

**A STUDY OF CONSUMER BEHAVIOUR TOWARDS GREEN
PERSONAL CARE PRODUCTS WITH SPECIAL REFERENCE
TO PUNJAB**

Thesis Submitted for the Award of the Degree of

DOCTOR OF PHILOSOPHY

**in
Commerce**

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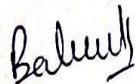
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2023

DECLARATION

I, hereby declared that the presented work in the thesis entitled “A Study of Consumer Behaviour towards Green Personal Care Products with special reference to Punjab” in fulfilment of degree of Doctor of Philosophy (Ph. D.) is outcome of research work carried out by me under the supervision of Dr Veer P Gangwar, working as Professor, in the Mittal School of Business of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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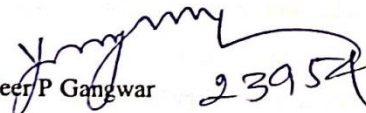
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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled "A Study of Consumer Behaviour towards Green Personal Care Products with special reference to Punjab" submitted in fulfillment of the requirement for the reward of degree of Doctor of Philosophy (Ph.D.) in Commerce, is a research work carried out by Balween Kaur, 41900196 is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.


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LIST OF TABLES

Table No.	Title	Page No.
1.1	Features of Green Products	7
1.2	Features of Green Consumers	8
1.3	Top Indian Personal Care Brands	14
1.4	Indian Personal Care Product Market Size (2015-2020)	15
1.5	Top International Personal Care Brands	16
3.1	Key studies in Green Buying Behaviour	43
4.1	Year-wise % of Urban Population	91
4.2	Urban population in Tier 2 and Tier 3 cities of Punjab	92
4.3	Study population in Tier 2 and Tier 3 cities of Punjab	93
4.4	Selected Tier 2 and Tier 3 cities	94
4.5	Constructs, Variables and Statement relating to Psychographic factors	96
4.6	Constructs, Variables and Statement relating to Green Marketing Mix	97
4.7	Constructs, Variables and Statement relating to Reference Group Influence	98
4.8	Constructs, Variables and Statement relating to Post Purchase Behaviour	99
4.9	Constructs, Variables and Statement relating to Theoretical Framework	100
4.10	Item Content Validation Index	102
4.11	Scale Content Validation Index	103
4.12	Demographic Profile of respondents of Pilot Study	105
4.13	Cronbach alpha of different parts of questionnaire	106
5.1	Frequency Distribution of Gender of Respondents	110
5.2	Frequency Distribution of Age of Respondents	111
5.3	Frequency distribution of Educational Qualifications of respondents	111
5.4	Frequency distribution of Occupational Status of respondents	112
5.5	Frequency distribution of Marital Status of respondents	113
5.6	Frequency distribution of Monthly Income of respondents	113
5.7	T test Statistic with p-values for association of Psychographic Factors and Gender	115
5.8	T test Statistic with p-values for association of Green Marketing Factors and Gender	116
5.9	T test Statistic with p-values for association of Reference Group Influence and Gender	118
5.10	T test Statistic with p-values for association of Post Purchase Behaviour and Gender	119
5.11	T test Statistic with p-values for association of Theoretical Model and Gender	120
5.12	F Statistic with p-values for association of Psychographic Factors and Age	122
5.13	F Statistic with p-values for association of Green Marketing Mix factors and Age	124
5.14	F Statistic with p-values for association of Reference Group Influence	126

	and Age	
5.15	F Statistic with p-values for association of Post Purchase Behaviour and Age	127
5.16	F Statistic with p-values for association of Theoretical Model and Age	128
5.17	F Statistic with p-values for association of Psychographic Factors and Educational Qualifications	131
5.18	F Statistic with p-values for association of Green Marketing Factors and Educational Qualifications	133
5.19	F Statistic with p-values for association of Reference Group Influence and Educational Qualifications	135
5.20	F Statistic with p-values for association of factors of Post Purchase Behaviour and Educational Qualifications	136
5.21	F Statistic with p-values for association of Theoretical Model and Educational Qualifications	137
5.22	F Statistic with p-values for association of Psychographic Factors and Occupational Status	140
5.23	F Statistic with p-values for association of Green Marketing Factors and Occupational Status	143
5.24	F Statistic with p-values for association of Reference Group Influence and Occupational Status	145
5.25	F Statistic with p-values for association of Post Purchase Behaviour and Occupational Status	146
5.26	F Statistic with p-values for association of Theoretical Model and Occupational Status	148
5.27	T test Statistic with p-values for association of Psychographic Factors and Marital Status	152
5.28	T-test Statistic with p-values for association of Green Marketing Factors and Marital Status	153
5.29	T-test Statistic with p-values for association of Reference Group Influence and Marital Status	155
5.30	T test Statistic with p-values for association of Post Purchase Behaviour and Marital Status	156
5.31	T test Statistic with p-values for association of Theoretical Model and Marital Status	157
5.32	F Statistic with p-values for association of Psychographic Factors and Monthly Income	159
5.33	F Statistic with p-values for association of Green Marketing Factors and Monthly Income	161
5.34	F Statistic with p-values for association of Reference Group Influence and Monthly Income	163
5.35	F Statistic with p-values for association of Post Purchase Behaviour and Monthly Income	164
5.36	F Statistic with p-values for association of Theoretical Model and Monthly Income	165
5.37	Descriptive Statistics of Variables	170
5.38	Reliability of Indicators	174
5.39	Internal Consistency Reliability	176
5.40	Convergent Validity	177
5.41	Discriminant Validity- Fornell Larcker Criterion	178

5.42	Heterotrait-Monotrait (HTMT) Ratio of Correlations	179
5.43	Discriminant Validity through Cross-loadings	179
5.44	Multicollinearity Statistics (VIF) for Indicators	182
5.45	Hypotheses testing using PLS-SEM	184
5.46	Hypotheses testing of impact of Psychographic factors on Green Consumer Behaviour	190
5.47	T test Statistic with p-values for association of Green Consumer Behaviour and Gender	194
5.48	F Statistic with p-values for association of Green Consumer Behaviour and Age	195
5.49	F Statistic with p-values of association between Green Consumer Behaviour and Educational Qualifications	197
5.50	F Statistic with p-values of association between Green Consumer Behaviour and Occupational Status	199
5.51	T test Statistic with p-values of association between Green Consumer Behaviour and Marital Status	200
5.52	F Statistic with p-values of association between Green Consumer Behaviour and Monthly Income	202
5.53	Hypotheses testing of impact of Green marketing mix on Green Consumer Behaviour	203
5.54	Hypotheses testing of impact of Reference Group Influence on Green Consumer Behaviour	207
5.55	Hypotheses testing of impact of Post Purchase Behaviour on Green Consumer Behaviour	210

LIST OF FIGURES

Figure No.	Title	Page No.
1.1	Marketing Arena	10
1.2	Objectives and Importance of Marketing	10
1.3	Evolutionary Eras of Marketing	10
1.4	Techniques of Traditional Marketing	11
1.5	Green Beauty Brands	18
1.6	Green Skin Care Brands	19
1.7	Green Hair Care Brands	20
1.8	Green Oral Care Brands	21
2.1	Behaviour determining Factors	31
2.2	Process of Decision Making	36
2.3	Green Consumer Purchase Model	38
2.4	Determinants of Green Consumer Behaviour	39
4.1	Conceptual Model	87
5.1	Frequency distribution of Gender of respondents	110
5.2	Frequency distribution of Age of respondents	111
5.3	Frequency distribution of Educational Qualifications of respondents	112
5.4	Frequency distribution of Occupational Status of respondents	112
5.5	Frequency distribution of Marital Status of respondents	113
5.6	Frequency distribution of Monthly Income of respondents	114
5.7	Workings of PLS-SEM	169
5.8	Structural Model explaining all hypothesized relationships	187
5.9	Structural Model explaining the effect of Psychographic factors on Green Consumer Behaviour	192
5.10	Structural Model explaining the moderating effect of Green Marketing mix on the association between Green Consumer Intention and Green Consumer Behaviour	206
5.11	Structural Model explaining the impact of Reference Group Influence on Green Consumer Behaviour	209
5.12	Structural Model explaining the effect of Post Purchase Behaviour on Green Consumer Behaviour	212

LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
AT	Attitude
AVE	Average Variance Extracted
CBSEM	Covariance Based Structural Equation Modelling
CR	Composite Reliability
CFA	Confirmatory Factor Analysis
EC	Environmental Concern
EFA	Exploratory Factor Analysis
GCB	Green Consumer Behaviour
GCI	Green Consumer Intention
HC	Health Consciousness
HTMT	Heterotrait Monotrait ratio
LISREL	Linear Structural Relations
MANOVA	Multivariate Analysis of Variance
PEI	Product Endorsement Intention
PER	Personality
PI	Peer Influence
PPB	Post Purchase Behaviour
PLS	Partial Least Square
PLS-VBSEM	Partial Least Square- Variance Based Structural Equation Modelling
RPI	Repurchase Intention
SEM	Structural Equation Modelling
SI	Social Influence
SOI	Switching Over Intention
SN	Subjective Norms
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action

LIST OF APPENDICES

Appendix-1	Questionnaire
Appendix-2	Calculation of Content Validity Index and Content Validity Ratio
Appendix-3	List of Publications
Appendix-4	List of Conferences
Appendix-5	List of Workshops

TABLE OF CONTENTS

Sr. No.	Particulars	Page No.
	Title	i
	Declaration	ii
	Certificate	iii
	Abstract	iv
	Acknowledgement	viii
	Table of Contents	ix
	List of Tables	xiii
	List of Figures	xvi
	List of Abbreviations	xvii
	List of Appendices	xvii
1	Chapter 1- Introduction	1-25
1.1	Sky-high Environmental Degradation	1
1.1.1	Brutal Environmental Concerns	1
1.2	Evolution of Green Concept	3
1.2.1	Going Green: Concern for Planet and People	3
1.2.2	Green Movement in Global Context	4
1.2.3	Green Movement in Indian Context	5
1.2.3.1	Cases of adoption of ‘Go Green’ in Indians	5
1.2.4	Green Products: Meaning	6
1.2.5	Green Products: Features	7
1.2.6	Green Consumer: Meaning	7
1.2.7	Green Consumer: Features	8
1.2.8	Green Consumerism: Meaning and Significance	9
1.3	Marketing: The Concept	9
1.3.1	Traditional Marketing	10
1.3.2	Green Marketing	11
1.3.2.1	Green Marketing: The Evolution	12
1.3.2.2	Green Marketing: Significance	13
1.3.2.3	Green Marketing vs Traditional Marketing	13
1.4	Personal Care Products	14
1.4.1	Major Categories of Personal Care Products	14
1.4.2	Recent Trends in Personal Care Products Market	16
1.5	Green Personal Care Products	16
1.5.1	Categories of Green Personal Care Products available in India	17
1.6	International Perspectives for Environment Protection	21
1.7	International Organizations concerned with Environmental Protection	23
1.8	Indian Perspective for Environmental Protection	24
2	Chapter 2- Conceptual Study of Consumer Behaviour	26-41
2.1	Consumer Behaviour: Meaning and Concept	26
2.1.1	Consumer Behaviour: Salient Features	26
2.1.2	Significance of studying Consumer Behaviour	27
2.1.3	Consumer Behaviour: Importance	28
2.1.3.1	Importance of understanding Consumer Behaviour to Business Managers	28

