

Consumer's Green Purchasing Behaviour: A Study On India's Young Consumers

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Abstract

The word "green", labeled with the product, entails a critical role in the process of customer's decision making and behavioral intentions; hence it creates an image to entice their potential customers.

There are emerging markets with respect to environmental products/services which promises prospects for green marketing. Therefore, this paper tries to explore the antecedents that affect consumers, especially adolescent and young consumers of India (specifically Delhi) on their purchase behaviour for green products.

About 167 responses (mostly from young females) in India (New Delhi) was collected through convenience sampling. They were surveyed on the factors affecting green purchasing behaviour, which are the base as dimensions for this study.

Multiple regression analysis and correlation tests were applied to analyze the result, which showed that Concern for environment is predominantly a significant contributor. This may indicate marketers to segment marketplace on basis of prospective consumers' level of environmental consciousness and concern. This would mean effective targeting.

This paper could be a useful source for worldwide green marketers, who intend to enter India in near future, about what works and what does not in appealing to the young consumers in India. It offers numerous guidelines for the worldwide green marketers planning to target the Asian markets.

INTRODUCTION

The green marketing concept originally emerged in the late 1980s (Peattie & Crne, 2005) can be explained as "Green marketing refers to an organization's determinations to design, promote, price and distribute products that are safe and friendly for the environment" (Pride & Ferrell, 1993). "It is also explained as the holistic management process which deals with the customer and the society's environmental requirements in sustainable way" (Welford, 2000). (Polonsky, 2011) added some input to this definition of green marketing by emphasizing the need to integrate transformative change that results in value creation for individuals, society and the natural environment.

In the western countries, from mid-1990s, consumers instigated their interest in the awareness with respect to the environment and the society (Strong, 1996). During that period analytical consumers began to transpire as a rising force of green consumerism. Progressively, the upswing of green consumerism has

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focused our attention towards a widened concept called ethical consumerism (Uusitalo & Oksanen, 2004). During the same period, scholars began to realize the requisite for a new concept named "sustainability marketing", which anticipated the rising forces of consumerism. "Sustainability marketing refers to the building and maintaining of sustainable relationships with customers, social environment and the natural environment (Charter & Polonsky, 1999)".

Green marketing made an upswing in the Western markets from 2000 onwards (Ottman, Stafford, & Hartman, 2006). This uprising trend of "going-green" is now extending to the Asian region, where local governments and citizens are worried about the alarming threats of environmental degradation. Though, India seeks to become an Asian city that is developing at a progressive rate; however, its environmental quality is far behind its Western counterparts. India suffers from an alarming level of air pollution, poor water quality, and high intensities of exposure to severe traffic noise, high intensities of garbage disposal and rapidly diminishing landfill space. Recently, there remained rising awareness among the government and citizens of India about the seriousness of the environmental threats, and the dangerous economic and health problems. Now, the Indian society is more prepared than before to respond to appeals based on green issues. India seems to provide favorable opportunities for worldwide green marketers due to the evolving markets for environmental products/services and technologies.

Conceptual Framework

While there was an uprising in the concept of green marketing and green consumerism, many consumers have criticized about the high price of eco-products (Johri & Sahasakmontri, 1998) and questioned the veracity of ecological claims (Polonsky, Carlson, Grove, & Kangun, 1997) despite company's efforts to promote green products. However, according to (Carlson, Grove, Kangun, & Polonsky, 1996), green advertising has been claimed to be credible by most customers, also previous studies of scholars have proved that green promotions and green products are witnessed with a more positive response from environmentally friendly people.

This part attracts us to go further into detail for discussion customer attitudes to green purchasing behaviour.

