional products in their purchase decision. Consumers are not only concerned with the ecological quality of the product but also about the environmental consequences associated with their purchase decision for such products. Hence the results i.e. purchase intention positively correlated with purchase behavior (Jaiswal and Kant 2017).
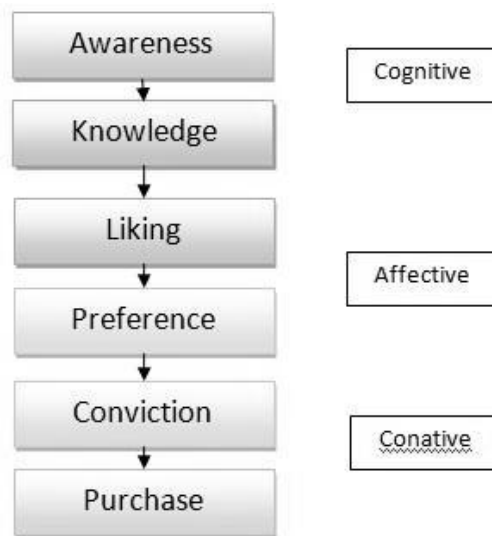
Green Purchase Behavior (GPB)

GBB is the affirmative selection and acquisition of products and services that most effectively minimize negative environmental impacts over their life cycle of manufacturing, transportation, use and recycling or disposal (Vazifehdoust et al. 2013). Green purchase behavior as cited by Chan (2001) as a particular types of environmental friendly behavior that consumers express their caring and attention to the environment. In addition, green purchase behavior also refers to the consumption of products that are recyclable or conservable, reusable, and responsive to ecological concern (Mostafa, 2007).

Theoretical Framework

- **Hierarchy of Effects Theory**

The hierarchy of effects model is a model which tells that a customer goes through all these six stages namely awareness, knowledge, liking, preference, conviction and purchase. It is created by Robert J Lavidge and Gary A Steiner in 1961, the hierarchy of effects model suggests six steps to consumer buying behavior.

Lavidge and Steiner further grouped these six stages into three main stages of consumer behavior:

- **Cognitive:** the thinking stage. Here the consumer gathers knowledge about the product and develop awareness, evaluate depending upon his past learning experience and evaluate the product depending upon his understanding.

- **Affective:** this is the feeling stage where the consumer starts developing his positive or negative feeling about the product.

- **Conative:** This is the behavior stage of the process. This is when the consumer after evaluating its pros and cons, develops his/her preference for buying the product.
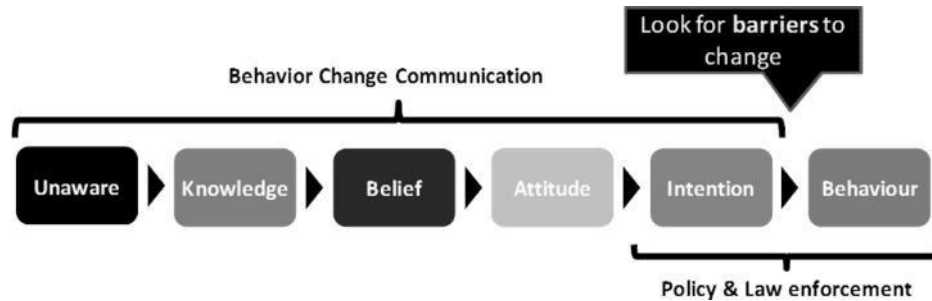
Knowledge- Attitude- Behaviour (KAB) Theory

Based on the theory of planned behaviour, Rapid Asia has developed a KAB model which talks about behavioural change journey.

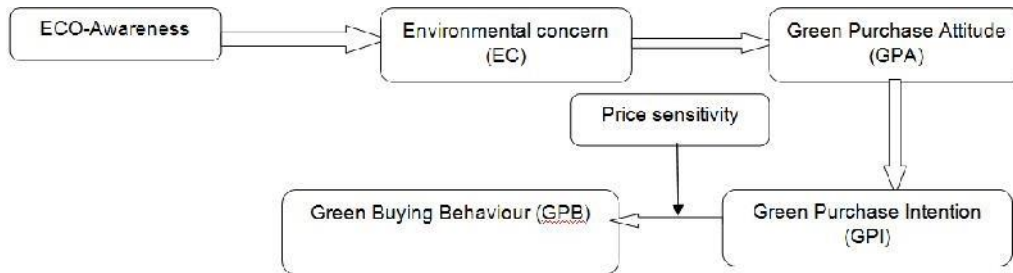| Unaware	Knowledge	Belief	Attitude	Intention	Behavior
"I have never heard of the issue before"	"I know about the issue but don't believe it is critical or will affect me"	"I have some concerns about the issue but not sure what I can do about it"	"I practice occasionally when I think it is necessary"	"I try to practice regularly but sometimes it is not practical or possible"	"I practice all the time because I know it is important to me"

Source: http://www.rapid-asia.com/services/kap-score/

It is emphasised in the model that the journey from being unaware to bringing behavioural changes may not be linear and steps may be omitted by the customer depending upon their learning, motivation and attitude etc. But the positive outcome is that potential change in intention can be brought provided there are no internal or external barriers like financial constraints, availability of the product etc. As the customer progress through various stages the strategy would be create awareness and knowledge. Once that base will be formed the mindset of the consumers will change and attitude development will occur which leads to change in behaviour.

