

Determinant Factors of Consumers' Green Purchase Intention: The Mediating Role of Innovativeness

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Abstract

The environment worsening caused by the over consumption and utilization of natural resources has become a major concern among the public in developed countries. These days' people and nations have become more worried about protection of the environment and an innovative system of business has emerged as Green Business which is used by many companies in India. Consequently, there is a new tendency among the people to adopt the products that are less detrimental to the environment. Therefore this paper attempts to explore the green purchase intentions for consumers and investigates the personality factor 'innovativeness' along with 'environment concern' and 'environment attitude' to further widen the deeper understanding regarding green consumer behaviour. The study will also study effect of demographic variables such as age, gender, education and income on green purchase intentions. Using the questionnaire-based analysis method, 224 responses were collected from consumers through convenience sampling. The finding of the study suggests positive relationship between innovativeness, environment concern, environment attitude and green purchase intention. In addition, this study also suggests that innovativeness partially mediates the relationship between environment attitude and green purchase intention. In terms of demographic characteristics, the results of the study showed that only the age group of the respondents has a significant effect on green purchase intention. This study suggest that the government, marketer should pay more attention to the various educational programs and let the consumers to be aware with the environmental issues and green products in order to encourage their environmental concern and enhance their green purchasing intention.

INTRODUCTION

A general worsening in the physical environment is driving individuals and organizations to consider changes in their use and consumption behavior for improving the current state of the environment. As the environment concern increases among the public, green marketing which appeals to consumers with products that are "green" or "environmentally friendly" emerged as a new strategy. Marketers have also reacted to consumers' growing environment concern by developing "environmentally friendly" products (Kohl, 1990). Eco-friendly products provide customer value, while using fewer resources and thereby reducing environmental impacts. It refers to products that protect the environment and are manufactured by using nontoxic, chemicals which is not injurious for environment, recyclable, reusable features, not tested on animals, cotton or cloth shopping bags, LED bulbs etc.

Jain & Kaur (2004) in their study also affirmed that environmentalism has emerged as a worldwide development. Companies have started responding on

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the subject of environmental issues by adopting green marketing strategies. Consumers have also played an important role in making business organizations green marketing oriented. Therefore, it is essential to increase their concern towards environment and persuade them to make a positive contribution to the society by purchasing products that are not harmful for the society (Mainieri et al., 1997). Sachdev (2011) recommended that green consumers are the most important driving force behind the green marketing practice caused by increasing awareness among the consumers for protection of the environment. It is the consumer's concerns for the environment that creates demand for green products and encourages changes in the environmental performance of various products.

Although various researchers and organizations reflect their concern in green marketing, but demand of green products is not likely to be very high. Mintel (1995) conducted a study and found a significant gap between consumer concern and actual green purchase and also showed that different groups of consumers reflect different levels of environmental concerns and attitudes towards green marketing. Therefore, it suggests, there is a gap that exists between consumers' thinking and actual actions (Chen and Chai, 2010; Wheale and Hinton, 2007). This gap is known as 'green attitude-behaviour gap'. Thus consumer positive attitude towards green products does not always results into action. In spite of the vast majority of consumers confirmed that their purchases were influenced by environmental concerns, but only a few "green" products have been successful (Chase and Smith 1992). In India, green products as an eco-friendly concept is welcomed by the consumers, the acceptability of green products is, however, still missing among the consumer. The reasons as mentioned in extant literature could be lack of awareness about green products, or due to ineffective marketing strategy.

Green purchase behavior is defined as purchasing and consuming products that have less impact on environment (Mainieri, Barnett, Unipan and Oskamp, 1997). Chan (2001) defined green purchase intention as a particular form of environment friendly behavior in which consumer expresses his concern about the environment. Thus it is defined as an inner wish, aspiration and motivation of the people to buy a less damaging and environmental friendly product. Pickett-Baker and Ozaki (2008) conducted a study and found the affirmative reaction of people towards products which are less damaging for the environment and their inclination to buy green products.