Customer attitudes to green purchasing behaviour

According to (Carlson, Grove, Kangun, & Polonsky, 1996), several consumers are of the view that claims in green advertising are more credible, also that green promotions and green products are witnessed with a more positive response from environmentally friendly people. For instance, (Mathur & Mathur, 2000) found that such customers tend to respond more favourably to a green image and to perceive the messages in green promotions as credible. (Laroche, Bergeron, & Barbaro-Forleo, 2001) reported that consumers who care about their relationship with others have a predisposition towards environmental friendliness. They also found that those consumers who consider environmental issues when purchasing a product are more expected to spend extra on green products. As consumers become more ready to pay extra for green products it is anticipated that a green image will play an increasingly precarious role in their decision-making process and purchase intentions (Prendergast & Man, 2002).

On the other hand, some customers became confused by green claims, and had negative intention for green purchases since they perceive green products to be underperforming, and their corresponding promotional claims to be misleading (Wong, Turner, & Stoneman, 1996). (Ginsberg & Bloom, 2004) also stated that consumers may refuse to buy green products that are perceived to fail in delivering their environmental promises. According to previous researches, many consumers criticized about the higher prices as well (Johri & Sahasakmontri, 1998).

Assessing the conceptual framework of green marketing and understanding the pros and cons of green products in consumer's perception, there arise a need to explore factors affecting green purchasing behaviour and understanding whether these factors are applicable in the context of India.

Various evidences have been provided by Western literature that environmental behaviour is related to the following variables: environmental attitude (Kaiser, Wolfing, & Fuhrer, 1999), environmental concern (Schelgelmilch, Bohlen, & Diamantopoulos, 1996), perceived seriousness of environmental problems (Garcia-mira, J.E., & Jose, 2005), perceived environmental responsibility, perceived effectiveness of environmental behaviour (Manzo & Weinstein, 1987), concern for self-image in environmental protection (Lee, 2007), and peer influence (Ryan, 2001).

Social Influence

The term socialization refers to the process by which people acquire various patterns of cognitions and behaviors, while consumer socialization refers specifically to the process of learning consumer-related skills, knowledge, and attitudes (Ward & Scott, 1974). Peer group refers to an individual's small and intimate group of peers who interact with and socializes with each other regularly (Brown, 1990). Researches indicate that peer group/social groups are one of the important indicators for development of individual's belief and behaviour. The extent and nature of peer group influence on individuals' achievement, beliefs and behaviors is most likely to be complex.

Since in my study the sample size is relatively the young Indians, the peer group influence is one of the important factor in determining their behaviour and attitude. This can also be supported with the facts that in current years, young people have been considered as a specialized segment of the market for a variety of products and services, and their behavior has gained attention among marketers, public policy makers, consumer educators, and students of socialization and consumer behavior.

Several studies have established that there will be an increase in individual's need for conformity in the young individuals. Behaviors that are dejected or are treated in a negative way by the group are less expected to be shown yet again by an individual. On the other hand, those behaviors that are encouraged or positively received by the peer group are likely to show up again in the presence of one's peers.

Some studies have shown those adolescents' preferences for products and brands are influenced by those of their peer (Saunders, Salmi, & Tozier, 1973). As an adolescent networks with his/her peers about consumption matters, s/he is likely to learn about their product preferences and may take them into account in evaluating products. Therefore, young individuals may be susceptible to the peer group influence (Steinberg & Silverberg, 1986).

Environmental Concern

This dimension measures concern about the environmental issues caused by human behavior. Environmental concern can be explained as the level of emotional participation in issues related to the environment. It knocks persons' response in the direction of environmental protection.

While consumers seem willing to purchase environmentally sound products, they may do so only within certain constraints. For instance, there might be a price difference beyond which consumers are no longer willing to purchase the environmentally complete product. Similarly, inconveniences associated with an environmentally sound product might result in resistance. Nevertheless, it appears that many consumers are worried about the protection of environment and stand ready to exhibit purchase behaviors reflecting this concern.

Researches have used demographic, socioeconomic, cultural, and personality variables, as well as attitudes, to identify the consumers that are concerned for ecologically of the environment (Kempton, Boster, & Hartley, 1995). And the results revealed that on the basis of demographics, adolescents and young consumers show concern for environment as compared to other age groups.