Source: http://www.rapid-asia.com/services/kap-score/

Based on above mentioned theories, the present study proposed that eco-awareness is the base for environmentally responsible behavior. The present study is the extension of study conducted by Ali et al. (2011), with few modifications.

Proposed Theoretical Framework

Hypothesis 1:   Awareness about Environmental issues is positively correlated to Environmental Concern (EC).

Hypothesis 2:   EC is positively correlated to GPA.

Hypothesis 3:   GPA is positively correlated to GPI.

Hypothesis 4:   GPI is positively related to GPB.

Hypothesis 5:   Price of the product moderates the relationship between GPI and GPB.

Research Methodology

- **Questionnaire Development for Data Collection**

The data was collected with the help of a structured questionnaire. The questions were designed by adopting items from the extant literature with some modifications. All the items were measured on a five point Likert scale, where (1) represents 'strongly disagree' and (5) represents 'strongly agree'. The questionnaire items and their source of adoption are mentioned in the Table 2.

- **Data Collection**

The questionnaires were administered via an online survey using Google form. Regarding the sample size, it has been suggested that there should be a minimum of 10 cases per parameter/items required in statistical estimate (Kline, 2011). Therefore, a sample size of 189 is justified for the research as study contains 18 items and due to the time and cost constraints convenience random sampling was used to collect data.

- **Result and Data Analysis**

The collected data was tabulated in SPSS and all the analysis has been done using SPSS. The internal consistency of the questionnaire is tested using Cronbach's Alpha. Table 1 reveals the result of Cronbach's Alpha along with number of items for each variable, to test the reliability of the questionnaire.

Table 1

Scale	No. of Item	Cronbach's Alpha
EL	3	.756
EC	4	.764
GPA	2	.772
GPI	3	.739
Price	2	.744
GPB	4	.656

There is negative correlation between Eco-Literacy and environmental concern, which clearly conveys that eco-awareness, does not lead to environmental concern.

Coefficients[a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.841	.367		45.888	.000
	EL	-.068	.057	-.087	-1.188	.236

a. Dependent Variable: EC

Correlations

		EC	EL
Pearson Correlation	EC	1.000	-.087
	EL	-.087	1.000
Sig. (1-tailed)	EC	.	.118
	EL	.118	.
N	EC	189	189
	EL	189	189

Though there is a moderate positive relationship between environmental concern (EC) and green purchase attitude (GPA).

Correlations

		EC	GPA
EC	Pearson Correlation	1	.396[**]
	Sig. (2-tailed)		.000
	N	189	189
GPA	Pearson Correlation	.396[**]	1
	Sig. (2-tailed)	.000	
	N	189	189

**. Correlation is significant at the 0.01 level (2-tailed).

GPA and GPI are significantly positively correlated.

Correlations

		GPA	GPI
GPA	Pearson Correlation	1	.631[**]
	Sig. (2-tailed)		.000
	N	189	188
GPI	Pearson Correlation	.631[**]	1
	Sig. (2-tailed)	.000	
	N	188	188

**. Correlation is significant at the 0.01 level (2-tailed).

Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.800	.686		6.996	.000
	GPA	.894	.081	.631	11.090	.000

GPI and GPB are significantly positively correlated.

Correlations

		GPI	GPB
GPI	Pearson Correlation	1	.602**
	Sig. (2-tailed)		.000
	N	189	189
GPB	Pearson Correlation	.602**	1
	Sig. (2-tailed)	.000	
	N	189	189
**. Correlation is significant at the 0.01 level (2-tailed).			

Coefficients[a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.746	1.057		4.489	.000
	GPI	.874	.085	.602	10.290	.000
a. Dependent Variable: GPB						

Testing the Role of Moderator Variable

Model 1

Conceptual Diagram

Statistical Diagram

Conditional effect of X on $Y = b_1 + b_3 M$

Andrew F. Hayes, Process Model 1 has been used to test the role of moderating variable Price Sensitivity between GPI and GPB.