2.1.3.2	Importance of understanding Consumer Behaviour to Marketers	29
2.1.4	Consumer Behaviour: Determinants	31
2.1.4.1	Psychological factors	31
2.1.4.2	Social factors	32
2.1.4.3	Cultural factors	33
2.1.4.4	Economic factors	33
2.1.4.5	Personal factors	34
2.2	Green Consumption: An Introduction	35
2.2.1	Green Consumption: A Process Perspective	36
2.2.2	Green Consumption Behaviour: An Approach towards Environmental Sustainability	37
2.2.3	Modelling Green Consumption Behaviour	38
2.2.4	Determinants of Green Consumption Behaviour	39
2.2.4.1	Individual factors	39
2.2.4.2	Situational factors	41
3	Chapter 3- Review of Literature	42-78
3.1	Studies on Psychographic variables effecting Green Consumer Behaviour	46
3.1.1	Environmental Concern	48
3.1.2	Health Consciousness	51
3.1.3	Lifestyle	54
3.1.4	Personality	55
3.2	Studies on Socio-demographic factors effecting Green Consumer Behaviour	57
3.3	Studies on Green Marketing Mix effecting Green Consumer Behaviour	62
3.4	Studies on Reference Group Influence effecting Green Consumer Behaviour	66
3.4.1	Social Influence	67
3.4.2	Peer Influence	71
3.5	Studies on Post Purchase Behaviour effecting Green Consumer Behaviour	72
3.6	Consumer Behaviour towards Green Personal Care Products	75
4	Chapter 4- Research Methodology	79-109
4.1	Research Gap	79
4.2	Novelty of the Study	81
4.3	Need of the Study	82
4.4	Statement of the Problem	83
4.5	Research Questions	83
4.6	Objectives of the Study	84
4.7	Theoretical and Conceptual Framework	84
4.8	Justification for Objectives and Constructs	87
4.9	Hypotheses	88
4.10	Scope of the Study	89
4.11	Significance of the Study	90
4.12	Sampling Design	90
4.12.1	Area of Study	90
4.12.2	Study Population	90

4.12.3	Sample Unit	93
4.12.4	Sample Size	93
4.12.5	Sampling Method	93
4.13	Research Design	94
4.14	Data Sources	94
4.15	Research Instrument	94
4.15.1	Questionnaire Design and Refinement	95
4.15.1.1	Pre-Testing	101
4.15.2	Pilot Study	104
4.15.2.1	Descriptive Statistics	105
4.15.2.2	Reliability Test	106
4.16	Data Analysis Techniques	107
4.17	Chapterisation	108
5	Chapter 5- Analysis and Interpretation	110-212
5.1	Descriptive Statistics (Respondents' Profile)	110
5.2	Association between Factors (conceptual model) and Socio-demographics of respondents	114
5.2.1	Association between Factors and Gender	114
5.2.2	Association between Factors and Age	122
5.2.3	Association between Factors and Educational Qualifications	130
5.2.4	Association between Factors and Occupational Status	140
5.2.5	Association between Factors and Marital Status	151
5.2.6	Association between Factors and Monthly Income	158
5.3	Partial Least Square-Structural Equation Modeling (PLS-SEM)	168
5.3.1	Data Normality	169
5.3.2	Measurement Model (Outer Model) Evaluation	173
5.3.2.1	Reliability of Indicators	174
5.3.2.2	Internal Consistency Reliability	176
5.3.2.3	Convergent Validity	177
5.3.2.4	Discriminant Validity	177
5.3.2.4.1	Discriminant Validity through Fornell-Larcker Criterion	178
5.3.2.4.2	Discriminant Validity through HTMT	178
5.3.2.4.3	Discriminant Validity through Cross Loadings	179
5.3.3	Structural Model Evaluation	181
5.3.3.1	Multicollinearity Check for Indicators	181
5.3.3.2	Coefficient of Determination (R^2)	183
5.4	Examining the effect of different factors of Structural Model on Green Consumer Behaviour	184
5.5	Examining the effect of Psychographic factors on Green Consumer Behaviour	189
5.6	Examining the relationship of Socio-demographic factors and Green Consumer Behaviour	193
5.6.1	Examining the relationship of Gender and Green Consumer Behaviour	193
5.6.2	Examining the relationship of Age and Green Consumer Behaviour	195
5.6.3	Examining the relationship of Educational Qualification and Green Consumer Behaviour	196

5.6.4	Examining the relationship of Occupational Status and Green Consumer Behaviour	198
5.6.5	Examining the relationship of Marital Status and Green Consumer Behaviour	200
5.6.6	Examining the relationship of Monthly Income and Green Consumer Behaviour	201
5.6	Determining the moderating effect of Green Marketing Mix variables on the relationship between Green Consumer Intention and Green Consumer Behaviour	203
5.7	Examining the impact of Reference Group Influence on Green Consumer Behaviour	207
5.8	Examining the impact of Post Purchase Behaviour on Green Consumer Behaviour	210
6	Chapter 6- Findings, Conclusions and Recommendations	213- 240
6.1	Major findings of the Study	213
6.1.1	Respondents' Profile (Descriptive Statistics)	213
6.1.2	Association between Factors and Socio-demographics of respondents	215
6.1.2.1	Association between Factors and Gender	215
6.1.2.2	Association between Factors and Age	217
6.1.2.3	Association between Factors and Educational Qualification	219
6.1.2.4	Association between Factors and Occupational Status	221
6.1.2.5	Association between Factors and Marital Status	223
6.1.2.6	Association between Factors and Monthly Income	224
6.1.3	Descriptive Statistics of Variables	226
6.1.4	Relationship between Psychographic factors and Green Consumer Behaviour	228
6.1.5	Relationship between Socio-demographic factors and Green Consumer Behaviour	228
6.1.6	Moderating Effect of Green Marketing Mix on association between Green Consumer Intention and Green Consumer Behaviour	231
6.1.7	Relationship between Reference Group Influence and Green Consumer Behaviour	231
6.1.8	Relationship between Post Purchase Behaviour of consumers and Green Consumer Behaviour	232
6.2	Conclusions and Implications	232
6.2.1	Theoretical Contributions	235
6.2.2	Managerial Implications	236
6.3	Limitations of the Study	238
6.4	Scope for Future Research	239
	Bibliography	241- 264
	Index	265
	Appendices	266- 279
	Appendix 1- Questionnaire	266
	Appendix 2- Calculation of Content Validity Index and Content Validity Ratio	271
	Appendix 3- List of Publications	276
	Appendix 4- List of Conferences	277

ABSTRACT

Elkington et al. (1993) in their book 'The Green Consumer' talked about several features which must be possessed by a product to regard it as a 'green product' and confirmed that green product does not put into threaten the health of any living being, reduces ecological destruction, consume less energy, and does not source materials by threatening species and environment. The production of green products on a large scale and usage among the masses is one of the solutions to the problem of degradation of the environment. The increased acceptance and consumption of green products by consumers results in conserving natural resources, improvement in the quality of environmental and consequent improvement in the health of human beings. Asian cosmetic consumers have shifted their preference towards natural and green cosmetic products (Organic Monitor, 2016). The market for green personal care products is showing sizeable volume and significant growth which urgently requires in-depth research investigation (Ghazali, 2017). Due to the latest trends and changes in green cosmetics market (Nguyen and Rowley, 2015), it has become worthwhile for marketers to understand the antecedents behind the purchasing choices made by customers of green personal care products. But there has been a miniature exploration on buying behaviour of consumers in relation to green personal care products (Ghazali et al., 2017), especially in Indian context. As a consequence, a need was felt to corroborate the impact of different progenitors of eco-friendly consumer behaviour with regard to green personal care products. Manufacturers and marketers need to know about the overall intentions and behaviour of consumers towards such products separately in different geographical locations. As India is a large nation with diverse customs, beliefs, traditions, and cultures, where the residents of different states have different tastes, preferences, and buying behaviour, therefore, it is inevitable to examine the behaviour of customers belonging to different geographical locations towards green products. The study of consumer behaviour helps to locate the determinants and marketing strategies that impact customers' decision-making process while choosing eco-friendly personal care products to meet their routine needs.

The review of literature began with general literature relating to green consumer behaviour. More than 150 research papers published in Scopus-indexed journals and significant reports published in the related area are reviewed. The recent literature reveals that various categories of green products are being manufactured and consumed all over the world. It is identified from the literature that the factors affecting green consumer behaviour can be divided into various categories, such as psychographic factors, socio-demographic factors, green

marketing mix variables, personal factors, product attributes, socio-cultural factors, reference group influence, and post-purchase factors. The scant literature also revealed the various constructs adopted by researchers to corroborate their impact on green consumer behaviour are environmental related factors, lifestyle, altruism, personality, past experience of using other categories of green products, health consciousness, green marketing factors, social influence, peer influence, parental influence, family influence, satisfaction, pleasure, cognitive dissonance, repurchase intention, post-purchase regret, positive word of mouth, religious affiliation, and attachment of consumer with the green products.

Research gaps were noticed after reviewing the literature of past ten years. The research studies emerging from USA and UK have contributed significantly to literature related to ecological issues (Uddin and Khan, 2016). But the research outcomes of studies conducted in western nations may not be valid in the emerging economies. The settings in developing countries are entirely different due to the complexity of bureaucracy, red-tapism, poor enforcement of law and so on (Patel et al., 2017; Jamali and Mirshak, 2007). Therefore, it has become inexorable to study behaviour of consumers towards green products in a growing economy like India. The review of extant literature revealed that numerous scholars of the West have done unending empirical research to arrive at the antecedents of ecological purchase criteria of people of developed nations (Boccia & Sarnacchiaro, 2018) but there is hardly any study that amalgamates psychographics, socio-demographics, green marketing mix, reference group influence and after-buy behaviour of customers concerning green personal care products in India. As per the best knowledge of the researcher, there is hardly any study that corroborates the overall behaviour of customers concerning eco-friendly personal care products with special reference to Punjab. The past Indian studies have investigated only buying behaviour of consumers towards green products and have explored attitude, perception, and awareness level of consumers. Hence, this study addresses the research gaps through its research objectives. Therefore, the research endeavours to explore the effect of psychographic factors (environmental concern, health consciousness, lifestyle, and personality), socio-demographic factors (gender, age, educational qualifications, occupational status, marital status, and monthly income), reference group influence (social influence and peer influence) and post-purchase behaviour (repurchase intentions, switching over intentions, and product endorsement intentions) on green consumer behaviour and the moderating impact of green marketing factors on the association between green consumer intentions and green consumer behaviour with special reference to Tier 2 and Tier 3 cities of

Punjab. The scholar aims to conduct this research study in less populated urban areas of Punjab state to facilitate the manufacturing firms of organic and sustainable personal care products to design their future strategies and determine the target market and formulate market segmentation accordingly. With this, the researcher wishes to promote the usage of green products in their routine life among the masses of Punjab.

A cross-sectional descriptive study was designed using cluster sampling technique. The study was conducted in Tier 2 and Tier 3 cities of Punjab. According to RBI, (letter no. RBI/2016-17/60) Tier 2 cities are having population of 50,000-99,999 and the Tier 3 cities have population of 20,000-49,999. The figures of population were extracted from the Statistical Abstract of Punjab 2019 which revealed that there are 22 Tier 2 and 22 Tier 3 cities in Punjab having a population of 15,88,785 (Tier 2) and 7,90,509 (Tier 3). Therefore the total urban population in Tier 2 and Tier 3 cities of Punjab was 23,79,294. The study population was the working population of the age group 15-59 years. According to SRS Report, Census 2011, 65.7% population in Punjab belongs to the working population category of age group 15-59 years. Therefore, the study population comes to 15,63,195 (65.7% of 23,79,294). The sample unit was males and females of the age group 15-59 years who are conscious of and use green personal care products. By using the sample size calculator by Raosoft from the website, the sample size calculated was 654. At last, using random sampling criteria, the researcher selected 6 cities from the Tier 2 category and 6 cities from the Tier 3 category to collect primary data. Therefore, primary data has been collected from urban regions of Amritsar-1, Tarn-Taran, Jalandhar-2, Phillaur, Ludhiana West, Zira, Baba Bakala, Ajnala, Nakodar, Shahkot, Jalalabad and Gidderbaha. A self-administered questionnaire has been formulated by the researcher as an instrument of data collection. Section I of the questionnaire incorporates the questions to capture the demographic profile of respondents. Section II comprises 5 parts which are sequenced as Part A to Part E. Part A relates to psychographic constructs having 15 statements, Part B relates to green marketing mix variables including 12 statements, Part C relates to reference group influence having 7 statements, Part D relates to post-purchase behaviour of consumers having 9 statements and Part E relates to the constructs of theoretical framework having 16 statements. The variables relating to each construct were borrowed from 40 research studies published in international journals of good repute. SPSS and Smart PLS were used to derive outputs with regard to descriptive statistics, crosstabs, t-test, one-way ANOVA, and SEM-PLS.