Environmental Attitude

A persons' value judgment with regard to environmental protection is known as environmental attitude. In other words, environmental attitude knocks the individuals' perceptive assessment of the values of environmental protection.

In current years, a number of studies have examined the association between values and environmental attitudes (Grunert & Juhl, 1995), (Nordlund & Garvill, 2002), (Schultz & Zelezny, 2003), (Stern, Dietz, Abel, Guagnano, & Kalof, 1999) & (Tankha, 1998). Their results reveal existence of a strong association between value and environmental attitude among the consumers. Other prominent researches on environmental attitudes have been found which focused on values, and view them as underlying determinants of most specific attitudes, behaviors, and beliefs (Olson & Zanna, 1993).

(Schwartz, 1992) & (Schwartz, 1994) has developed a broad model for classifying the dimensions of values. (Schultz, 2001) produced a scale which helps to analyze and measure the concern for environment using three items which help frame consumer's attitude. **Egoistic items** can be identified as me, my future, my lifestyle, and my health. **Altruistic items** as humanity, children, people in the community, and future generations. **Biospheric items** were trees, animals, marine life, and birds. Previous researches exposed various sets of concerns to be linked to values: that values of self-transcendence tend to be

positively correlated with the measures of biospheric environmental concerns also correlated negatively with egoistic environmental concerns, whereas values of self-enhancement tends to correlate negatively with biospheric concerns and positively with egoistic concerns.

The ecologically concerned consumer's attitude is required to express concern for ecology (Kinnear, Thomas, & Sadrudin A., 1974). The impact of ecological concern on consumption and voting behavior has frequently been assessed and research shows that ecological concern is related to but not highly correlated with consumption behavior.

A link was found between attitudes and behavior in the ecology and social marketing is evident to use environmental attitude in this research. Therefore, Environmental attitude is related with environmental concern in the following way:

We use the term *environmental concern* for referring to the affect associated with environmental problems and the term *environmental attitude* to refer to the collection of beliefs, affect, and behavioral intentions a person holds regarding environmentally related activities or issues. From this perspective, environmental concern is one aspect of an environmental attitude.

Perceived Environmental Responsibility

Another important factor affecting environmental behaviour can be perceived environmental responsibility. Results from various researches have proved that it is necessary for adolescent consumers to realize their individual responsibility in environmental protection. Also, the perception that one's action could make a modification is another important factor in influencing adolescent consumers' decision to buy green products or not.

(Anderson, Jr., H., & Cunningham, 1972) found the socially responsible consumer to be less alienated and more involved in community activities, while (Webster, 1975) found that alienation and social consciousness are strongly positively correlated. From this explanation we infer that there are two categories of consumers: socially conscious consumer and socially responsible consumer. The thin line of difference between the two is that, the socially conscious consumer participates in consumption behaviors consistent with his/her standards of responsibility, whereas the socially responsible individual adheres to generally accepted values of the society.

A sense of personal obligation for the well-being of others implies that people feel a responsibility to act for the benefit of others, so the model promotes spirit of responsibility as a personal moral obligation. Several other researchers also confirm the significance of responsibility as an interpreter of ecological behaviors (Granzin & Olsen, 1991), (Arbuthnot, 1977), (Fridgen, 1994), (Heberlein & Black, 1976), (Hines, Hungerford, & Tomera, 1986/87), (Kals & Montada, 1994) & (Kantola, Syme, & Nesdale, 1983).

Feelings of personal responsibility towards the environment are used to bridge the gap between rational-choice and norm-activation theories (Schwartz, 1977). Environmental knowledge, environmental values, and responsibility feelings predict ecological behavior intentions, which in turn predict ecological behavior. Ecological Behavior Intention could be predicted more precisely by including spirits of responsibility into the sort of conceptual structure that unifies most extant environmental attitude approaches (Kaiser, Wolfing, & Futhrer).

Perceived Seriousness of Environmental Problems

Perceived significance of environmental problems implies that the more serious the environmental problems the population perceived, the more likely they were to buy green products.