Here,   M= Price Sensitivity

        X= GPI

        Y=GPB

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 3.5 *****************

       Written by Andrew F. Hayes, Ph.D.   www.afhayes.com

       Documentation available in Hayes (2018). www.guilford.com/p/hayes3

****

Model : 1

       Y : totGPB

       X : totGPI

       W : PRICE

Sample

Size: 189

****

Outcome Variable

totGPB
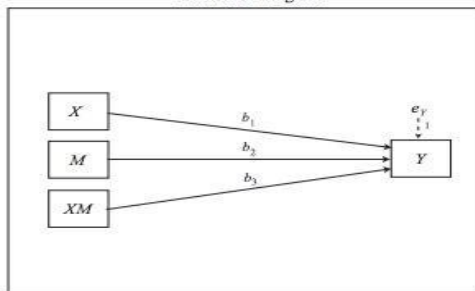
Model Summary

R	R-sq	MSE	**F**	df1	df2	p
.6531	.4266	3.2606	45.3788	3.0000	183.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8244	6.2032	.1329	.8944	-11.4147	13.0634
totGPI	.7727	.5098	1.5155	.1314	-.2332	1.7786
PRICE	.5490	.4995	1.0990	.2732	-.4366	1.5346
Int_1	-.0109	.0399	-.2739	.7845	-.0896	.0678

Product Terms Key:

Int_1 :   totGPI x   PRICE

       Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0002	.0750	1.0000	183.0000	.7845

*********************** ANALYSIS NOTES AND ERRORS ***********************

       Level of confidence for all confidence intervals in output:

       95.0000

------ End Matrix -----

       The moderating variable price sensitivity plays no role at all in between green purchase intention and green purchase behaviour

Conclusion

       The present epidemic is having a significant influence on the health and well-being of people worldwide. As a result, people have recognized the value of environmental preservation, the negative impact of unsustainable lifestyles and habits, and there is a rising demand for green products. Here, the term "green product" does not refer solely to the product's features. Green marketing is a concept, like marketing, begins with recognizing the consumer's need, product design, and management of the four P's, and concludes with obtaining the consumer's feedback after use and subsequent improvement, and the cycle continues. However, the green marketing idea is still in its infancy in India. The study results indicate that while individuals are aware of the negative state of the environment, their awareness does not convert into environmental concern. As a result, several media campaigns/drives must be conducted to raise awareness and care for the environment, as environmental concern results in the cultivation of a green purchasing attitude. Concurrently, green purchase attitudes are significantly correlated with the development of green purchase intentions, and green purchase intentions result in green purchasing behaviour. As the prevalent assumption of the Indian customer is that they are price sensitive, this may not be the case in the current study. Price sensitivity has little impact on whether a person has a positive green intention or engages in green purchasing behaviour. Therefore it can be concluded that people are aware of the present environmental

problems but the magnitude of the ecological concern may not be as desired but those who are ecologically concerned may prefer green products and services and the price of the product may not alter their choices. Hence the study is in line with the previous studies (Kalafatis et al., 1999; Lorche et al., 2000, Ali et al. 2011).

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Table 1: Questionnaire Items and Sources

Constructs and Measuring Items	Sources
Eco- literacy	(Laroche et al.2001)
• Since we live in such a large country, any pollution that we create is easily spread out and therefore of no concern to me.	
• The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state	
• With so much water in this country, I don't see why people are worried about leaky faucets and flushing toilets	
• Environmental degradation has risen in last decade?	(Bhatia and Jain 2013)
Environmental Concern	(Deepak Jaiswala, Rishi Kant 2017
• I am worried about the worsening quality of the environment in India.	
• India's environment is my major concern.	
• I am emotionally involved in environmental protection issues in India.	
• I often think about how the environmental quality in India can be improved.	
Green Purchase Attitude	(Deepak Jaiswala,∗, Rishi Kant 2017)
• I like the idea of purchasing green.	
• I have a favourable attitude toward purchasing green version of a product.	
Green Purchase Intention	(Deepak Jaiswala,∗, Rishi Kant 2017)
• I would consider buying products because they are less polluting.	
• I would consider switching to other brands for ecological reasons.	
• I intend to switch to a green version of a product.	

Price	Suki(2013)
• I would choose environmentally friendly goods and services, campaigns or companies if the price were the same. • I'm willing to pay more for environmentally friendly products. • If the price of green products is less expensive I'm willing to change my lifestyle by purchasing green products.	
Product	Suki (2013)
• By buying a green product, I indirectly influence the environmental protection. • If consumers keep purchasing green products, the production of green products will eventually increase. • Green product usually comes smaller in portion but higher in prices.	
Green Packaging That the packaging is made from recyclable materials. That the packaging is biodegradable. That the packaging is reusable.	Kong et al. 2014
Green Purchase Behaviour (GPB)	Source: Sinnappan & Abd Rahman (2011)
• When I want to buy a product, I look at the ingredients label to see if it contains thing that are environmentally damaging. • I prefer green products over non-green products when the products qualities are similar. • I choose to buy products that are environmentally friendly. • I buy green products even if they are more expensive than the non-green ones.	

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CHAPTER 6: CONCLUSION

CONCLUSION

> *"Things get done only if the data we gather can inform and inspire those in a position to make a difference."*
>
> *– Mike Schmoker*

The previous chapter dealt with the findings of latent variables and their impact on the consumers' repurchase behaviour in terms of green products. This section highlights the important findings of the research undertaken and correlates them to those found during the literature review.