Various researchers identified various factors that influence green purchase behavior. Kim and Choi (2005) recognized three factors that generally affect consumer's environmental behaviour such as collectivism, environment concern and perceived consumer effectiveness. Ahmad and Juhdi (2008) notified that perception towards organic food, knowledge on government action and belief about the product friendliness to environment, availability of product and product information are the most significant factors that affect pro-environmental behaviour. Mostafa (2009) holds altruism, environment concern, environment knowledge, environment attitude and skepticism towards environment claims and conclude environment attitude to be the main factor that may affect consumers green purchase behavior. Jansson, Marell & Nordlund (2010) investigated that attitudes with reference to the environment are positively correlated to consumer eagerness to try a new "eco-innovation". On the other hand, the study conducted by Thøgersen, Haugaard, & Olsen (2010) established a significant relationship between environment attitudes and innovativeness. English & Phillips (2013) stated in his study that consumer willingness to be innovative can affect his or her behavior toward the environment.

It is observed that many researchers investigated different factors that can convert motivation of the consumer into action, but exact results are still indecisive. Moreover, various studies show conflicting results and limited knowledge is available when it comes to finding a predictive relationship between different variables during the green purchasing right from the formation of attitude to purchase intention leading to actual behavior especially in Indian context. Also, due to the differences in cultural and socio-economic environment of each country, factors that influence the green purchase behaviour might be differ from one country to another. It is believed to provide some insights to marketers and provide them marketing opportunities for developing marketing strategies which in turn can helpful in influencing consumer's attitude and stimulate green purchase intention.

OBJECTIVES OF THE STUDY

To determine the influence of environment attitude, environment concern and innovativeness on green purchase intention.

To find out the mediating effect of innovativeness between environment attitude and green purchase intention.

relationship between innovativeness and green purchase intention. Goldsmith, et al (2003) also point out that there is a linkage between consumer innovativeness and purchase intention. However, Innovativeness as a personality trait may vary across cultures and there are only few studies which show the significant relationship between consumer innovativeness and green purchase intention. Therefore, there is a need to bring more clarity on the relationship between innovativeness and green purchase intention. The hypothesis is:

H3: Innovativeness positively influences green purchase intention.

Jansson, Marell, & Nordlund (2010) in their study found that attitudes with reference to the environment are positively correlated to consumer eagerness to try a new “eco-innovation”. Another study conducted by Thøgersen, Haugaard, & Olsen (2010) also found a significant relationship between environment attitudes and innovativeness. It suggests that consumers who are most open to new ideas and have positive attitudes towards the environment may be at the first in adopting green products. Therefore within this scope, green products are new foremost consumers and a willingness to enact these new behaviors and try these new products is innovative actions for them. Also, Phillips (2013) attempted to find out the role of innovativeness in environmentally consumer behavior and recommend the mediating effect of consumer innovativeness between environmentally conscious attitudes and behaviors. It suggests that environment attitude will impact innovativeness which in turn impact environment friendly behaviour. It also revealed those consumers who are more open to adopt new ideas are in the front position of this new consumer movement. In line with this aspect, another objective of this study is to investigate whether innovativeness mediate the relationship between environment attitude and green purchase intention. The hypothesis is:

H4: Innovativeness mediates the relationship between environment attitude and green purchase intention.

Consumer Demographics and Green Purchase Intention

Green purchase behavior is being complex in nature and it might be influenced by the demographic factors such as gender, age and other factors. Lee (2009) in his study suggested that female consumers have higher potential to become green consumers. Also, many researchers also showed that there was no gender difference in green purchasing behavior among the consumers (Shahnaei, 2012; Chen and Chai, 2010).

Past studies suggest the effect of demographic variables such as age, gender, education and income level of the consumer on green purchase intention. According to Panni (2006) consumer behavior is largely determined by demographic factors such as age, income level, education level and occupation. Therefore, it should be considered while profiling consumer’s behaviour. The following hypotheses were also proposed in this regard.