Data analysis resulted in the following major findings and recommendations. Descriptive statistics revealed that female undergraduate unmarried student consumers of age less than 25 years and have monthly income less than Rs 40000 are more attracted towards buying green personal care products in smaller urban regions of Punjab. The consumers tend to agree with the variables of environmental concern, health consciousness, personality, lifestyle, all four factors of green marketing, social influence, peer influence, product endorsement intention, all four factors of theoretical underpinnings but were undecided with regard to one variable of repurchase intention (product attachment) and all variables of switching over intention (scepticism, post-purchase regret, and experienced deception in packaging). The psychographic factors measured with environmental concern, health consciousness, personality, and lifestyle constructs are found to significantly impact green behaviour of consumers. It is revealed that green consumer behaviour varies with regard to educational qualifications (products with no harm to environment) and occupational status (ensure to be eco-friendly and eco-friendly packaging) of consumers. The green marketing factors are found to significantly impact green behaviour of consumers. Furthermore, the green marketing factors are found to moderate the association between green consumer intentions and green consumer behaviour. The influence of reference group measured with social influence and peer influence have been found to impact green behaviour of consumers. The post-purchase behaviour of consumers measured with repurchase intentions, product endorsement intentions, and switching over intentions have been found to significantly impact green behaviour of consumers. The present study has also outlined new vistas for future research.

CHAPTER 1

INTRODUCTION

1.1 Sky-high Environmental Degradation

Irreversible environmental effects are being caused by human activities, technological developments, and the industrial revolution (Ketelsen, 2020) and consequently, the world has witnessed rampant and unusual expansion in environmental degradation over the last few decades (Wang, 2020; Kautish and Sharma, 2019; Mishal et al., 2017; Ehrlich and Ehrlich, 2012). Due to unending turmoils in climatic conditions, several threats have been posed before the existence of the planet and mankind (Rawat and Garga, 2001). Considerable environmental issues such as climate change, loss of biodiversity, waste of solid materials, depletion of the ozone layer in the atmosphere, energy emissions, a decline in flora and fauna, acid rain, fossil fuels depletion, pollution and natural disasters are consequently exerting devastating impacts on Earth (Akehurst, 2012; Maichum et al., 2016; Martinez, 2015). Environmental degradation is the result of skyward industrialization and sky-high economic growth across the globe (Goh and Wahid, 2014; Maichum et al., 2016). The bad quality of the environment exerts adverse effects not only on the health of the living ecosystem (Haytko and Matulich, 2008) but also on the economic and social status of people (Paul et al., 2016). These sustainability issues have driven society to modify traditional consumption patterns and follow the novel road of ‘greenness’ (Jaiswal and Kant, 2018).

1.1.1 Brutal Environmental Concerns

Human beings have exploited the planet at an alarming rate in the last few decades. Following are the brutal environmental concerns that are currently being faced by Mother Earth:

Pollution: Air, water, soil, and land pollution have been caused by ever-rising global usage of toxic gases, plastics, nitrates, and heavy metals, acid rain, over-exploitation of fossil fuels, oil spills, and industrial wastes.

Global Warming: There has been a rapid increase in temperature caused by the rapid release of greenhouse gases as a result of industrialization leading to rising levels of sea, floods, desertification, and melting of polar ice caps.

Increased Carbon Footprint: The emission of greenhouse gases into the atmosphere has resulted in an increased carbon footprint and caused global warming, climatic changes, and many more dangerous impacts on human life.

Effect on Marine life: The aquatic species present in oceans have been endangered due to the rise in acid levels in the oceans as a result of enhanced production of carbon dioxide by human activities.

Overpopulation: Particularly in developing countries, there has been an acute shortage of food, water, and fuel to feed the ever-rising population resulting in overexploitation of resources and other problems like malnutrition and poverty.

Household and Industrial Waste: A large amounts of waste products produced by households and industries are dumped into oceans which damages species of aquatic flora and fauna.

Ozone Depletion: The ozone layer present in the atmosphere which protects the earth from harmful Ultraviolet radiations has been found with holes as a consequence of pollution caused by chlorofluorocarbons in the atmosphere.

Desertification: Due to a lack of essential minerals and nutrients present in the soil, the land becomes unproductive, infertile, and not capable of growing any type of vegetation on it. This acute desertification is the outcome of climatic variations and human activities.

Deforestation and Logging: Deforestation and logging are the result of the tremendous cutting of forests to provide more land for the development of infrastructural projects.

Habitat Destruction: For meeting the needs of ever-rising population, more and more cities and infrastructure is needed to accommodate human beings which are resulting in damaging the natural habitats of different species of plants and animals. Therefore, the flora and fauna have reduced due to the reduction in natural ecosystems which is essential for their survival.

Over-exploitation: To fulfil the expanding demands of the enormous population, mining and consumption of natural resources like natural gas, oil, timber, coal, and minerals have been on the utmost rise resulting in the over-exploitation of natural resources and ecosystems.

Climate Change: Mother Earth is on the verge of a climatic crisis as a result of the huge and unending production of greenhouse gases like methane and carbon dioxide. Due to the global

rise in temperature, there is a tremendous decline in species of flora and fauna, making the planet hotter to live in.

Agriculture Intensification: To feed the ever-rising global population, agriculture has captured almost half of the habitable land on earth and has led to extinction threats to mammals and bird species. To increase the production of agricultural products, traditional agriculture has been shifted towards intensification relying upon the use of more fertilizers and pesticides leading to soil depletion and huge emissions of greenhouse gases.

Acid Rain: The release of dangerous gases such as sulphur dioxide and nitrogen oxide into the atmosphere has put harmful effects on the lives of human beings, wildlife, aquatic species, and biodiversity.

1.2 Evolution of Green Concept

The concept of ‘going green’ states the need to adopt such stringent measures in producing and consuming renewable, eco-friendly, and pro-environmental commodities and promote non-usage of harmful chemicals and materials. The concept ought to be promoted and adopted by all the nations globally so that a new, greener, and pollution-free world can be expected in the coming years where the air is pure to breathe in. Green issues have been placed at an important place in policy making and decision-making processes of different nations which highlights the global enthusiasm for sustainable development (Gazzola et al., 2019). The adoption of green strategies is a golden opportunity for business enterprises as environmental issues have given a competitive edge to the manufacturers of green products (Epstein & Buhovac, 2014; Tan, 2011; Subhani et al., 2012) and consequently, attention of business corporations on manufacturing and marketing green products has enhanced (Cheung, 2019; Moser, 2016; Kumar et al., 2017).

1.2.1 Going Green: Concern for Planet and People

In the twenty-first century, ‘Green’ is not just a word from the vocabulary of the English language, but has been entrusted with a huge responsibility of saving people and the planet from the devastating impacts of environmental degradation. The world has identified this danger and the nations have commenced functioning for reducing the hazardous effects of industrial activities on ecology (Joshi and Rahman, 2015). ‘Going Green’ is being viewed as one of the remedies to deal with environmental issues (Chaudhary, 2018). The concepts of ‘Sustainable Development’ and ‘Eco-innovation’ are the outcomes of such global

environmental concerns which emphasize walking ahead to save the planet. Consequently, global social concerns have widened interest in sustainable commodities (Zhang et al., 2018) and the concept of green consumerism (Moisander, 2007) and ethical consumption is increasingly attracting academicians and researchers (Papaoikonomou et al., 2011). Environmental ethics have become important consideration among corporations and consumers in the present highly industrialized era (Yadav and Pathak, 2017). The consumption of eco-friendly products by the masses on a sizeable scale could be a solution to global environmental issues (Elliott, 2013). Promoting green technology and manufacturing green products has become necessary for achieving sustainable development (Yadav and Tyagi, 2019). As per UN Global Compact Report (2010), 93% of Chief Executive Officers of global corporations have realized the importance of implementing sustainability in their businesses (Uddin and Khan, 2016). The buying criteria and preferences of consumers have undergone tremendous change to protect the environment from further destruction and honour environmental ethics (Kim and Chung, 2011). Consumers are shifting towards products offered by eco-friendly business corporations to exhibit ethical behaviour. Due to global warming, both consumers and producers have become more sensitive to the environment and are increasingly shifting towards pro-environmental products and services (Lu et al., 2013). Consequently, the world market for sustainable products is rising manyfold (Braimah, 2015) and the counting of consumers consciously buying green products has considerably risen (Punyatoya, 2014; Uddin and Khan, 2016).

1.2.2 Green Movement in Global Context

Nielsen (2014) highlighted that 55% of the world's respondents are prepared to give higher prices for eco-friendly products whereas 64% from Asia-Pacific, 63% from Latin America, and 63% from the Middle East/ Africa tend to buy such products (Wiesa and Suprapti, 2019). Purchasing eco-friendly products for meeting routine needs is one option for consumers to aid in the preservation of the environment (Wilson and Modi, 2015). The green products market in the US exceeded the turnover of 40 billion Dollars in 2012 (Heo and Muralidharan, 2017). In the majority of industrialized countries, the presence of the green movement is undeniable. As per the inquiry report of Boston Consulting Group, 34% of customers of the Western world claimed to buy green products. 30% of Americans lead healthy and sustainable lifestyles (Durif et al., 2010). A study published by The National Geographic and Globescan relating to Greendex's third edition (2010) survey of 17000 consumers from 17 different countries of the world highlighted the high environmental concerns of consumers

and its impact on their routine buying preferences (Akehurst, 2012). A survey by McKinsey, 2007 reported that 87% of people from countries like Canada, Brazil, China, France, Germany, UK, USA and, India are interested in adopting sustainable products to reduce environmental impacts (Cherian, 2012).

1.2.3 Green Movement in Indian Context

In Asia, the ‘Go Green’ concept is receiving considerable attention (Khare, 2014). India has been predicted as the world’s most populous country by 2050 as per the survey conducted by Population Reference Bureau, 2001. The rise in population will further cause environmental degradation such as deforestation, urbanization, and land, water, and soil pollution. Several unwelcomed consequences such as pollution and environmental calamities have already come up as a consequence of rapid economic development in India (Sreen et al., 2018). Air pollution has become a natural emergency in India (Jain, 2016). As a result, Indian consumers and business corporations have realized the urgent need to adopt ethical considerations in consumption and production. Embracing the mantra of ‘Going Green’ and adopting the concept of sustainability is the only remedy for producers and consumers to save Mother Earth from further destruction. Currently, challenges thrown by environmental issues have motivated Indians to adopt pro-environmental products (Sharma et al., 2020). As per the report by the World Bank in 2010, India has been identified as a fast-developing country around the globe in terms of paying heed to ecological issues by making unending contributions towards the healing of the environment (Taufique and Vaithianathan, 2018). Consumers from developing countries like India have shown higher receptiveness to the green movement (Raghavan and Vahanvati, 2008) and have started embracing eco-friendliness in consumption behaviour (Kautish et al., 2019).