6.1 SUMMARY OF FINDINGS

There has been a lot of research done to understand the demographic profile of the consumer and consumer purchase behaviour in terms of green products, but there has been insufficient research done to understand the barriers to green product adoption as well as the repurchase behaviour of Indian consumers in terms of green products. According to research conducted in Western nations, customers are ready to spend a higher price for green/eco-friendly items, but Indian consumers are often thought to be price sensitive. In terms of Indian customers, there has been a rise in consumer mistrust for greenness and perceived quality of the green products (Navdeep Kaur et al., 2017). The majority of previous study(Smith 2010; Lu, Bock, & Joseph, 2013; Paco et al. 2013; Kaufmann et al. 2012; Anvar, and Venter, 2014; Muposhi & Dhurup, 2016; Chen & Chai, 2010; Naderi & Steenburg, 2018; Uddin & Khan 2016; Jain & Kaur, 2006; Mostafa, 2007; Lee, 2008; Tan & Lau, 2011; Khan & Kirmani, 2014; Tan & Lau, 2011; Kumar et al. 2012;) was based on data obtained from university students and college students, who may or may not reflect the perception of actual buyer. As pointed by

Kirmani & Rehman (2013), it is necessary to do more empirical studies on customers' attitudes towards green and environmentally friendly products other than the NCR and metro cities, as majority of Indians (70%) reside in rural areas (Census, 2011), rural customers' environmental concerns should be investigated as well. According to Prahalad Kakkar," Profit lies at the bottom of the pyramid," There has been no study done in this area to date to get insight into customer attitudes regarding green products with regards to middle income and lower income group people. Environmental concerns have been found as a key predictor of green purchasing intentions. While previous research shows that environmental knowledge impacts consumer perceptions and attitudes toward green products. However, there has not always been agreement on whether this characteristic is useful in distinguishing between green and non-green consumers. Others have shown a significant and negative relationship between age and environmental concern and behavior, while some have found a strong and positive link. Customer knowledge of eco labelling and its influence on consumer desire to purchase an environmentally friendly product has been studied, with mixed results (D Souza, 2004; Rashid 2009; Lyer 1999). According to Rashid (2009), customers who are aware of eco labels are more likely to respond favorably to understanding of green marketing and the purchase of green products. Kuhn (1999) also opined that promoting environmentally friendly product production would undoubtedly aid in increasing a company's market share owing to the company's capacity to provide sustainable marketing tactics. Leire and Thidell (2005) provided an opposing viewpoint, claiming that consumer knowledge of eco labelling does not always translate to green buying decisions. This is backed up by Bleda and Valente's (2008) in their study as well. Although a few research has investigated the effect of environmentally friendly packaging as one of the product attributes influencing consumers' general attitude toward products (e.g., Schwepker & Cornwell, 1991; Thgersen, 1999; Barber, 2010), the effect of the same on green purchase behaviour has yet to be investigated. Agenda-setting theory, as presented by Trivedi et al. (2021), contends that the media play a key role in shaping people's perceptions and guiding their thoughts toward a certain agenda or individual. Agenda-setting theory ((Maxwell McCombs and Donald L. Shaw, 1972) refers to how the news coverage done by media pertaining to certain specific issues become the locus of public attention. Several studies (Curtin & Rhodenbaugh, 2011) have investigated the media's agenda-setting effects on public policy. The use of online media to establish the agenda for consumers' environmental concern in green-washed

marketing claims was studied by Fernado et al. (2014) using agenda-setting theory, however, in India, there is a scarcity of such research. Other factors such as culture, finances, lifestyle, and personality may also have an impact on the ultimate link between intention and action when it comes to purchasing environmentally friendly items (Akehurst et al., 2012; Liu et al., 2016). According to Ylmaz and Arslan (2011)) study, adapted from Luzuka's (2000), there are substantial disparities in green behaviour among people of developed countries and citizens of developing countries. In developed countries, it is the government's obligation to safeguard the environment, but in developing countries, it is the responsibility of the individuals. Customers will not buy or pay premium prices for stated eco-products unless they are properly eco-labeled with certified certification from professional bodies, which is a criterion for green branding (kai tuha, 2012). Green marketing is new to Indian market and green products are often difficult to sell, despite their benefits to the environment and humans. Therefore, understanding the complex green consumer behaviour is the need of the hour.

The findings here suggests that gender does not play any role in propagating green behaviour and there is no significant difference between the perception of male and female in terms of green products and green behaviour. The study is in the accordance with the previous researchers such as (Chen & Chai, 2010; Sinnappan and Rahman, 2011; Samarasinghe, 2012; Rezai et al., 2012; Singh and Bansal, 2012; Ansar, 2013; Anvar, and Venter, 2014; Ghosh & Chandra 2018).

We can conclude that the study is consistent with (Sinnappan and Rahman, 2011; Boztepe, 2012; Samarasinghe, 2012; Rezai et al. 2013; Dangi et al. 2020) whereby younger consumers are more environmentally friendly and age is an important factor in determining the green purchase behaviour of millennials whereas it is in contrary to (Singh & Bansal 2012 ; Danish 2016; Patel et al. 2017; Ghosh & Chandra 2018; Sharma & Foropon 2020) which states that age is insignificant in determining green behaviour.