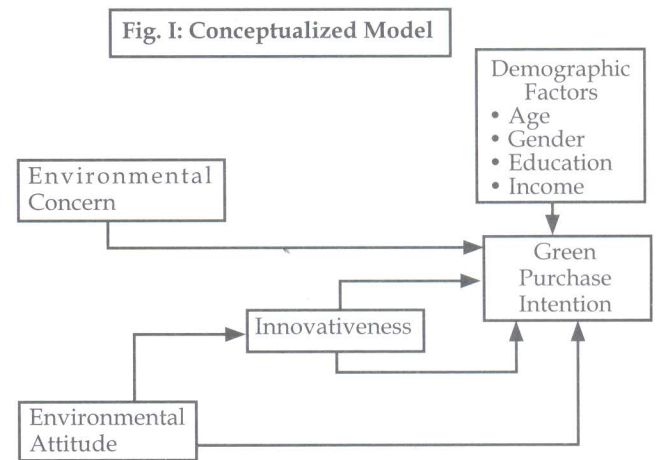
H5: Green purchase intentions significantly differ across education levels of the consumer.

H6: Green purchase intention significantly differs across gender.

H7: Green purchase intention significantly differs across age.

H8: Green purchase intentions significantly differ across income levels of consumers.

By reviewing the related literature, the conceptual model is developed and it is presented in the Figure I.



Source: Author’s work

METHODOLOGY

As the study is empirical in nature, collection of data for the purpose of the research study is in the form of primary data and secondary data. Information from secondary sources as part of literature review is used to develop theoretical framework for empirical testing. A structured questionnaire has been framed with the help of available literature and modified in the Indian context for collecting the primary data. Different item scales used to measure innovativeness, environment concern, environment attitude and green purchase intention was adopted from the past studies. For measuring innovativeness, Goldsmith & Hofacker(1991) and Roerich’s (1995) scale

were used. It comprises of three dimensions such as domain specific innovativeness (tendency to learn about and adopt new products within a specific domain of interest), hedonist innovativeness (related to consumer deriving happiness from using innovations) and social innovativeness (related to consumers' desire to attract the attention of others, to gain superiority over others or

to gain social status among others). Environment concern was measured using Kilbourne et al. (2008) and (Dunlap and Van Liere, 1978) scales was used. Environmental attitude is measured by Do Valle et al. (2005) scales. Green purchase intention was measured by using Mostafa's (2007) and Lee (2008) scale. The scales used in the study are shown in the Table I below:

Table I: Scale items and their sources

No	Variable	Items	Source
1	Innovativeness	<ul style="list-style-type: none"> • I am more interested in buying new than known products • I like to buy new and different products • New products excite me • I am usually among the first to try new products • I know more than others about latest new products • I try new products before my friends and neighbors. • As compared to my friends, I own more Green products. • In general, I am the last in my circle of friends to know the titles of the latest Green products. • In general, I am among the first in my circle of friends to buy a new Green products when it appears. • If I heard that a new Green products was available in the store, I would be interested enough to buy it. • I will buy new Green products, even if I haven't heard of it yet. • I know the names of new Green products before others. 	Goldsmith & Hofacker(1991) and Roehrich's (1995)
2	Environment Concern	<ul style="list-style-type: none"> • I am very concerned about the environment. • Humans are severely abusing the environment. • I would be willing to reduce my consumption to help protect the environment. • When human interfere with nature it often produces disastrous consequences. • The balance of nature is very delicate and easily upset. • Human must live in harmony with nature in order to survive. • I am emotionally involved in environmentally protection issues in country. • I often think about how the environmental quality of country can be improved. 	Kilbourne et al. (2008) and (Dunlap and Van Liere 1978)
3	Environment Attitude	<ul style="list-style-type: none"> • I believe that use of green products by me will help in reducing pollution and also help in improving the environment. • I believe that use of green products by me will help in reducing wasteful use of natural resources. • I believe that use of green products by me will help in conserving natural resources. • I feel good about myself when I use green products. 	Do Valle et al. (2005)
4	Green Purchase Intention	<ul style="list-style-type: none"> • I will consider buying products because they are less polluting. • I will consider switching to other brands for ecological reasons. • Over the next one month, I plan to switch to a green version of a product. • I like to purchase green product • I will pay more money for a green product • I will take green product as a first consideration • I will repeat purchasing green product • I will recommend other people to purchase green product. 	Mostafa's (2007) and Lee (2008)