1.2.3.1 Cases of adoption of ‘Go Green’ in India

- Additional incentives are being offered by Godrej Consumer Products for swapping their old products with new green products.
- A green campaign ‘Greenathon’ has been launched by media group NDTV (New Delhi Television Limited) to raise environmental awareness among the masses.
- Titan and Tanishq are persuading customers to use recycled bags while shopping.
- Awareness towards ‘tree conservation’ is being promoted by Idea Cellular.

- Kansai Nerolac Paints is marketing lead-free paints and has removed hazardous metals from their products range.
- Infosys has developed the Health, Safety and Environmental Management System (HSEMS) which highlights the company's dedication to environmental protection and the management of the health and safety of employees. The company has installed wind turbines at Pune, Bangalore and, Mangalore and introduced LED lamps instead of fluorescent tubes.
- ONGC (Oil and Natural Gas Corporation) has adopted a well-defined policy that takes care of occupational health, the safety of operations, and pollution control. To decrease their carbon footprint and promote the usage of renewable sources of energy, they have set up a 102 Megawatt wind farm in Rajasthan. The company has adopted the concept of construction of green buildings. It has received the 'Greenies Eco Award' for pursuing best practices for environmental protection.
- Wipro has joined hands with WWF (World Wide Fund for Nature) India to deal with issues of environmental degradation.
- A new range of highly energy-efficient pumps is being marketed by Kirloskar Brothers.
- Godrej has made energy-efficient air conditioners and refrigerators with extremely low greenhouse gas.

1.2.4 Green Products: Meaning

The products which do not exert a harmful influence on air, water, soil, and human health are green. 'Green Product' is a business term used to describe those products which save energy, resources and, fuel to protect the environment from further destruction (Mei et al., 2012). The products produced with the aid of eco-friendly technology which does not result in environmental hazards are green (Yadav and Tyagi, 2019). Such products are capable of being recycled or reused (Paul et al., 2017; Mostafa, 2007) and are resource-saving, non-polluting, non-toxic, and recyclable (Sun et al., 2018). These are better for both environment and the health of living beings than traditional products (Luo et al., 2020; Schuitema and De Groot, 2015; Weber et al., 2015) and hence identified as sustainable products (Zhao and Zhong, 2015). These products are often called biodegradable, sustainable, and pro-environmental by marketers in promotional messages (Tan 2011).

1.2.5 Green Products: Features

- Naturally grown
- Recyclable, reusable, bio-degradable
- Natural ingredients used as raw materials
- Contains non-toxic chemicals
- Manufactured using green technology
- Keep the environment clean
- Not animal testing
- Packaged with environmental friendly materials

Table 1.1: Features of Green Products

Year	Features of Green Products	Author
2018	Eco-friendly or non-toxic recyclable products impact human beings positively	Siddique, Z. R., Hossain, A., et al
2018	Manufactured by using eco-friendly measures	Mahmoud, T. O
2017	Protects the planet by contributing to reducing air pollution	Abd Aziz, Ahmad Yani
2017	Uses natural ingredients	Kundu, S., & Gupta, N
2017	Minimizes the environmental impact of its activities by using biodegradable materials	Yang, Y. C.
2015	Manufactured through green technology	Subooh Yusuf, Zeenat Fatima
2016	Packaged with environmentally friendly materials	Govender, J.P & Govender, T. L.
2015	Conserves natural resources and eliminates toxic pollutants	Junior, S. S. B., et al.,
2014	Responsive to ecological concern	Agyeman, C. M
2014	Does not negatively impact the health and safety of human beings	Almossawi, M.

(Source: Review of Literature)

1.2.6 Green Consumer: Meaning

The consumer who uses green products to meet routine and other important needs is a green consumer. Such a consumer exhibits environmental friendliness while making buying decisions and avoids consuming products causing environmental deterioration (Jaju, 2016).

Researchers across the globe have used different variables to classify and profile green consumers (Shahbani, 2013). The buying behaviour of green consumers is governed by environmental considerations (Siddique and Hossain, 2018). Such consumers support green marketing practices and strategies adopted by organizations (Govender and Govender, 2016). These consumers avoid buying products risky for human health and the environment (Akehurst, 2012). *“Green Consumer is a consumer who buys green products not to show their fashionable behaviour, to prove their environmental concern and responsibility”*. -Nagaraju & Thejaswini, 2016

1.2.7 Green Consumer: Features

Table 1.2: Features of Green Consumers

Year	Features of Green Consumers	Authors
2018	Concerned about environmental problems and have more possibility to purchase green products.	Siddique, Z. R., Hossain, A et al.,
2017	Accepts and adopts eco-friendly behaviour	Agarwal, Singh
2017	Supports environmental attitude	Handayani, W.
2013	Considers the environmental impact on consumption of commodities and modifies buying behaviour for the sake of environmental protection	Gilaninia, S., Taleghani, M et al.,
2013	High awareness of environmental issues	Sharma, V., Sonwalkar, J., et al.,
2014	Know environmental problems	Kianpour, K., Anvari, R., et al.,
2006	Gives weightage to eco-labeling	D'Souza, C., Taghian, M., et al.,
2012	Willing to buy recyclable products	Shahnaei, S
2016	Environmentally responsible and cares for it	Nagaraju, B., & Thejaswini, H. D
2013	Open-minded and socially responsible	Ling, C. Y.

(Source: Review of Literature)

Based on pro-environmental behaviour, Ginsberg and Bloom have stated different types of green consumers: (a) *True Blue Green* consumers imbining positive values for the environment and urge to undertake pro-environmental activities (b) *Greenback Green* customers who are prepared to purchase environmentally friendly commodities but are not interested in participating in environmental activities. (c) *Sprouts* have a high environmental concern but are unwilling to pay a premium prices to buy green products. (d) *Grouzers* have

low environmental knowledge, do not trust the green marketing claims and believe that green products are poor in quality. (e) *Basic Browns* are ignorant of environmental issues and busy with their routine problems.

1.2.8 Green Consumerism: Meaning and Significance

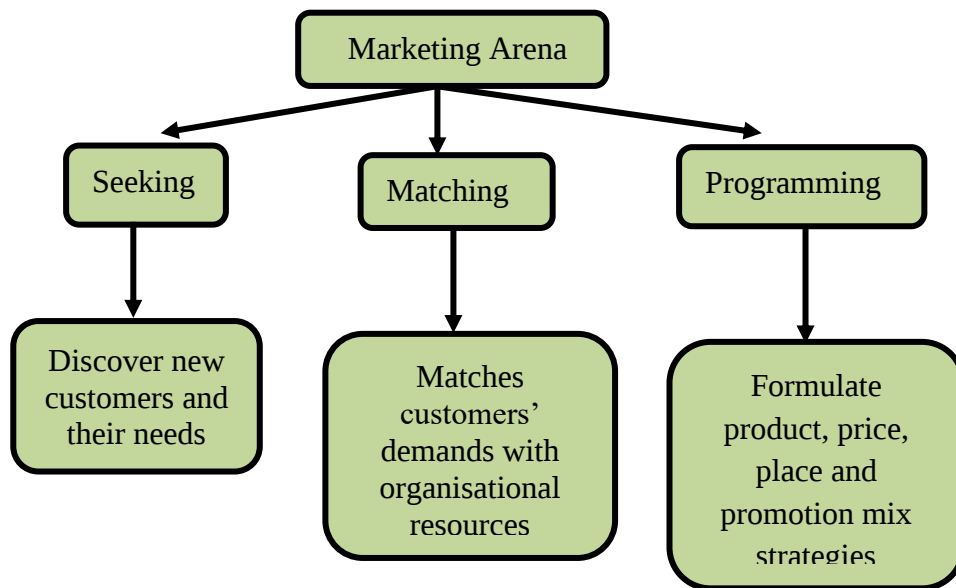
Green consumerism is the state of mind of the consumer who chooses to opt and use only those products which have undergone a pro-environmental process of production and packaging including recycling and promoting the safety of the earth's resources. It persuades people to use sustainable products and services offered by commercial establishments promoting environmental benefits. It is the holistic process adopted by business management that recognizes and satisfies the motivation of its stakeholders in maintaining environmental and human health and promoting the well-being of all.

- Green consumerism promotes such an attitude among consumers where they avoid the usage of paper and plastic bags for packaging of different products and prefer to purchase loose products like fruits and vegetables thus helping in reducing wastage of paper and plastic in packaging.
- The green attitude of consumers advocates the efficient use of energy which results in reduced electricity bills, and lesser emissions of greenhouse gases, thus enabling countries to meet the growing demands of energy resources.
- Green consumerism programs have resulted in a decrease in the release of emissions and other pollutants during the process of production and transportation.
- As a result of green consumerism, the demand for eco-friendly and organic food products has increased which is surely a better option for good health and the general well-being of consumers.

1.3 Marketing: The Concept

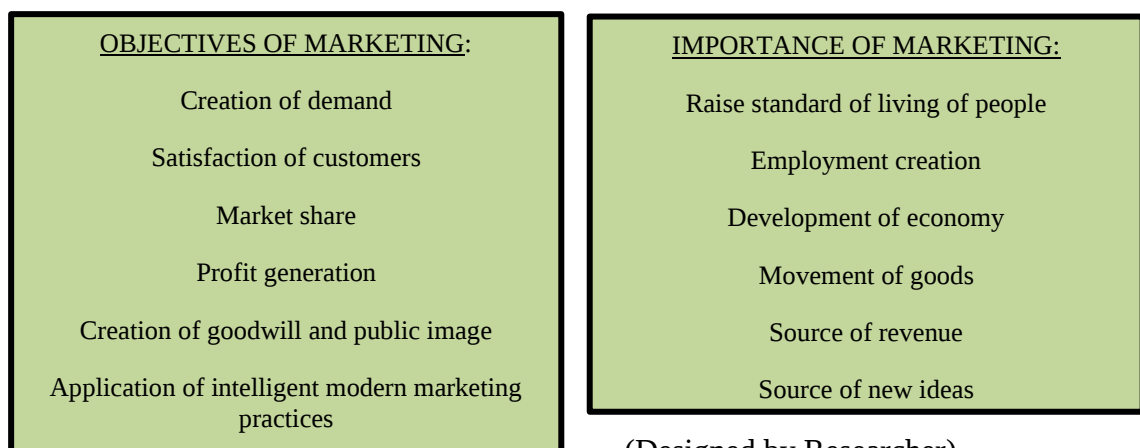
Market refers to a place of business or an exchange activity taking place directly between buyers and sellers or indirectly through a chain of middlemen at a predefined place, for a price, thereby resulting in the physical transfer of ownership of goods from producers to consumers. Marketing, being a comprehensive term inculcates a sequence of activities and resources which are required to allow the distribution of goods from producer to consumer. Thus, it is a business process designed to create and retain customers.