Analysis for education as a predictor in determining green behaviour states that education level is significant in propagating green behaviour and the study is in line with (Paco et al, 2010; Awad, 2011; Chen, 2013; Wang and Wong, 2019; Sharma & Foropon 2020) while it is in contrary to the studies conducted by (Danish 2016; Ghosh & Chandra 2018).

With regards to income, during data analysis, it is revealed that income is a significant predictor of green buying behaviour the study is in line with (Awad, 2011; Boztepe 2012; Tilikidou and Delistavrou, 2014; Okan & Yalman 2015; Danish 2016; Dangi 2020) and contrary to (Ghosh & Chandra 2018; Sharma & Foropon 2020).

During the data analysis we observed that 98% of the respondents have reported that they are aware of green products but when it comes to understanding their level of awareness towards green products, we observed that 42% of the respondents indicated that they had low level of awareness about green products, 46% of the respondents indicated average level of awareness and only 12 % of them had high level of awareness about green products and if 93% of the respondents have agreed to repurchase green products, therefore, marketers must work towards enhancing green product knowledge and its significance on consumers and society as a whole.

Similarly, 41% of total respondents preferred green personal care products, 20% preferred home care products, 17% preferred food & beverages, 14% preferred electrical and electronic items, 7% preferred automobiles, and around 1% preferred clothing & fashion products, indicating that marketers should pay attention to these product categories and their potential for green product offerings.

Social media plays an important role in generating awareness towards green behaviour and hence an important means of communication in today's generation. Majority of the respondents feel that green behaviour should be propagated by the government and this is not their onus.

Hence in order to achieve the sustainable repurchasing of green product in long run, all the latent variables such social media influence, distrust on environmental claims made on packaging labels or in advertising, green product quality, ease of using green products, post purchase experience, customer satisfaction, availability of green products, price sensitivity, green packaging, environmental concern, perceived environmental knowledge, perceived green product knowledge and level of awareness about green product and environmental issues are very much important and they may alter consumers repurchase behaviour. A positive green purchase attitude is a prerequisite for green repurchase behaviour as knowledge about environmental issues and concern may not always lead to a green behaviour.

The major barriers in adoption of green behaviour were distrust on environmental claims made by the organizations and the lack of understanding the impact of purchase decision on the environment.

6.2 MANAGERIAL IMPLICATIONS

According to (Ramasamy & Yeung, 2009) 61% of millennial have revealed that it is their responsibility to make the world a better place to live while 78% believe that companies have the responsibility to include them in their effort. The same view has been supported by (Bertens et al., 2014) in their studies. A more comprehensive study conducted by Deloitte's Global Millennial and Gen Z Survey (2021), Millennials and Generation Z feel the world is on the verge of a major environmental crisis and they're also calling themselves and organizations answerable to make the world more sustainable and equitable. According to the survey, nine out of 10 Indian millennials and Gen Zs are confident that the changes witnessed during the pandemic would help counteract ecological damage. Therefore, understanding the consumer behaviour of younger population of India is a must for sustainability of green products purchase behaviour in the long run as most of these millennials are in their working age bracket, have enormous purchasing power and longer influence on the product life cycle. Our present study also suggests that age do matters when it comes to green purchase.

Many research have been carried all through the world to investigate and define customer behaviour toward "green" or ecologically friendly products and services and we saw that consumers, often lack a sense of responsibility for myriad environmental problems and put the onus on business organizations and government to preserve and care for environment. Taking personal responsibility for the environmental damage may encourages consumers to contribute to the green movement. Consumers who are concerned about the environmental repercussions of their purchases will address the potential consequences of their purchase. If environmental concerns are significant to a customer, he or she may be more likely to purchase green products.

Eco-literacy was found to be the most important component in the long-term sustainability of green repurchase behaviour. Despite the fact that consumers are aware of green products, their degree of awareness appears to be low, and 93 percent of respondents prefer to repurchase green products. It is becoming increasingly crucial to educate people about green products.

Past researchers have suggested that consumers do not purchase products based on the environmental concern alone and they will not trade-off other product attributes for a better environment. The previous researchers have also revealed that the general consumers need incentive to buy green products. The biggest example to back this theory is the energy efficient electronic items which almost all segment of consumer prefer to buy because they have realized that how much energy and money they will save in long run. Similarly, in developing country like India, even the post-purchase behaviour of consumers, and waste disposal or reusability of second hand items, is a hot topic in evaluating the green consumer behaviour and the market is full of online and offline players such as Maruti True value outlets, cardekho.com, cars24.com, olx.com and ebay.com to name a few who are working in this direction. Hence, marketers must develop a market for reusable items and offer incentives to customers to display green behaviour.