Because the environment is a common property that is available to all people, one individual's consumption of natural resources also affects other people. If a person tries abstinence from consumption, it could better the situation of others (Biel & Garling, 1995) & (Mosler, 1993). Not surprisingly, ecological behavior is seen more and more as a pro-social (Granzin & Olsen, 1991) or an altruistic behavior (Hallin, 1995), (Hopper & Nielsen, 1991), (Stern, Dietz, & Kalof, 1993) & (Vining & Embreo, 1992).

Because most environmental attitude approaches presuppose people who act deliberately, egoistically, and rationally (i. e., people who maximize utility), these approaches often fail to include altruistic considerations, considerations that improves others' situations at one's own expense.

There is an increasing awareness that the natural environment is being harmed by human actions. Polling data suggest that high percentages of people worldwide

believe that environmental problems are among the most important social problems of the day (Dunlap, 1991), (Dunlap, Gallup, & A., 1993) & (Kempton, Boster, & Hartley, 1995). In addition, there is recognition that environmental problems are only beginning and that in the coming years their severity will increase (Dunlap & Saad, 2001) & (Saad, 2002 March).

To arouse seriousness towards environmental problems among consumers, various marketers use desensitization (which refers to the abating or exclusion of cognitive, emotional, and behavioural responses towards a stimulus); which occurs in young consumers after many repeated exposures to a message about the seriousness towards the environmental damages (Rule & Ferguson, 1986). In fact, desensitization has been found when adolescents are exposed to unhappy, adverse or intense visuals (Funk, Baldacci, & Baumgardner, 2004).

Perceived Effectiveness Of Environmental Behaviour

The degree to which the consumer believes he or she can be effective in pollution abatement is considered to be an interpreter of ecologically concerned consumer (Kinnear, Thomas, & Sadrudin A., 1974). The ecologically concerned consumer believes his or her actions will make a difference. Similarly, the more any consumer believes in the power of the individual, the more he or she will buy and use nonpolluting products. (Balderjahn, 1988).

One's ecological behavior could be explained by environmental knowledge, environmental values, and feelings of responsibility toward the environment. It can be seen that individuals evaluating present environmental problems given environmental concern seems to be conditioned by whether or not they are personally involved in the problem or can take control of it, irrespective of its status as a global or local problem. Therefore, they perceive effective solution to the environmental problems could be assessment of self behaviour.

Concern for Sel-Image In Environmental Protection

Few people participate in environmental organizations or in such activities as boycotting polluting products or lobbying for environmental legislation. Awareness of severe and/or widespread harmful consequences towards other people tends to activate the feeling that the

action should be taken to ward off or alleviate the harm.

"This dimension was found to be a predictor of green buying behaviour among Indian adolescents."(Shaffer, 1994)

(Schwartz, Sagiv, & Boehnke, Worries and values, 2000) predicted that self-enhancement/ self-image would be *positively* related to environmental behavior when the perceived level of local environmental problems was seen as serious issue and the individuals felt a sense of responsibility towards these problems.

Several researchers have ventured on a possibility of positive relationship between self-image and environmental behavior under the right conditions (Schultz & Zelezny, 1998), (Stern, Dietz, & Kalof, 1993) & (Stern P. C., Dietz, Kalof, & Guagnano, 1995). The widespread provision for environmental protection suggests that motives other than the short-term and the individualistic impel many people to act.

Relevance of the Study

- Indian green marketing studies are relatively scant when compared to the Western works.
- Among those scant green marketing studies those young consumers, who create a potentially large group of supporters in environmental protection, have rarely been examined.
- This paper endeavors to fill the gap by examining the factors influencing green buying behaviours of Indian young consumers.

OBJECTIVES OF THE STUDY

- The purpose of this study is to explore factors that are effective in motivating young Indian people to engage in green purchasing behaviours.
- To examine how adolescent consumers implicitly evaluate the comparative importance of different green marketing related factors.