Figure 1.1: Marketing Arena



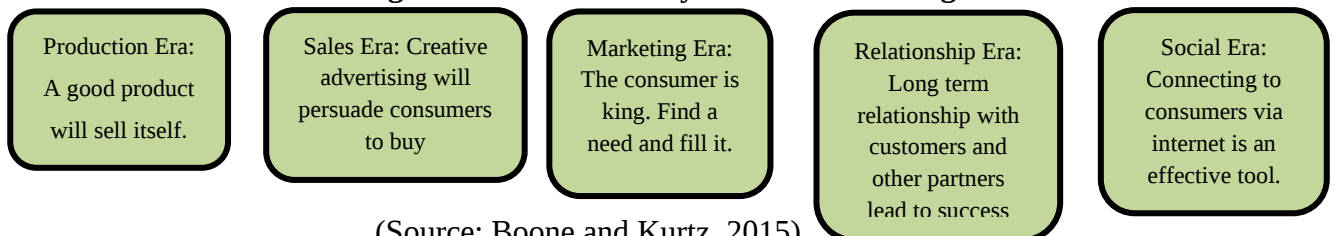
(Designed by Researcher)

Figure 1.2: Objectives and Importance of Marketing



(Designed by Researcher)

Figure 1.3: Evolutionary Eras of Marketing



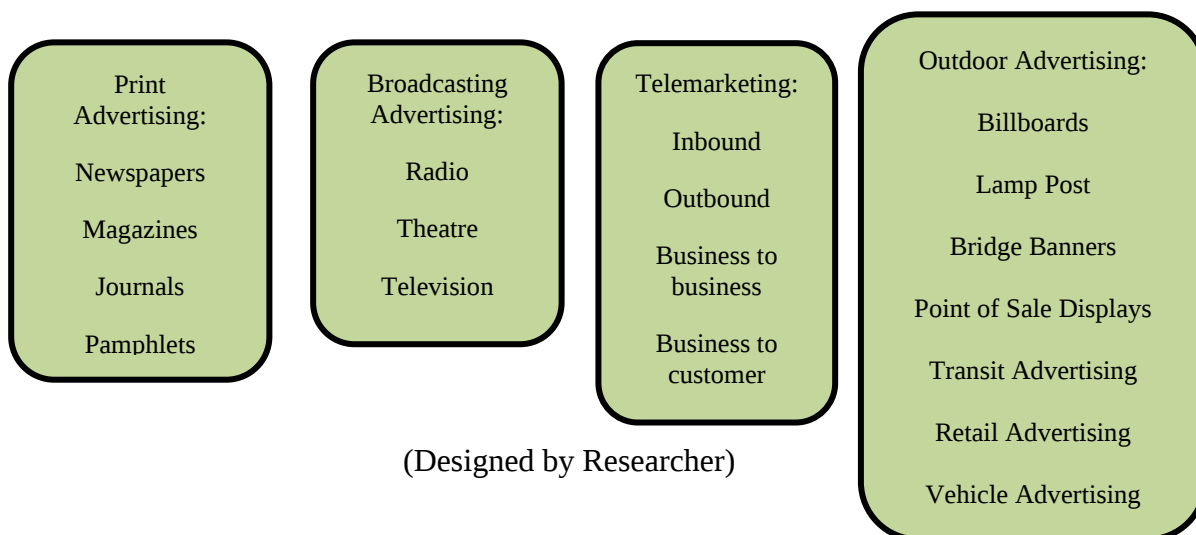
(Source: Boone and Kurtz, 2015)

1.3.1 Traditional Marketing

Traditional marketing makes people aware of the product and service available and being offered for sale. It uses various marketing tools such as television and radio, print media,

direct mail, flyers, business cards, billboards, and trade shows. But the response rate of consumers in traditional marketing is between 0.5% to 2% (McCauley, D, 2013), which means that when a message is sent to 1000 persons, only 5 to 20 will respond. In traditional marketing, a uniform message is sent to all customers through middlemen chosen by the seller and uniform promotion and discount are offered for all customers. The success of traditional marketing is measured by the market share attained and profit earned. In many industries, traditional marketing is being replaced by internet marketing, but still, it is effective in boosting the brand of the manufacturer. It plays an inevitable role in reaching large audiences, especially local audiences. This method of marketing is more sustainable and leaves a longer impression on the audience. It gives more credibility to marketing companies than digital marketing and enables them in reaching a more diverse audience.

Figure 1.4: Techniques of Traditional Marketing:



1.3.2 Green Marketing

Green marketing involves environmental considerations while manufacturing, promoting, and distributing (Cherian and Jolly, 2012). In a broader sense, green marketing activities facilitate the exchange of goods and services and at the same time, minimize harmful effects of production and other processes by reducing wastages in packaging, efficiency in the use of resources, and decline in chemical use and toxic emissions (Majumdar and Swain, 2015). Rising environmental concern has forced to extend new vistas into the discipline of marketing through the development of novel concepts by different authors at different times. Thus the domain of green marketing includes:

- Alteration of products
- Modifications to the production process
- Packaging alterations
- Alterations to advertising
- Considered sustainability while manufacturing
- Non-usage of dangerous chemicals or ozone-depleting substances
- Using recycled materials for production
- Using renewable materials for production
- Less packaging
- Capable of being repaired
- Saying no to plastics

1.3.2.1 Green Marketing: The Evolution

In the early 1970s, researchers made the first attempt to formulate a linkage between environment and marketing. The first definition of green marketing was published in the book titled “Ecological Marketing” authored by Henion and Kinnear (1976). Another book titled “Marketing and Ecological Crisis” authored by Fisk (1974) was published. Fuller (2003) stated green marketing is a function of achieving organizational goals by inculcating environmental well-being. In the late 1980’s green marketing focussed on pro-environmental customers who were ready to give higher price for sustainable products. Kilbourne and Beckmann (1998) and Webster (1975) emphasized to study the intention and behaviour of ecologically conscious customers. Dam and Apeldoorn (1996) attempted to develop societal aspects in the field of marketing. Thus, a novel consumer movement emerged which modified the social values and gave momentum to marketers to take care of environmental problems (Kotler 1972; Fisk 1974). The 1990s have been declared “The Earth Decade” (McDaniel and Rylander, 1993) as societal and environmental concerns became priorities for consumers while making buying commitments (Prothero 1996; Menon et al. 1999). 28 September is being celebrated as ‘International Green Consumer Day’ every year to familiarize and remind people to embrace the concept of ‘Go Green’ while performing routine tasks, especially in their consumption behaviour. The global celebration of green consumer day is to enhance the awareness and importance of ‘Recycle-Reduce-Reuse’ among the masses and educate them regarding the health and environmental benefits of

adopting green behaviour. The consumers are motivated to 'switch to green' for contributing to the process of healing of the planet.

1.3.2.2 Green Marketing: Significance

- A significant tool for environmental protection
- A source of attaining competitive advantage over non-green companies
- Changes customer purchasing habits by raising knowledge of green products
- A developing approach towards sustainable development
- Access to new markets as a new culture of buying green products has been developed in consumers
- The positive public image with the 'go green' campaign
- Economic advantages to green companies in terms of waste reduction and lower operating costs
- Efficient use of resources by green manufacturers
- Positive impact on environmental safety
- Reduction in the utilization of plastic-based products

1.3.2.3 Green Marketing vs Traditional Marketing

- Two parties, the selling firm and the customer, are involved in traditional marketing whereas three parties, the selling firm, customer, and environment are included in green marketing.
- Traditional marketing focuses on the satisfaction of the selling firm as well as a customer but green marketing, in addition, envisages minimizing the ecological impact of products.
- Traditional marketing seeks to fulfil economic responsibility only but green marketing fulfils social responsibility also. Green marketing focuses on the long-term benefits of the selling company and consumers as well as the protection of the environment whereas traditional marketing takes care of the selling company and the consumer but ignores the environmental aspect and its protection.
- Green marketing involves inbound marketing using a pull strategy where the customers are attracted by narrating environmental and health benefits of using green products but traditional marketing involves outbound marketing using a push strategy

where new customers are solicited by television and print advertising, direct mail, and telemarketing.

1.4 Personal Care Products

The products covered in this categorization are make-up products and cosmetics, baby products, hair-styling products, fragrances, and perfumes, deodorants, and antiperspirants, body lotions and soaps, oils, face lotions and creams, toothpaste and mouthwashes, hand soaps and sanitizers. According to a Report by the Ministry of Economy and Industry on the Indian Cosmetic Industry, ‘Online shopping, growing importance of peer feedback, home services, technology-infused beauty devices, men’s grooming products, shift towards anti-pollution and anti-fatigue products are the recent trends in personal care market in India’ (www.itrade.gov.il/India). The Indian market for personal care products has witnessed consistent growth over the last decade as a consequence of enhanced shelf space in stores of retailers. The stringent marketing efforts and respective pricing strategies have enabled various multinational brands to enter the Indian market. Indian personal care product market was projected to grow at a 22% compound annual growth rate during the period from 2017 to 2020. Due to the rising preference for organic, herbal and Ayurvedic products, the personal care product market in India has maintained a healthy growth rate.

1.4.1 Major categories of Personal Care Products are:

- Bathing Products
- Hair Products
- Skin Care Products
- Dental products
- Cosmetics and Make-up products
- Cosmeceutical

Table 1.3: Top Indian Personal Care Brands

<i>Company</i>	<i>Products Offered</i>	<i>Popular Brands</i>
ITC Limited	Face cream, shampoo, face wash	Fiama, Vivel, Savlon, Charmis, Nimwash, Superia
Johnson and Johnson	Baby care products, first aid products, face washes, contact	Johnson’s Baby, Aveeno, RoC, Clean & Clear

	lenses, diapers, cream, oils, shampoo	
Procter and Gamble	Razors and personal hygiene products	Ariel, Head & Shoulders, Tide, Pantene, Vicks
Colgate Palmolive India	Toothbrushes, toothpaste, tooth whitener, products treating skin and mouth ulcers	Colgate, Palmolive Naturals, Protex, Sanex, Softsoap
Godrej Consumer Products Limited	Hair colour, Toilet soaps, liquid detergents	Cinthol, Ezee, Fairglow, Nupur
Hindustan Unilever Limited	Soaps, detergents, cosmetics	Lakme, Lux, Lifebuoy, Rin, Surf excel
Marico	Hair oil, edible oil, shampoo, perfumes, and deodorants	Revive, Safola, Aromatic, Hair & Care, Kaya, Mediker, Nihar, Parachute, Sweekar
Dabur India	Fast Moving Consumer Goods, foods, and health products	Real juice, Vatika, Dabur Red paste, Dabur Amla, Chyawanprash

(Source: <https://www.google.com>)

Table 1.4: Indian Personal Care Product Market Size (USD Billion), 2015-2020

Year	Market Size
2015	9.91
2016	11.35
2017	13.38
2018	16.07
2019	19.70
2020	24.71

(Source: TechSci Research)

Table 1.5: Top International Personal Care Brands

<i>Company</i>	<i>Products Offered</i>	<i>Popular Brands</i>
Estee Lauder Companies	Beauty products and cosmetics	Aerin Beauty, Aramis, Aveda, Bobbi Brown, Bumble and Bumble, Clinique, MAC, Too Faced
Kao Corporation	Cosmetics, skin, and hair care	Curel, Kate Tokyo, Biore, Asience, Guhl
Shiseido Company Limited	Cosmetics and beauty products	Dprogram, Revital, Urara, Elixir

(Source: <https://www.google.com>)

As far as foreign brands are concerned, Revlon, Body Shop, Tommy Hilfiger, Burberry, Calvin Klein, Maybelline, MAC, Rochas, Ricci, Oriflame, Estee Lauder, Christian Dior, and Max Mara are getting good demand in the Indian personal care market.

1.4.2 Recent trends in Personal Care Products Market:

The products in this category are providing multipurpose benefits to consumers. The demand for face creams has risen tremendously as a consequence of more women going out for work. A trend is being shifted from chemical-based cosmetic products to organic cosmetics with a minimum usage of hazardous chemicals in the products. Huge funds are being invested by big players in the personal care product market for research and development of new cosmetics and cosmeceuticals having health and environmental benefits. There is a new trend of innovative packaging of personal care products using environmentally friendly packaging material which plays a vital role in increasing sales.