For the purpose of data collection, convenience sampling technique was used and the respondents were asked to rate each item on a 7- seven point Likert scale ranging from 'strongly agree' to 'strongly disagree'. A sample based survey of Indian consumers was conducted from September 2015 till May 2016 in the city of Delhi and Gurgaon. To test the validity of the instrument, a pilot study was done on 41 respondents. The result of the pilot study confirmed the reliability of the research instrument by using the Cronbach's Alpha analysis. The data of 240

respondents were collected by distributing questionnaire physically and through internet by using Google.doc surveys, 16 responses were left due to inadequate data and final responses of 224 were analyzed with the help of SPSS.

The questionnaire captured the demographic profile of the respondents such as age, gender, marital status, type of family, education, working status, nature of occupation and annual income. The demographic profile of the respondents is shown in the Table II as follows:

Table II: Demographic Profile of the sample

Variable	Category	Frequency	Percentage
Gender	Male	92	41.1
	Female	132	58.9
Age	18 to 25	68	30.4
	26-35	79	35.3
	36-50	49	21.9
	Above50	28	12.5
Marital status	Married	118	52.7
	Unmarried	106	47.3
Type of family	Nuclear	130	58
	Joint	94	42
Education	High School	30	13.4
	Graduation	61	27.2
	Post-graduation	99	44.2
	Others	34	15.2
Working status	Yes	159	71
	No	65	29
Nature of occupation	Service other than professional	60	26.8
	Business	17	7.6
	Profession	63	28.1
	Others	19	8.5
Annual income	up to 200000	24	10.7
	200000-400000	36	16.1
	400000-600000	42	18.8
	More than 600000	56	25
Total		224	100

It has been observed from the Table II that out of 224 respondents, majority of the sample respondents were in the age group of 26-35 years (35.3%) and highly educated (44.2%) working (71%) females (58.9%). They are married (52.7%) and belong to nuclear family (52%) and high-level income group (25%). In terms of occupation, 28.1 % of the respondents are involved in Profession.

Reliability Analysis

Reliability of the scale has been measured via Cronbach’s coefficient alpha to check for internal consistency of the constructs. In the Table III, the Cronbach’s Alpha in all the cases is more than 0.6 which implies that there is a high degree of consistency among the variables. The mean value of all the variables is greater than 4.0 indicates that these variables are better and strong predictors of green purchase intention.

Table III: Descriptive Statistics and Reliability Scores

Particulars	Grand mean	S.D.	No. of items	Cronbach’s alpha
Innovativeness	4.69	0.665	12	0.917
Environment Concern	6.2	0.633	8	0.830
Environment Attitude	6.01	0.657	4	0.813
Green Purchase Intention	5.76	0.782	8	0.898

FINDINGS AND DISCUSSION

Multiple Regression Analysis: Multiple Regression analysis is used for estimating the relationships among variables. In view to green purchase intentions, the results of multiple regression analysis support hypotheses H1, H2 and H3 and thus environmental attitude, environmental concern and innovativeness positively effect green purchase intentions and explains 45.4% of variation for green purchase intentions. Thus, regression model is found significant at $p < 0.05$ level (Table IV).