RESEARCH METHODOLOGY

A Self-administered questionnaire was prepared to explore the antecedents and their importance among young in India. Statements were divided into eight dimensions namely environmental attitude (this dimension includes 7 statements as instruments), environmental concern (this dimension includes 4 statements as instruments), perceived seriousness of environmental problems

(this dimension includes 5 statements as instruments), perceived environmental responsibility (this dimension includes 7 statements as instruments), perceived effectiveness of environmental behaviour (this dimension includes 4 statements as instruments), social influence (this dimension includes 6 statements as instruments), concern for self-image in environmental protection (this dimension includes 3 statements as instruments) and green purchasing behaviour (this dimension includes 4 statements as instruments). These statements were surveyed on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Out of which many items were also reverse coded in the questionnaire, because of the demand of the respective statements.

The study was first pilot-tested on to check for any major changes required in the instrument. No major problems were found, and only a few minor changes were made to the wording. Finally, a sample of about 167 young

Indians from Delhi region was used for this study.

They were surveyed on the following factors/ dimensions: green purchasing behaviour, environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behaviour, social influence and concern for self-image in environmental protection.

The statistical tools used in the research work are reliability analysis to establish internal consistency, multiple regression analysis was also conducted, and correlation was also analysed.

Reliability analysis using cronbach alpha is conducted to establish internal consistency of the formed summated scale for various constructs used in study. With a cronbach alpha>0.5, each construct represent robust internal consistency.

Construct	Cronbach Alpha	N
Social Influence	0.796	6
Environmental Attitude	0.841	7
Environmental Concern	0.748	4
Perceived Seriousness Of Environmental Problems	0.802	5
Perceived Environmental Responsibility	0.691	7
Perceived Effectiveness of Environmental Behaviour	0.564	4
Concern For Self Image in Environmental Protection	0.778	2
Green Purchasing Behaviour	0.824	4

Table1: Reliability analysis

The proposed model for predicting consumers' green purchasing behaviour is:

$$\begin{aligned}
 \text{GreenPurchBeh} = & \beta_1 + \beta_2 \text{EnvironAttitude} + \beta_3 \text{EnvironConcern} + \\
 & \beta_4 \text{SocialInfluence} + \beta_5 \text{PerSeriousnessOfEnvironProblems} + \beta_6 \text{PerfEnvironResponsibility} \\
 & + \beta_7 \text{PerEffectivessEnvironBehaviour} + \beta_8 \text{ConcernForSelfImageinEnvironProtection} + \epsilon
 \end{aligned}$$

RESULTS, FINDINGS AND DISCUSSION

A **multiple regression** was run to predict consumers' green purchasing behaviour from predictors: consumers' concern for self image in environment protection, consumers' perceived seriousness of environment problems, perceived effectiveness of environment behaviour, perceived environment responsibility, environment attitude, social influence and environment concern. These regressors statistically significantly predicted the consumers' green purchasing behaviour, $F(7,158)=9.494$, $p<0.05$ and $R^2=.296$. All the predictors added significantly to predic-

tion at $p<.05$.

A value of $R=.544$, S.E of estimate=.62104 at $p<0.05$ indicates a good model fit. $R^2=.296$ is indicating that the regressors are explaining around 30 percent of the variation in the dependent variable. This means that environmental attitude, environmental concern, social influence, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behaviour and concern for self image in environmental protection combined together are explaining 30 percent of variation in Green Purchasing Be-

haviour. This means these are effective factors affecting green purchase behaviour.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544 ^a	.296	.265	.62104

a. Predictors: (Constant), SumConcernForSelfmageinEnvironProtection, SumPerSeriousnessOfEnvironProblems, SumPerEffectivessEnvironBehaviour, SumSocialInfluence, SumEnvironConcern, SumEnvironAttitude, SumPerfEnvironResponsibility

Table2: Multiple regression model fit

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.626	7	3.661	9.492	.000 ^b
	Residual	60.939	158	.386		
	Total	86.565	165			

a. Dependent Variable: SumGreenPurchasingBehaviour

b. Predictors: (Constant), SumConcernForSelfmageinEnvironProtection, SumPerSeriousnessOfEnvironProblems, SumPerEffectivessEnvironBehaviour, SumSocialInfluence, SumEnvironConcern, SumEnvironAttitude, SumPerfEnvironResponsibility