1.5 Green Personal Care Products

Green personal care products are more appealing to pro-environmental consumers since they are manufactured from agricultural components grown pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms, or ionizing radiation (organic.org, 2016). These products are manufactured to avert, reduce, mitigate, and repair detrimental ecological consequences on water, air, and soil (Tomasin et al., 2013). Consumers' 'go green' consciousness has increased as they have become aware of the hazardous impacts of synthetic chemicals which has enhanced and fuelled the urge to adopt a healthier lifestyle and

use green personal care products for meeting routine needs (Ghazali, 2017). Going green has become the new normal in the personal care product industry as brands of cosmetics and make-up products have launched green products in their product range. As a consequence of enhanced environmental awareness among the masses, consumers are more likely to use eco-friendly cosmetics (Chin et al., 2018). Many new herbal cosmetic brands have been recently launched by players in the personal care industry in India as a consequence of the enhanced interest of consumers in natural and green brands. In the case of personal care products, global sales in 2019 were US\$15,500 million and are anticipated to reach US\$ 22000 million in 2024 (Reuters, 2019) as stated in Zollo et al., 2021. The modern consumer is attracted to green/ organic/ herbal personal care products because of the following reasons:

- Environmental responsibility
- Enhanced awareness towards harmful effects of chemically composed products
- Increased effectiveness
- Long term health
- Sustainability
- Supportive government regulations

The producers are stepping towards producing green products because of the following reasons:

- Improved product quality
- Enhances brand reputation
- Increases corporate responsibility
- Improve public opinion
- Boost sales

1.5.1 Categories of Green Personal Care Products available in India

Green Beauty Brands

Green cosmetics are becoming more and more popular around the world due to worries about the environment, animal welfare, health, and hygiene (Kapoor et al., 2019). The green personal care industry has witnessed a recent trend relating to concern for both health and the environment among consumers resulting in an enhanced emphasis on the purchase of sustainable beauty goods (Shilling, 2007). In response to the expanding demand for natural

and eco-friendly beauty products, many firms have increased the use of organic ingredients in their current product lines or have developed new lines that specifically address this fashion.

Available Brands of Green Beauty Products in India
Forest Essentials, Dear Earth, Khadi Natural, Kama Ayurveda, Skin Yoga, Ruby's Organics, Juicy Chemistry, Azafran, Mama Earth, Bliss of Earth, SoulTree, Nuskay, Ras Luxury Oils, Pahadi Local, Sova, Bon Organics, Just Herbs, Life & Pursuits, Greenberry Organics, Naturma, Divine Organics, Soulflower, The Body Shop, VLCC, Himalaya Herbals, Lotus Herbals, Vaadi Herbals, Biotique, Jovees Herbal, Organic Harvest, Ayur Herbal, Pure Earth

Figure 1.5: Green Beauty Brands



(Source: <https://www.google.com>)

Green Skin Care Brands

Green Skin Care Products care for the skin by utilizing plant-based components. (Wiki, 2014). Synthetic chemicals are not used in green skincare products. All the ingredients in these items are derived from plants. The integrity of the components is preserved in the production of these products. Researchers recommend that green skincare businesses use

quality procedures to develop high-quality sustainable products as well as actively participate in pro-environmental activities to increase consumer awareness of green skincare products. Green skincare products are the fastest growing segment of the global market when compared to other green cosmetics (Chin et al., 2018).

Available Brands of Green Skin Care Products in India
Vaunt, Ilana Organics, Neemli Naturals, Organic Riot, Dr. Sheth's, Enn's Closet, Alyuva, Alanna, Eco & Bio Roots, Kalon, Rustic Art

Figure 1.6: Green Skin Care Brands



(Source: <https://www.google.com>)

Green Hair Care Brands

Available Brands of Green Hair Products in India
Amrutam, Forest Essential, SkinKraft, MamaEarth, Inveda, Marico, Kimirica

Figure 1.7: Green Hair Care Brands



(Source: <https://www.google.com>)

Green Oral Care Brands

Available Brands of Green Oral Care Products in India
Colgate, Dabur Red, Patanjali, Himalaya Herbals, Meswak, Vicco Vajardanti

Figure 1.8: Green Oral Care Brands



(Source: <https://www.google.com>)

1.6 International Perspectives for Environmental Protection

Montreal Protocol, a multilateral environmental agreement was adopted on 15 September 1987 with the purpose to regulate the manufacturing and usage of chemicals that contribute to the depletion of the stratospheric ozone layer. It has been now ratified by 197 UN member countries.

Kyoto Protocol is an international agreement that legally binds the member countries to abide by the obligation to bring down greenhouse gas emissions.

Paris Agreement is an international agreement similar to Kyoto Protocol which became operative on 4 November 2016 and has been signed and adopted by 197 nations. It is formulated as a successor to Kyoto Protocol as Kyoto Protocol itself expired in 2020.

Vienna Convention for Protection of the Ozone Layer 1985 became operational on 22 September 1988 as a multilateral agreement between 197 member countries with the purpose to monitor the global depletion of the ozone layer and prepare its report.

Aarhus Convention has been ratified by 47 parties to provide access to information and justice in matters related to the environment.

Basel Convention was adopted in 1989 in Switzerland and now 187 nations have become members. It is an international treaty to develop plans to save the environment and the health of human beings against harmful waste products.

Basel Ban Amendment 1995 was made with the intention to prohibit the export of dangerous waste products to emerging economies and has now become an international law.

Berne Convention on the conservation of European wildlife and natural habitats is a global document having legal implications developed with the intention to save species and habitats of flora and fauna and recently 177 nations have become parties to this convention.

Convention on Biological Diversity, 1992 was established in 1993 which provides the legally binding structure with the objective of conserving and using biodiversity feasibly.

Convention on International Trade in Endangered Species of Wild Fauna and Flora became operational in 1975 as a multinational agreement between nations aiming to save wildlife from overexploitation as a consequence of foreign trade.

Convention on Long-Range Transboundary Air Pollution was formulated on 16 March 1983 to protect ecology from the dangerous impacts of pollution by ensuring to take measures against the release of air pollutants.

The convention on the Conservation of Migratory Species of Wild Animals was established on 1 November 1983 for promoting the conservation of migratory animals along with their habitats.

Minamata Convention on Mercury came into force on 16 August 2017 with the purpose of protecting human beings and the environment from the hazardous effects of mercury.

Ramsar Convention on Wetlands was adopted on 21 December 1975 as an international treaty with the objective to conserve wetlands and use them judiciously.

Stockholm Convention on Persistent Organic Pollutants became operational on 17 May 2004 to save the environment from the hazardous effects of organic toxins.

United Nations Framework Convention on Climate Change was initiated on 9 May 1992 aiming to protect the environment from the interference of human beings resulting in dreadful changes in the environment.

1.7 International Organizations concerned with Environmental Protection

Earth System Governance Project (ESGP) was initiated in January 2009 with the aim to publish research related to hindrances and obstacles in regulating change in the global environment.

Intergovernmental Panel on Climate Change (IPCC) was formulated in 1988 as a leading international body for assessing changes in climate and as a source for providing scientific information to the world related to climatic changes and their effects.

World Nature Organization (WNO) was established on 1st May 2014 with the objective of protecting of climate, energy efficiency, and sustainable development.

United Nations Environment Programme (UNEP) was formulated in June 1972 with headquarters in Kenya aiming to evaluate environment-related issues and make eco-friendly programs to promote ecological science.

The International Union for Conservation of Nature (IUCN) was formulated in October 1948 with the target to enhance awareness of the protection of the environment and prudent use of natural resources.

Global Environment Facility (GEF) was made as an alliance among 183 nations in 1991 to consider issues related to the destruction of the environment at the global level. GEF also provides monetary grants for contributions to the healing of the environment.

Youth Climate Summit 2019 took place on 21 September 2019 in New York to provide a platform for young climate action leaders to give solutions for a saviour of the environment.

UN Climate Action Summit 2019 was organized in New York on 23 September 2019 to develop plans for reducing emissions of greenhouse gases by 45% in the next 10 years and reach a zero level by 2050.

1.8 Indian Perspective for Environmental Protection

The government of India has introduced various laws and policies to protect and safeguard the environment and promote the well-being of its inhabitants. These legislative initiatives initiated by the government toward the protection of environment have been detailed as under:

Wildlife Protection Act, 1972 aims to protect ecologically significant areas and listed species of plants and animals, regulate the hunting of animals, safeguard sanctuaries and national parks and, restrict trading in animals.

Water (Prevention & Control of Pollution) Act, 1974 has laid penalties for discharging excessive pollutants into water-bodies more than reasonable standard.

Water (Prevention & Control of Pollution) Cess Act, 1974 permits the levy and collection of tax on industries on the consumption of water to augment the finances of central and state boards for controlling water pollution.

The Forest (Conservation) Act, 1980 saves forestland from being used for non-forest purposes and curtails the powers of the state regarding the de-reservation of forests.

Air (Prevention & Control of Pollution) Act, 1981 promotes combating air pollution by the abatement of the use of polluting substances and regularisation of appliances giving rise to air pollution.

Environment (Protection) Act, 1986 gives authority to the union government to take necessary measures by fixing standards for industrial emissions and discharges with a view to protecting the environment and enhancing its quality. Several notifications have been issued by the government for protecting ecologically sensitive areas.

The Environment (Protection) Rules, 1986 provides methods for laying standards for the discharge of environmental pollutants and other procedures such as sample taking, analysing, and submitting reports.

Hazardous Wastes (Management and Handling) Rules, 1989 provides guidance for manufacturing, storage, and import of dangerous chemical substances and managing hazardous wastes.

The National Green Tribunal (NGT) Act, 2010 ensures quick disposal of environment protection and forest conservation-related cases for providing effective solutions for safeguarding the environment.

CHAPTER 2

CONCEPTUAL STUDY OF CONSUMER BEHAVIOUR

2.1. Consumer Behaviour: Meaning and Concept

Consumer behaviour is the total of all the decisions of consumers related to procuring, consuming, and reprocurring products from the same or different seller. Intention is used as a synonym for hope, motive, and objective. It is related to the plan or decision of an individual to carry out the work according to needs and desires. Consumer intention is the precursor of consumer behaviour. Initially, a consumer has the intention to perform an act related to the product and when that intention gets converted into behaviour, it becomes consumer behaviour. The main proposition is that customers' intention or behaviour is not related to only one aspect of purchasing but also includes other aspects such as repurchasing, promoting, and switching over.

Consumer behaviour includes all the functions and decisions relating to the evaluation, acquisition, usage, and disposition of the products needed by consumers to satisfy needs, wants, desires, and demands. It is the branch of knowledge dealing with all functions related to the purchase, repurchase, usage, and disposal of products. It is an intellectual process involving decision-making regarding the choice of the best products according to one's requirements and affordability. This behaviour is exhibited by consumers in pre-purchasing and post-purchasing activities. The activities undertaken by consumers while searching, choosing, evaluating, buying, utilizing, and discarding products and services are consumer behaviour (Alharthey, 2019). Consumers play multiple roles such as evaluator, buyer, payer, and user of the products, therefore studying the pattern of when, how, why, and from where they buy is essential for marketers. Therefore, consumer behaviour deals with the study of what, why and from where the consumer buys and how the best choice from the alternatives available is made.

Consumer Behaviour = Purchasing activities + Consumption activities + Disposal activities

2.1.1 Consumer Behaviour: Salient features

- Consumer behaviour, being a subset of human behaviour, cannot be segregated from it.

- It relates to a tendency of consumers to buy or refrain from buying over a while.
- One of the three forces, namely, the reason to buy, emotions attached to the product, and social/ family pressure to buy becomes the basis of behaviour of customer.
- It is the outcome of multiple intricately connected factors.

2.1.2 Significance of studying Consumer Behaviour

The study of buying behaviour of consumers has become imperative for business organizations due to several reasons. Some of them have been detailed as follows:

Realistic implementation of marketing concept: The study of customer behaviour is the foremost concept in modern marketing as it has shifted from being producer oriented to consumer oriented. The formulation of a suitable marketing mix has become a cornerstone for the implementation of the concept of marketing. But without a proper understanding of consumers' buying behaviour relating to what, why, when, and how they buy, it is not realistic to design and implement an ideal marketing mix to attain a competitive edge over competitors.