Table IV: Regression Results

Hypotheses	Model variable	Beta	S.E.	t-value	p-value*
H1	EC-----GPI	0.461	0.075	6.129	0.000*
H2	EA----GPI	0.387	0.067	5.772	0.000*
H3	Innovativeness-----GPI	0.154	0.037	4.178	0.000*

Note: *level of significance at $p < 0.05$ level

R Square = 0.454; Adjusted R Square = 0.447; F = 60.079; Significance p value = 0.00

EA=Environment attitude, EC=Environment concern and GPI=Green Purchase Intention

As it can be seen from the results in Table IV for first hypothesis, significant relationship found between environment concern and green purchase intention ($\beta = 0.461, p < 0.05$, H1 is supported). The results reveal that innovativeness is positively and significantly influence green purchase intention ($\beta = 0.154, p < 0.05$, H2 is supported). The results also reveal that environmental attitude is significantly predicted green purchase intention ($\beta = 0.383, p < 0.05$, H3 is supported). Therefore, the results of the study show that green purchase intention was directly influenced by innovativeness, environmental concern and environmental attitude. The result also indicates that the top predictor for green purchase intention is environmental concern. Therefore, more efforts are needed on the part of marketers to improve their concern and awareness about green products among the consumers.

Mediation Analysis: Baron and Kenny (1986) approach is used for examining the mediating effect of innovativeness on the relationship between environment attitude and green purchase intention in which several regression analyses were conducted. According to Baron and Kenny (1986) for assessing mediating effect, there are four (4) steps need to be followed during regression analyses and the significance of the coefficients must be examined in at each step. The four (4) steps are:

- [1] Regressing independent variable and dependent variable;
- [2] Regressing independent variable and mediator;
- [3] Regressing mediator and dependent variable; and
- [4] Regressing independent variable, mediator and dependent variable.

If all four steps of Baron & Kenny's procedures are satisfied, then the full mediation is observed. If, however, only the first three steps are satisfied, then there is a partial mediation.

In addition, Sobel-Z (1982) test was conducted as a means of further examining evidence for mediation. The following hypothesis is tested with regard to mediation effect of innovativeness on the relationship between environment attitude and green purchase intention. The results are presented in Table V.

Table.V Test of mediation effect of innovativeness on the relationship between environment attitude and green purchase intention

	Path	B	Std. Error	t- value	p-value*
Step 1	EA----GPI	0.645	0.064	10.03	0.000
Step 2	EA----I	0.450	0.105	4.267	0.000
Step 3	I----GPI	0.260	0.044	5.852	0.000
Step 4	I,EA----GPI	0.571	0.065	8.821	0.000

Note: *level of significance at $p < 0.05$ level

EA=environment attitude, I=innovativeness and GPI=green purchase intention

First, a regression is run to predict green purchase intention from environment attitude in step 1. As it can be seen from the Table V, the β value of environment attitude on green purchase intention is 0.645 which is statistically significant with t value = 10.03 and p-values < 0.05.

In Next step, again regression is performed to predict the mediating variable (innovativeness) from the independent variable (environment attitude). In step 2, the β value of environment attitude on innovativeness (0.450) is also significant with p-value=0.000.

In step 3, a regression is run again to predict green purchase intention from innovativeness and the result of this regression was also provide significant β (0.260). Thus, impact of innovativeness on green purchase intention is also statistically significant.

As we can see from the Table V, β value of the entire path coefficient from step 1 through 3 is significant ($p < 0.05$). Finally, a regression is performed to predict the green purchase intention from both innovativeness and environment attitude. It was found that this regression model is still significant in the presence of the mediator variable in the step 4, therefore confirming the mediation effect.

For the mediation effect of innovativeness to hold, the effect of environment attitude on green purchase intention must be reduced when innovativeness is controlled, while the effect of innovativeness on green purchase intention must be significant. The effect of environment attitude on green purchase intention was reduced from 0.645 to 0.571 with t-value reduced from 10.03 to 8.821 as shown in Table V.