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.037	.598		1.734	.085
	SumSocialInfluence	.226	.080	.212	2.810	.006
	SumEnvironAttitude	.021	.104	.017	.198	.843
	SumEnvironConcern	.363	.094	.324	3.863	.000
	SumPerSeriousnessOfEnvironProblems	.005	.122	.003	.040	.968
	SumPerfEnvironResponsibility	.202	.130	.143	1.555	.122
	SumPerEffectivessEnvironBehaviour	-.220	.098	-.190	-2.252	.026
	SumConcernForSelfmageinEnvironProtection	.105	.068	.113	1.531	.128

a. Dependent Variable: SumGreenPurchasingBehaviour

Table 3:

At $p < .05$, **social influence** ($\beta = .226$), **environment concern** ($\beta = .363$), **perceived environmental responsibility** ($\beta = .202$) and **perceived effectiveness of environment behaviour** ($\beta = -.220$) is found to be statistically significant in predicting consumers' green purchasing behaviour (Table 3). This is because our sample size was of The youth of India; and studies have proved that the youth is highly influenced by social pressures from peers and family. Environmental concern emerged out as a strong predictor green purchasing behaviour may be because in the present generation our non-renewable natural resources are depleting at a very fast rate and also because of the rise in the awareness of environmental concern. The other factor perceived environmental responsibility also emerged out as a factor of green purchasing behaviour because today's youth is well educated and aware of the harmful effects of environmental problems, hence they feel its their sole responsibility to protect the environment. This explanation can be supported by taking inference from Appendix 1, which says that there is a **positive correlation = .307**, $p < 0.05$ between the two predictors, i.e.; concern for environment and social influence. There is a **positive correlation = .410**, $p < 0.05$ between the two predictors, i.e.; perceived environmental responsibility and environmental concern. However, a **low correlation of 0.183**, $p < 0.05$ has been reported between perceived environmental responsibility and social influence. A **strong positive correlation = 0.553**, $p < 0.05$ has been reported between two of the repressors i.e; perceived environmental responsibility and perceived effectiveness of environmental behaviour (Appendix1).

A good correlation has been reported with each of the four independent variable factors and the dependent variable. A **positive correlation = .370**, $p < 0.05$ exists between social influence and the dependent variable; green purchasing behaviour. A strong **positive correlation of 0.444**, $p < 0.05$ exists between concern for environment and the dependent variable; Green Purchasing Behaviour. A **slight positive correlation** of 0.217, $p < 0.05$ exists between perceived environmental responsibility and the dependent variable; green purchasing behaviour (Appendix1).

An interesting point to note is that consumers' perception of their behaviour in affecting environment is found to contribute negatively to their going green and depicting higher chances of green behaviour, $t = -2.252$, significant at $p < 0.05$. (Table 3).

CONCLUSIONS AND IMPLICATIONS

From the above analysis we can conclude that out of the

seven selected factors of Green purchasing behaviour, results help us in shortlisting four factors that strongly predict India's Young consumer's green purchasing behaviour. These can be list out as: Social influence, environmental concern, perceived environmental responsibility and perceived effectiveness of environmental behaviour.

Marketers desirous of promoting and encouraging green purchasing behaviour should focus on driving the point of enhanced social status and acceptance for a green consumer. It would hence simplify marketer's task of convincing consumers' and also add to their self-consciousness of enhanced belongingness to their peer group. Concern for environment is predominantly the most significant contributor according to the analysis above. This may indicate marketers to segment marketplace on basis of prospective consumers' level of environmental consciousness and concern. This would mean effective targeting. It emphasizes on the prominence of market segmentation since what works best for one particular market segment may not work the same for other segment or group.

It seems that a good green marketing campaign can raise awareness of a business's commitment to fulfilling its environmental responsibilities. Overall, the study shows that young in India displayed a quite promising market opportunity for green products.