Planning product distinction and market segmentation: The product distinction makes the product unique in itself as its features are different from competitors' products making consumers tempted to buy. Also, market segmentation enables the seller to reach target consumers as it divides the market into various sub-markets, each representing consumers with common features. Both product differentiation and market segmentation cannot be done by marketers unless the behaviour of consumers is studied by them.

Selection of distribution channels: The selection of suitable channels of distribution needs a thorough understanding of buying behaviour of consumers which then guides the marketing team to the sources from where the consumer generally performs the actual buying of products. The consumer makes buying according to his status, convenience, and satisfaction, which must be analyzed by marketers and channels of distribution should be selected accordingly.

Designing promotional techniques: The techniques of promotion of products must be as per the mindset and psychology of consumers so that they are favourably and significantly influenced by advertising and other sales promotion methods adopted by marketers. Therefore, it becomes inevitable to study consumer behaviour to understand the factors which

impact buying decisions so that these can be given due weightage while designing promotional strategies.

Trade-off between price and quality: The sellers need to find the consumer attitude towards the quality of commodities offered and their price so that suitable strategies for quality and price can be devised accordingly. For this purpose, the enterprise needs to learn about behaviour of consumers.

2.1.3 Consumer Behaviour: Importance

To make the product successful in the market, it becomes essential for the seller to study the psychology and the mind-set of prospective consumers to make the product acceptable by providing them with utilities for the satisfaction for which the product was initially purchased. As each consumer is a different person and has a different attitude towards evaluating, selecting and disposing of, therefore, understanding their buying behaviour becomes a complex task. Therefore, understanding consumer behaviour is important for business managers and marketers for several reasons but with a common objective of simultaneous maximization of consumers' satisfaction and the company's earnings.

2.1.3.1 Importance of understanding Consumer Behaviour to Business Managers

Understanding consumer needs: The purchase criteria of consumers are more personalised. Sometimes, the choice made by consumers is random without much involvement but, at other times the consumer undergoes a long process of decision-making before finalising the deal with the seller. This depends upon influential factors such as needs and desires, social pressure, emotions, social status and prestige, personality traits, and cultural values. The managers of business organizations need to have a thorough understanding of the needs and desires of consumers along with influential factors to maximize the earnings of the company along with customer satisfaction.

Learn consumer buying pattern: Due to personality differences, the buying pattern and criteria of consumers is not uniform. Sometimes consumers intend to purchase the product but this intention is never transformed into actual buying due to the intention-behaviour gap as a consequence of several causes. Business managers need to identify the buying pattern of consumers to enable them to devise strategies needed to convert consumers' buying intentions into actual buying behaviour.

Interpreting consumer behaviour: Business managers need to interpret buying behaviour of consumers by evaluating their motivation and using it for designing suitable consumer-related strategies. This effort enables them to gain information regarding the compelling factors which result in buying or not buying, further facilitating in designing of effective campaigns for the successful positioning of products.

Availability of products: To make the products easily, regularly, and widely available for consumption, studying consumers' buying behaviour becomes essential to find when, why, how much, and where the products are demanded by them.

Product pricing: To decide the price at which the product would be perceived as best by the consumers can be achieved by the enterprise by studying buying behaviour of consumers.

Suitable method of promotion: The buying behaviour of consumers and the influential factors enable marketers to decide upon the suitable and most effective techniques of promotion to be undertaken by them.

2.1.3.2 Importance of understanding Consumer Behaviour to Marketers

It is of utmost importance for marketers to gather information regarding purchasing, consumption, and disposal activities undertaken by consumers to make a note of their expectations from selling companies in form of product utility, quality, and price. This understanding enables the marketing firms to make the products accessible to consumers at right time, right price, and at the right place, thereby, providing the twin benefits of customer satisfaction and revenue maximization.

Understand consumers' influential factors: The study of consumer behaviour finds out why consumers purchase a particular product. This elaborates on the influential factors behind purchases made by them which are used by marketers to instigate them for repeat buying.

Creation and retention of consumers: According to Professor Theodore Levitt, identifying the behaviour of consumers is essential for marketers for creating new customers and retaining them with the business for unending times (Kumar, 2004). If the effort of marketers is only for creating new customers and not for retaining old ones, then there will be no increase in revenue and the enterprise will be successful only for short period. Hence, marketing efforts should be designed in such a manner that consumers have positive repurchase intentions and are willing to buy the product again and again until the need persists.

Design relevant marketing program: To make the marketing program effective, the marketers are required to design diverse marketing strategies and campaigns separately for groups of consumers divided on the basis of demographics and other compelling factors. For persuading consumers, the approaches of communicating the message should be specific as per traits of consumer groups to avail maximum advantage. The marketing program uses the information regarding the motive of purchasing by consumers to use it in advertisement to persuade consumers to buy the product.

Create focused marketing strategies: The theories of marketing facilitate the marketers to retrieve information regarding the spending habits of consumers which facilitates in designing the most suitable strategies for optimizing sales and revenue for the company. It becomes essential for marketers to study consumers' rational behaviour, tastes, and preferences, and spending habits to formulate focused strategies for marketing products.

Predicting market trend: The study of consumer behaviour facilitates marketers with information regarding the shift in the recent trends of consumers which can be used to bring necessary changes in products accordingly. If the changing trend of consumers is not known to marketers, they will continue to allocate resources to the product which is no longer on the wish list of consumers as a result of a shift in market trends.

Competition: Studying behaviour of consumer by the marketers enables them to understand the strengths and weaknesses of competitors which facilitate to design suitable strategies for facing competition and offering products with value additions to gain a competitive edge in the market.

Innovate new products: Marketers have to study the buying criteria of consumers to enhance the acceptance rate of novel and innovative products offered by them. The original products can be made innovative by adding value as per the specifications of consumers. This innovative value addition compels the target audience to evaluate the products and decide favourably for buying them.

Stay relevant in market: Due to ever-changing behaviour of consumers, it has become essential for marketers to consistently study behaviour of consumers for staying relevant and useful for their target market. At present times, consumers take no time for switching over to the next appealing brand which is being evaluated as more useful by them.

Improve customer service: To provide the most appropriate services for personalised needs of consumers, it is essential to elucidate the diversities within the customer base which can be achieved by studying behaviour of consumers.

2.1.4 Consumer Behaviour: Determinants

2.1.4.1 Psychological factors: The buying behaviour of a consumer is largely dependent upon his psychology and mindset. The psychological features of consumers, no doubt are difficult to measure but play a significant role in influencing a purchase decision.

Motivation: According to Maslow's need hierarchy theory of motivation, a person has to satisfy various needs during his lifetime in a proper sequence. Consumers' motivation to buy or not to buy different products depends upon their basic and security need, therefore a motivated consumer ends up buying the products of his needs (Auf et al., 2018; Gountas and Mavondo, 2003).

Figure 2.1: Behaviour determining Factors



(Source: Designed by Researcher)

Perception: The perception of a consumer regarding a particular product is developed after he collects necessary and relevant information and converts that information into a meaningful image of the product. Various promotional tools adopted by seller and customers' reviews and feedback on social media develops the perception of consumers related to the commodity or brand and hence shapes their buying behaviour (Yeung et al., 2001).

Learning: The experience of learning is always involved in the buying decision made by consumers (Batkoska and Koseska, 2012). Learning ability is the function of skill and knowledge which is acquired by consumers through practice and experience. Therefore, the

learning experiences of consumers either in a repeated situation or in novel circumstances enable and affect purchasing decisions.

Attitudes and Beliefs: The attitude and beliefs of diverse segments of consumers are studied by the marketing personnel of sellers. As the brand image of a product is largely defined by consumers' attitude, intense research is undertaken by marketers to find out consumers' beliefs and attitude. The consumers' attitude develops intentions for buying which are subsequently transformed into actual buying behaviour (Khan et al., 2020; Verma et al., 2019; Rahman and Reynolds, 2017; Paul et al., 2016; Tang and Lu, 2014; Vazifehdoust et al., 2013; Barber et al., 2012).

2.1.4.2 Social factors: Man, being a social animal, generally imitates the behaviour of others and is significantly influenced by the perceptions and preferences of society at large. The buying intention and behaviour of consumers are significantly affected by the tastes and likings of near and dear ones (Suki and Suki, 2019; Koo et al., 2015).

Family: The motivation, perception, attitude, and learning of the consumer starts from his family. The unconscious mind of a person adapts such features from family during his childhood as he notices the behaviour of his family members while making various decisions. Parental influence is found to significantly influence buying criteria of consumers (Barua, 2011; Lee, 2010). Hence, the buying preferences of people are determined by family members to a large extent.

Reference Groups: Friends, colleagues, and peers form the reference group of consumer who is generally called upon for getting suggestion and recommendation before making a final decision of buying a product. The consumer always prefers to get associated with his peer group and wishes to exhibit common buying behaviour (Khare, 2020; Prasher, 2020; Sheoran and Kumar, 2020). Therefore, reference group influence as a social factor predicts the buying behaviour of consumers (Clark et al., 2019; Muralikumaran, 2019; Varshneya et al., 2017; Persaud and Schillo, 2017).

Roles and Status: The role and status held by the consumer in society play a vital part in predicting their purchasing behaviour (Johnstone et al., 2018; Elliott, 2013; Eastman et al., 1999). A person designated on a high post has different buying behaviour as compared to his subordinates working on lower ranks, as a high post gives higher status and standard of living which influences his buying criteria and preferences.

2.1.4.3 Cultural factors: People belonging to a particular community generally share a similar set of values and ideologies which are represented by their community. Hence, the behaviour of consumers is shaped by the culture followed by the community to which they belong.

Culture: The cultural factors determine the buying pattern of consumers according to perceptions and preferences of their community members such as family, peer and reference group and, social group (Durmaz, 2014; Pantano, 2011).

Sub-Culture: When the people belonging to one culture are largely similar but differ in a few aspects, they get divided into many sub cultures. Each subculture is a subset of the community which itself gets formulated into segments of consumers having similar patterns and behaviour of making buying decisions resulting in actual buying.

Social Class: Various factors such as income, education, occupation, and family background notify the social class to which consumers belong and such factors exert a greater influence on buying behaviour (Li et al., 2019; Ifegbesan and Rampedi, 2018; Khare, 2015; Lyons and Breakwell, 1994).

2.1.4.4 Economic factors: The economic conditions of a nation greatly impact the buying criteria of consumers (Ramya and Ali, 2016). When the national income and per capita income are higher, the purchasing power of consumers rises, as more income is available in their hands in form of disposable income to spend for basic needs and luxurious demands. But, the low per capita income reflects weak economic conditions where the purchasing power of consumers is poor and they could hardly meet their basic needs. Some important economic factors influencing buying behaviour of consumers are:

Personal Income: The actual income remaining in the hands of a person after paying taxes is the disposable income available for the meeting needs and wants of himself and his dependents. The income left after meeting the basic necessities and available for purchasing durables and luxuries is discretionary income. The availability and amount of disposable and discretionary income strongly impact customer's buying behaviour.

Family Income: The total income of all the members of a family is family income. When more members of a family are working or the income of family members is comparatively higher, there are more tendencies on part of members to spend on luxuries and durables and fulfil their desires.

Income Expectations: This is one of the significant determinants of consumers' buying behaviour. As a consumer expects his income to rise in future, he may indulge in buying more luxury items on the instalment basis. On the contrary, when the consumer expects his income to fall in the future, he curtails his spending and tends to save money for meeting future emergencies and contingencies.

Consumer Credit: When credit facilities such as credit cards, hire purchases and easy instalments are frequently available as payment options, the buying pattern of a consumer is largely affected and he is tempted to buy more durables and luxury items. Then, his buying pattern is not only dependent upon his current personal and family income but on his expected income.