The findings here suggests that gender does not play any role in propagating green behaviour and there is no significant difference between the perception of male and female in terms of green products and green behaviour, whereas role of educational qualification, family income and age is highly significant in determining green concern and green environmental knowledge. While media influence is an important factor for green repurchase behaviour, role of social media is relatively higher while propagating green awareness followed by television, newspapers and magazines and knowledge about green products and eco-labels. Although, green product quality, availability of green product and price sensitivity plays highly significant role, the role of green packaging is equally important in determining green product attribute. Ease of using green products and green product experience is also very important for defining post purchase experience of green products. Most of the respondents believe that environmental claims on packaging labels or in advertising are intended to misled rather than to inform consumers about green products and hence can be regarded as a major barrier towards adoption of green repurchase behaviour and also the latent variable of scepticism towards green claims has the highest contribution in determining green repurchase behaviour followed by green products attributes, post purchase green product experience, green purchase attitude and media influence respectively.

The current pandemic has a great impact on health and life of people across the globe. A comprehensive production, consumption and disposable behaviour is the

pre-requisites for sustainable growth and survival of the planet. All of our technical progress to date has resulted in awful environmental damage, carbon emissions, erratic climate condition and recent cases of flood, land slide, cloud bursting and scarcity of resources to name a few. As a result, the entire globe is transitioning from a linear to a circular economy, and customers are currently seeking for ways to recycle, reuse, and lengthen the product life cycle as much as possible. We need to develop more environmentally friendly ways to generate, consume, and dispose of waste. Green Products are a newly developed product category, however customer preference for such products is a questionable issue, as product sales numbers are not very stunning but customer preferences for such products do exists.

Considering Green Personal Care products were preferred by 41% of all respondents, marketers should take note of this significant product category and structure their marketing initiatives accordingly.

During the investigation, to determine who consumers believe is responsible for promoting the use of green products, they were asked to choose between Companies, governments, and consumers, most of the respondents (45%) stated that, government has a responsibility to promote the usage of green products. 34 % of respondents believe they should support the use of green products, while 14% believe firms and 7% believe that all of them are responsible for encouraging the use of green products. The result contradicts the study conducted by Nittala et al. (2021) which found that the majority of respondents (59.4%) believe corporations, governments, and consumers are all responsible for encouraging the usage of green products. But bringing all stakeholders in same line as far as environmental issues are considered is a must for green product purchase.

Although while addressing the future of any product or service, all four Ps must be taken into consideration for any product roadmap. However, while ample studies has been conducted to understand pricing as a key factor while analyzing consumer buying behaviour for green products, other elements of the marketing mix such as product, place, and promotion were overlooked in the Indian context, as discovered during the literature review. Green product efficacy, green product performance, ease of using green products, green product quality, green product

satisfaction, post purchase experience and the influence of media in propagating green buying behaviour are very important for green repurchase behaviour.

96 percent of participants reported being aware of the current environmental situation in India. People are environmentally conscious and comprehend what they should do to benefit the environment and that means that even if consumers are aware of various environmental issues but that awareness is not translating into showing concern for environment and therefore the present study is in line with previous studies (Mei, N. S., Wai, C. W., & Ahamad, R. 2017; Sasikala and Parameswaran 2018). The present study confirms the existence of an environmental concern and action gap. The general consumers' are showing off their concern for environment but they are not motivated enough to translate their concern into purchase intention/actual buying motives. The findings imply, that increased environmental concern is not translating into any behavioural changes, and that customers require more information and persuasion to convert their sheer concern into actual purchase behaviour.

When it comes to identifying the barriers to green purchasing adoption, the first and most significant barrier is customer scepticism of green claims. Apart from that, when asked about considering environmental issues when making purchase decisions, 98 percent of respondents stated that they had never made a purchase based on environmental issues at all, implying that they had never considered their impact on the environment while purchasing general day-to-day products. Thus, even if people are aware of environmental issues, this does not translate into their purchasing decisions, and there is a clear action and behaviour difference among the green buyers and hence another barrier for green adoption.

6.3 POLICY IMPLICATIONS

Green marketing has become a big topic in today's corporate world. However, the present epidemic has sparked widespread concern about environmental preservation and care, as well as implementing lifestyle adjustments that will have a positive impact on the environment. The main priorities of consumers have changed to health and hygiene. Green and ecologically friendly products may be a good option. Environmental awareness among consumers has risen considerably, and sustainability is now one of the most important factors in consumer decision-making.

Issues like environmental degradation, pollution and restoring the environmental indexes cannot be handled by a few stake holders of the society rather this should be regarded as a prime responsibility of all the stake holders of the society and it requires a cumulative approach. All the stakeholders of the society such as individuals, organizations and policy makers will have to contribute significantly in reducing the environmental footprint thereby contributing to sustainable development goals and promotion of circular economy and thereby promoting green products is a must. Therefore, a lot of media campaign/drive has to be run to create awareness and to motivate the masses to show generate awareness and concern for the environment as environmental concern may leads to formation of a positive green purchase attitude. Furthermore, Hassan (2014) in his study expressed that while most of us wants to lead a greener life but we lack the practical understanding on how to live a sustainable life. This issue is especially pressing in Indian context where the general literacy rate is low (Census, 2011). As a result, customers must be educated and informed on the concept of greener future.