Limitation of the Study and Scope for Future Research

The result of this study may not reflect full picture of consumer's perception of Indian adolescents for green marketing, as the sample was restricted to a limited area. Researchers might undertake this study with larger sample size and for a longer time period.

However, it would be apt for further studies to focus on consumer demographics and incorporate them as antecedents to consumers' environment concern, social influence, perceived environmental responsibility and perceived effectiveness of environmental behaviour. These antecedents may further be tested with the after effects of consumer behaviour, for example on brand loyalty, and purchase intentions.

Further, effect of consumer demographics such as educational level may be taken as moderators impacting the present linear relationships. An analysis of the model with demographics shall also enable researchers to form sub-groups of consumers and help in easy identification of consumers preferring to go green.

Appendix1:

Correlations									
		SumGreenPurchasingBehaviour	SumSocialInfluence	SumEnvironAttitude	SumEnvironConcern	SumPerSeriousnessOfEnvironProblems	SumPerEnvironResponsibility	SumPerEffectivenessEnvironBehaviour	SumConcernForSelfImageInEnvironProtection
Pearson Correlation	SumGreenPurchasingBehaviour	1.000	.370	-.051	.444	.178	.217	-.053	.289
	SumSocialInfluence	.370	1.000	-.177	.307	.048	.183	.017	.338
	SumEnvironAttitude	-.051	-.177	1.000	.054	.404	.413	.451	-.199
	SumEnvironConcern	.444	.307	.054	1.000	.447	.410	.189	.259
	SumPerSeriousnessOfEnvironProblems	.178	.048	.404	.447	1.000	.450	.272	.000
	SumPerEnvironResponsibility	.217	.183	.413	.410	.450	1.000	.553	-.016
	SumPerEffectivenessEnvironBehaviour	-.053	.017	.451	.189	.272	.553	1.000	-.135
	SumConcernForSelfImageInEnvironProtection	.289	.338	-.199	.259	.000	-.016	-.135	1.000
Sig. (1-tailed)	SumGreenPurchasingBehaviour	.	.000	.258	.000	.011	.002	.251	.000
	SumSocialInfluence	.000	.	.011	.000	.271	.009	.416	.000
	SumEnvironAttitude	.258	.011	.	.245	.000	.000	.000	.005
	SumEnvironConcern	.000	.000	.245	.	.000	.000	.007	.000
	SumPerSeriousnessOfEnvironProblems	.011	.271	.000	.000	.	.000	.000	.500
	SumPerEnvironResponsibility	.002	.009	.000	.000	.000	.	.000	.421
	SumPerEffectivenessEnvironBehaviour	.251	.416	.000	.007	.000	.000	.	.041
	SumConcernForSelfImageInEnvironProtection	.000	.000	.005	.000	.500	.421	.041	.
N	SumGreenPurchasingBehaviour	166	166	166	166	166	166	166	166
	SumSocialInfluence	166	166	166	166	166	166	166	166
	SumEnvironAttitude	166	166	166	166	166	166	166	166
	SumEnvironConcern	166	166	166	166	166	166	166	166
	SumPerSeriousnessOfEnvironProblems	166	166	166	166	166	166	166	166
	SumPerEnvironResponsibility	166	166	166	166	166	166	166	166
	SumPerEffectivenessEnvironBehaviour	166	166	166	166	166	166	166	166
	SumConcernForSelfImageInEnvironProtection	166	166	166	166	166	166	166	166

Appendix2:

QUESTIONNAIRE

Antecedents Affecting Green Purchasing Behaviour: An Empirical Study On India’s Young Consumers

This is a very short survey on factors affecting green purchasing behaviour by young Indian consumers. This survey is for purely academic purposes and would appreciate your responses. This would hardly take 6-7 minutes. Kindly cooperate and help us in collecting the required data for the purpose of survey.