In addition, a Sobel test was conducted. It is said to be statistically significant if z value is greater than +1.96 or less than -1.96. The Sobel (1982) test was carried out for the hypothetical data on environment attitude, innovativeness, and green purchase intention and found partial mediation in the model ($z = 3.85, p = .0001$). The study therefore, supports the H4 and concludes that innovativeness partially mediated the relationship between environment attitude and green purchase intention. Thus, this study suggests that innovativeness partially mediates the relationship between environment attitude and green purchase intention. This means that environment attitude will impact innovativeness which in turn impact environment friendly behaviors which is consistent with Phillips (2013) study.

Demographics based analysis of green purchase intention: One way ANOVA analysis was performed in order to assess the impact of demographic factors on green purchase intention. The results are presented in Table VI.

Table VI: Demographic Results of ANOVA Analysis

Demographic Variables	N	Mean	F- Value	P-Value
Education			0.234	0.873
High School	30	5.81		
Graduation	61	5.68		
Post-graduation	99	5.76		
Others	34	5.78		
Gender			0.236	0.628
Male	132	5.77		
Female	92	5.72		
Age			2.740	0.044
18 to 25	68	5.63		
26-35	79	5.74		
36-50	49	6.02		
Above50	28	5.62		
Annual income			0.374	0.827
up to 200000	24	5.79		
200000-400000	36	5.78		
400000-600000	42	5.72		
More than 600000	57	5.66		

As it is evident from the results given in Table VI, the significance level of education (0.873), gender (0.628) and income (0.827) which is more than the threshold value (0.05) suggesting green purchase intention does not differ across education, gender and income level of the respondents. The study therefore rejects H5, H6 and H8. It is seen that the age group of the respondents have a significant effect on green purchase intention with p-value (0.044) which is less than threshold value (0.05), therefore we accept H7. Also, the 36-50 age group registered the highest mean score of 6.02 as compared with the other two segments, and final evidence is obtained for the influence of this demographic factor. Therefore we can conclude that, age is the only demographic variable due to which green purchase intention varies while gender, education and income level of the respondent do not affect green purchase intention.

CONCLUSION

The present study has made an effort to investigate different variables relating to green purchase intention and found that they have a significant effect on green purchase intention. In nutshell, we can conclude innovativeness; environment concern and environment attitude had a significant influence on green purchase

intention. The study also depicts the strong relationship between environment concern and green purchase intention. Thus, the findings of the current study suggest that the more the environment concern among the consumers, the more likely of their intention to purchase green product. In terms of demographic characteristics, the results of the study showed that only the age group of the respondents has a positive impact on green purchase intention while other demographic factors have no role in influencing green purchase intention. It is also found that 36-50 age groups is the most influential group that have a significant impact on green purchase intention. Hence, we can conclude that, age is the only demographic variable that affects green purchase intention while gender, education and income level of the respondent does not have any green purchase intention. It is recommended that they need to target the young age people in the age bracket of 18-25 years since they form the major target market. Moreover, information about how consumer environment attitudes vary across demographic profiles can be of great help to the marketers. Also, marketers need to identify customers who are more innovative as the relationship of innovativeness is found to be strong with green purchase intention.

This study is helpful for marketers who face a lot of challenges in motivating the consumers for purchasing the eco-friendly products. This study would also help them in predicting the consumer's behavior by understanding the underlying dimension that force consumers towards purchasing green products. It is recommended that in order to promote green purchase behavior, marketers should consider these variables and take efforts to enhance consumers' green purchase intention by providing positive information about green products and encouraging the green lifestyle.

The present study suffer from certain limitations .This research focused on specific factors such as 'innovativeness', 'environment attitude' and 'environment concern' and their impact on green purchase intention. Therefore, the factors taken in this study are not the only factors that affect green purchase intention. Many other factors are also there that needs to be considered and provide further insights on green purchase intention. The study can also be extended to include other countries and compare cultural differences in green purchase intention towards green product.

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