India is a country governed by a plethora of religions, cultures, subcultures, values, tastes, and preferences and pandemic has made things a little more complex. Consumer buying behaviour is a complex process. Some products, such as FMCGs, are considered low-involved, whereas others, such as white goods, may require a higher level of involvement. This could be a complicated task for the organization, and they must come up with an out of the box approach to involve all the stakeholders of society to succeed in the greening effort, as Green is surely becoming the emblem of eco-consciousness in India. However, a certain group of people who are concerned about the environment are eager to buy green products. When discussing marketing in the framework of "Marketing 4.0," Kotler argued that the era 4.0 is more relevant for "Youth", "Women" and "Netizens", hence these are our prime target market.

In a nutshell, advertising techniques aimed towards Indian female consumers, youth, and children may evoke emotional responses and raise awareness about the need of environmental protection and indulging in green purchasing behaviour. Furthermore, consumer perceptions of green product effectiveness and usability is driven by the level of reliable information available regarding product quality.

As social media plays an important role in propagating green behaviour. Due to the changing demographic profile of Indian households, the expanding middle income group segment, and both spouses striving to make ends meet, Indian females may play a significant role as influencers in the promotion of green products and may actively influence their families to adopt green buying behaviour. Though gender dose not play any special role in green behaviour but if we can influence female customers for this cause, this could be a game changer in long run. Due to the pandemic situation, where most schools and educational institutions are closed and even school-aged children have access to mobile phones and social media platforms and thus India has a sizable population of technophiles and same can be utilized to its full extent to create awareness for the environment and this will also help in bridging intention and action gap across the age groups. Ease of using green products is also important for customer acquisition.

With the rise of social media platforms and the massive demand for digital marketing, businesses should consider implementing Evangelism Marketing Strategies to promote green products and concepts, which have a track record of establishing brands such as Apple and Harley-Davidson, to name a few. Consumers who are environmentally conscious are more inclined to share and disseminate information on the environmental sustainability amongst their peers.

As Green scepticism is gaining traction throughout the world. Therefore, marketers could consider using the 3Es methods, which are: 1. Educate 2. Engage 3. Excite, consumers in order to urge them to buy green products more frequently. Often consumer rely on their past experience to guide their present behaviour, therefore educating and engaging them is the base for propagating green concept at large scale. Reducing the green scepticism will also help in enhancing green purchase attitude and it may lead to a favourable green product purchase behavior in long run.

The general perception of Indian consumers is that they are price sensitive, and the current study concludes that price sensitivity does favour the positive formation of green product attributes, though the magnitude is not particularly large. However, this should be taken into account when formulating green product policies. Similarly