A. This section tries to learn about the impact of **social influence** on consumers’ purchasing behaviour for green products/ environmental products on 5 point Likert-type scale ranging from:

SD=Strongly Disagree D=Disagree N=Neutral A=Agree SA=Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I learn about environmental products from my friends.					
I learn about environmental issues from my friends.					
I discuss with my friends about environmental products.					
I discuss with my friends about environmental issues.					
I often buy environmental products with my friends.					
I often share information regarding environmental products with my friend.					

B. This section analysis the impact of **environmental attitude** on consumers' purchasing behaviour for green products/ environmental products. You are requested to select by ticking at the appropriate position on 5 point likert type scale ranging from:

SD= Strongly Disagree D= Disagree N=Neutral A=Agree SA= Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is essential to promote green living in India.					
I strongly agree that more environmental protection works are needed in India.					
It is very important to raise environmental awareness among Indian people.					
Environmental protection works are simply a waste of money and resources.					
Environmental protection issues are none of my business.					
I think environmental protection is meaningless.					
It is unwise for India to spend a vast amount of money on promoting environmental protection.					

C. This section analysis the impact of **environmental concern** on consumers' purchasing behaviour for green products/ environmental products. You are requested to select by ticking at the appropriate position on 5 point likert type scale ranging from:

SD= Strongly Disagree D=Disagree N=Neutral A=Agree SA=Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am worried about the worsening of the quality of India's environment.					
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.					

D. This section analysis the impact of **perceived seriousness of environmental problems** on consumers' purchasing behaviour for green products/ environmental products. You are requested to select by ticking at the appropriate position on 5 point likert type scale ranging from:

SD= Strongly Disagree D=Disagree N=Neutral A=Agree SA=Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think the environmental problems are very serious.					
I think India's environmental problems need to be dealt with urgently.					
I think India's environmental problems are worsening.					
India's environmental problems are threatening our health.					
India's environmental problems are threatening the reputation of India.					

E. This section analysis the impact of **perceived environmental responsibility** on consumers’ purchasing behaviour for green products/ environmental products. You are requested to select by ticking at the appropriate position on 5 point likert type scale ranging from:

SD= Strongly Disagree **D=**Disagree **N=**Neutral **A=**Agree **SA=**Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I should be responsible for protecting our environment.					
Environmental protection starts with me.					
I think I have the responsibility in protecting the environment in India.					
I have taken responsibility for environmental protection since I was young.					
I am willing to take up responsibility to protect the environment in India.					
Environmental protection is the responsibility of the Indian government, not me.					
Environmental protection is the responsibility of the environmental organizations, not me.					

F. This section analysis the impact of **perceived effectiveness of environmental behaviour** on consumers’ purchasing behaviour for green products/ environmental products. You are requested to select by ticking at the appropriate position on 5 point likert type scale ranging from:

SD= Strongly Disagree **D=**Disagree **N=**Neutral **A=**Agree **SA=**Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think if I carry out some pro-environmental behaviours in my everyday life, I would contribute a lot to our environment.					
I think my participation in environmental protection would influence my family and friends to participate too.					
The environmental quality of India will stay the same even if I engage in some pro-environmental behaviours.					
Even if I recycle and reuse things, the environmental quality of India will remain as it currently is.					

G. This section analysis the impact of **Concern for self-image in environmental protection** on consumers’ purchasing behaviour for green products/ environmental products. You are requested to select by ticking at the appropriate position on 5 point likert type scale ranging from:

SD=Strongly Disagree **D=**Disagree **N=**Neutral **A=**Agree **SA=**Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Supporting environmental protection makes me more socially attractive.					
Supporting environmental protection makes me special.					
I will be perceived by others as “out-dated” if I do not support environmental protection.					

H. This section analysis the effect of **Green purchasing** on consumers’ purchasing behaviour for green products/ environmental products. You are requested to select by ticking at the appropriate position on 5 point likert type scale ranging from:

SD=Strongly Disagree **D=**Disagree **N=**Neutral **A=**Agree **SA=**Strongly Agree

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
When I want to buy a product, I look at the ingredients label to see if it contains things that are environmentally-damaging.					
I prefer green products over non-green products when their product 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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