Consumers, overall, do not buy products just for ecological reasons, and they will never sacrifice other features and benefits for a better environment since they rarely evaluate the influence of their purchases on environmental degradation. As a result, general consumers require an incentive to purchase green products such as energy-efficient and time-saving products, and hence, a green purchasing incentive is essential for successful green marketing.
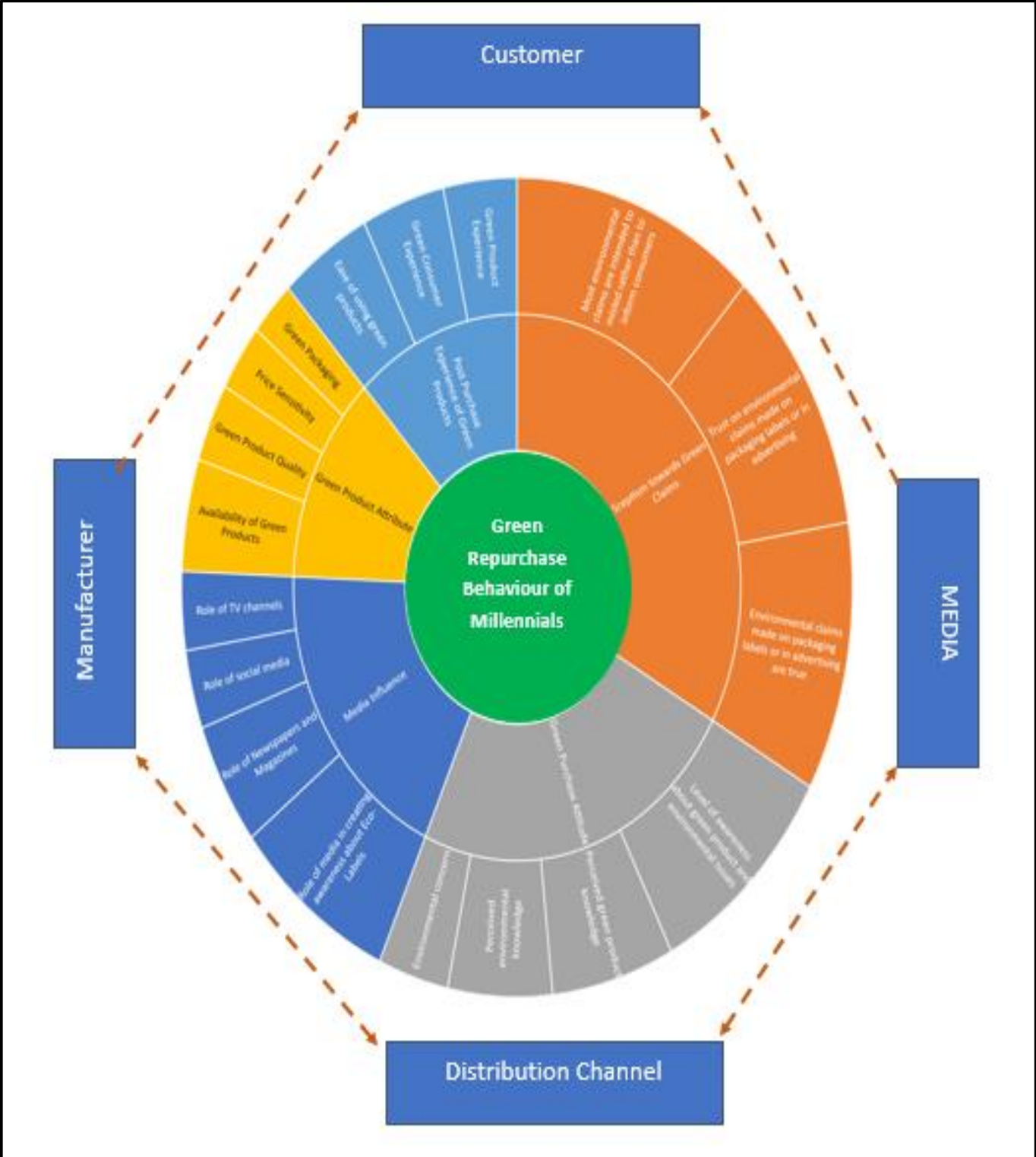
Packaging of the product also creates a lot of waste that can also be considered in the product design and organizations like Coca Cola, Dabur, HUL, and Pepsi are taking this as a matter of great concern and handling it well to move towards zero waste. Therefore, from both customer's perspective as well from organizational point of view, green packaging has significant positive bearing on willingness to purchase green product.

As a result, it can be concluded that people are aware of current environmental problems, but the magnitude of ecological concern may not be as desired; however, a segment of customer who are environmentally concerned may significantly impact the willingness to purchase green product, and the price of the product may not deter their choices, while the sustainable packaging also positively influence the willingness to purchase green product. A proper care should be taken for formation of positive green purchase attitude among the target consumers by educating them through social media and other direct customer touch points and ease of using green products along with incentive to buy green product is also very important for sustainable green repurchase behaviour in long run.

6.4 MODEL SUMMARY

The following model was developed by integrating all of the variables under the study and their interrelatedness.

Figure 6.1: Model Summary

(Source: Author's own framework)

6.5 LIMITATIONS

The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness and consumer satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population. For the survey to be generalized, the sample size (385) is too small. The data was collected online also, so the responses could have come from persons who are tech-savvy or privileged enough to afford an internet connection. As a result, the data may not represent all socioeconomic groups' perspectives. The possibility of sample error and respondent biasedness during data collection should be taken into consideration as a study limitation. The lack of time for data collection was a major challenge for the study due to strict lockdown situation in the state.

6.6 SCOPE FOR FUTURE STUDY

The present study has examined consumers' purchase behaviour for generic green products Future researchers might extend the scope of their research by looking at particular green products like green apparel, green electrical and electronic appliances, green automobiles, and so on. The effects of celebrity endorsement on green purchase behaviour may also be taken as a scope for further study. A longitudinal study may be also undertaken to understand the preferences for consumers in terms of green choices. The current study's focus is limited to customers in urban and sub-urban regions of Jharkhand; however, it is proposed that the green purchasing behaviour of consumers in rural areas may be investigated in future studies.

6.7 SUMMARY OF THE CHAPTER

The findings of this research can help green product marketers to establish strategies, particularly in the Indian context. For the marketing of green products in India, influence of media can't be overlooked, and it has been proposed that emotional appeals to generate concern for the environment may be more powerful than rational ones in influencing green buying behaviour. We should make every effort to limit the skeptical green claims to gain customer confidence and to support green switch. Ease

of using green products, need for green packaging and positive green product post experience and a positive green purchase attitude is a must for determining green repurchase behaviour of the consumer.

Climate change is wreaking havoc on ecosystems and humans all around the planet, and none of us are immune from its consequences. We all can switch to a cleaner and more resilient world if legislatures, businesses, society, youth, and academia work together to create a greener future and to resort harmony between people, profit and planet.