Liquid Assets: The assets such as bank balance and marketable securities are liquid as these can be easily converted into cash for making payments. The consumer having a larger amount of liquid assets tends to buy more comfort and luxury products as compared to a consumer who is living hand to mouth, hardly meeting his basic needs and has a negligible amount of liquid assets.

Savings: The consumer who is habitual in saving money from his disposable income tends to spend less on durables and purchases products fulfilling only the basic needs of his family. On the other hand, when the consumer saves less money, his buying behaviour is different as he is prone to spend all his income on the needs and wants of his family.

2.1.4.5 Personal factors: Personal factors which differ among different segments of consumers also contribute significantly to influence their buying behaviour (Witek and Kuzniar, 2020; Jaiswal et al., 2020; Shahsavar et al., 2019; Patel et al., 2017; Khare, 2015; Shukla et al., 2013; Jain and Kaur, 2006). These factors shape the perception and attitude of consumers which can be seen in purchasing habits.

Age: The tastes and likings of adolescents are entirely different from the choices of young, middle-aged, and old-aged consumers. Young consumers are more tempted to buy colourful clothing and personal care products whereas middle-aged ones are more interested in acquiring electronics, real estate, or motor vehicles. Therefore, the age of consumers strongly determines their buying patterns.

Occupation: Consumers need different products as per the requirements of their profession. For example, doctors, lawyers, and teachers require clothes according to the specifications of their profession.

Lifestyle: The buying criterion of consumers is also dependent upon their lifestyle and personality (Mataraci and Kurtulus, 2020; Wilson and Modi, 2015; Hirsh, 2010). The buying preference of consumers interested in healthy living is different from that of fashionable consumers. Therefore, the personality features impact his lifestyle which then predicts his buying behaviour.

2.2 Green Consumption: An Introduction

The pattern of consumption adopted by consumers giving utmost importance to environmental impacts of using such products/ services to contribute towards the healing process of ecology is termed as green consumption. It is closely related to sustainable behaviour exhibited by consumers while deciding upon the kind of goods and services to be purchased and used by them for meeting their routine needs and luxurious desires. Green consumption is most compatible with addressing the harmful aspects of the environment and safeguarding it for present and future generations. It adds to consumers' obligation to attain knowledge of environmental problems and contribute to solving such problems by shifting from conventional behaviour to green consumption behaviour. Green consumption includes the adoption of green behaviour by consumers and becoming eco-friendly by using chemical-free, herbal, and organic products and clean and renewable energy. The idea of green consumption originated during the 1960s in western countries where the industrial revolution enhanced the awareness of the necessity to protect the health of living beings and the environment from the ill effects of industrialization. After the oil crisis of 1973, an alternate source of fossil fuels was thought of in the West where the use of renewable energy began as a contribution to reducing environmental damage. The first ever green brand was launched in the American market in the 1980s but the interest of American consumers was aroused in green brands in the early 2000s (Elliott, 2013). At present, green consumption has been developed globally in the areas of green energy, green food (organic food), green fashion (clothing), green technology, and green personal care products. Green consumption has been given due consideration by all nations of the world as a result of their ethical concern, health impact and promotion of sustainability. The research done by scholars belonging to different

countries highlight the acceptability of divergent kinds of green products by global consumers.

2.2.1 Green Consumption: A Process Perspective

Green consumption includes decision-making by the customers for the purchase of sustainable commodities. It includes the traditional model of decision making which is a five staged process involving such steps which consumers undergo while deciding about buying a product or accepting a service. It is of utmost importance for marketers to have a deep understanding of these stages related to the decision-making process followed by consumers to enhance revenue as well as customer satisfaction.

Figure 2.2: Process of Decision Making



(Source: Decision making process Adapted from Kotler, 2005)

Need Recognition: The decision-making initiates with the primary stage of need recognition by the consumer as he realizes the need for a product or commodity. This need can be self-developed or can be created by marketers by arousing consumers' interest by adopting aggressive promotional techniques. When a consumer shifts to a higher status or higher standard of living or gets information about new products or value additions to previously used products, the need to acquire that product arises. This time is best for marketers to advertise their products and drives the consumer to satisfy this need by converting his need into want.

Information Search: In the second step, the consumer starts searching for information regarding various alternatives available in the market and their features and usefulness to satisfy that need and want. The consumer then looks for both internal and external sources of information which will guide him further to arrive at a final commitment. Internal information search includes retrieving facts from memory and previous experiences of using the product. Recommendations from peer and reference group, acceptability by social groups, banners, brochures, and television advertisements, and retrieving information from reviews

and blogs on internet are the external sources of information search. The consumer devotes more time to information search when more risk, more interest, and more money are involved in purchasing the product.

Evaluation of Alternatives: The third stage of purchasing exercise includes the evaluation of alternatives where the customer considers the quality, price, brand, and usefulness of available alternatives. While doing such evaluation the consumer judges the pros and cons of each alternative and also takes into consideration emotional association with a particular brand as a consequence of experience and brand loyalty. In this step, he is exploring the best deal out of available options in terms of price, quality, quantity, location, and usefulness.

Buying Decision: As he reaches and finds the option best to his judgement, he stops evaluation and finally jumps to the stage of buying the product evaluated and judged as best. After this, the consumer implements his decision and develops the intention to purchase the selected product. Then he makes other decisions regarding when to buy, from where to buy, and the mode of payment. After answering these questions, the consumer finally makes the actual purchase of product.

Post Purchase Behaviour: After using the product, the consumer gradually develops the feeling of either satisfaction or dissatisfaction from his buying decision. When the product is found as per the expected quality and other specifications and fulfils that particular need for which it was purchased, the consumer is satisfied. A satisfied consumer makes positive word of mouth, expresses repurchase intention, and promote the product among peer group by narrating the benefits derived, whereas a dis-satisfied consumer makes negative verbal comments and damages the image of the seller by giving negative online reviews and negating the product publically.

2.2.2 Green Consumption Behaviour: An Environmental Sustainability Approach

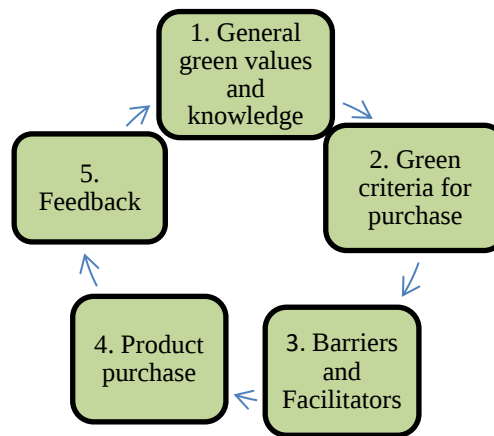
Green consumer behaviour is a set of planned programs arising from conserving the environment along with fulfilling individual and social needs which includes curtailing behaviour (reducing energy resource consumption) and green buying behaviour (Khan, 2020). Curtailing behaviour involves diminishing the usage of electrical appliances and private vehicles whereas green buying behaviour is related to buying energy-saving appliances, energy-efficient vehicles, and sustainable products. The green behaviour of consumers is the ecologically conscious buying behaviour related to the sustainability of the

environment and enhanced preference for eco-friendly products, services, and firms (Mas'od and Chin, 2014). Different terms are applied interchangeably with green buying behaviour (Kim, 2002) such as green purchase behaviour (Mostafa, 2007; Shamdasani et al., 1993), eco-friendly buying behaviour (Follows and Jobber, 2000), environmentally friendly behaviour (Khan, 2020), and ecological behaviour (Tilkidou, 2006).

2.2.3 Modelling Green Consumption Behaviour

The green consumer purchase model has been framed by Young, Hwang, McDonald, and Oates in 2010 which details the buying process undergone by green consumers while acquiring sustainable commodities.

Figure 2.3: Green Consumer Purchase Model



(Source: Young et al., 2010, p.28)

1. General green values and knowledge: The pro-environmental values inculcated by consumers persuade them to shift towards buying only eco-friendly products. Hence, the green buying pattern of consumers is shaped by their environmental knowledge and past buying experiences of similar products.

2. Green criteria for purchase: The green buying criteria are shaped by the thought process of consumers after collecting green information from various sources. Social and reference groups are consulted and details regarding the environmental performance of the green products is specified while developing favourable attitude for purchasing pro-environmental products.

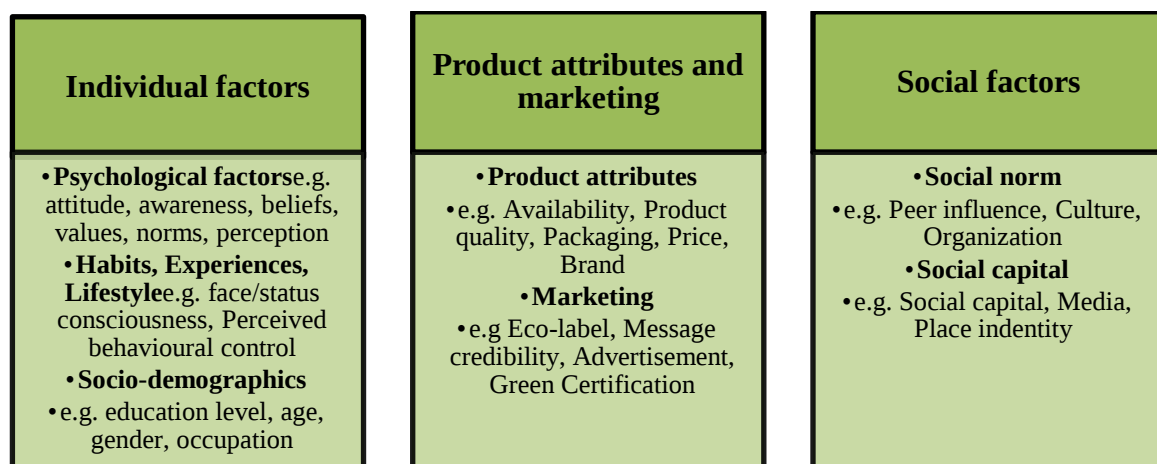
3. Barriers and facilitators: The buying process of green products is generally influenced by various barriers and facilitators. If the facilitators are stronger than the barriers, the consumer

ends up with green buying and vice-versa. The facilitators in green buying are eco-labels, green advertising, ecological concern, and awareness, altruism, and green values whereas the barriers in green buying are scepticism towards green advertisement, exaggerated green claims, lack of adequate information, lack of sufficient time, loyalty with non-green brands and unwillingness to pay the premium price.

4. *Product purchase and feedback*: The knowledge acquired during the buying process of sustainable products is remembered by consumers which stimulate in development of general green values and is beneficial for deciding about repeat purchase of such products or switching over to non-green products.

2.2.4 Determinants of Green Consumption Behaviour

Figure 2.4: Determinants of Green consumer Behaviour



(Source: Zhang and Dong, 2020, p.3)

Joshi and Rahman, 2015 have segregated determinants into two groups: individual and situational.

2.2.4.1 Individual factors: These are the personalised factors that are related specifically to the individuals while deciding for buying sustainable products. These factors are generally the outcome of life instances experienced by consumers and shape the attitude, personality and, values of the individual decision-maker.

Emotions: Consumers' attitude (Khan et al., 2020) ecological concerns (Sadiq et al., 2020), ecological effects, perceived environmental responsibility, ecological knowledge (Zhao et al., 2014), consumer culpability and generativity (Paco et al., 2013) has become part of emotions

of an individual consumer which are found to significantly impact buying intention towards green products.

Habits: The habits of consumers and their past preferences are difficult to change and these have been found as an obstacle in purchasing decision of eco-friendly products (Tsakiridou et al., 2008). Consequently, a significant unfavourable influence of habit has been reported on green consumer behaviour (Padel and Foster, 2005).

Perceived consumer effectiveness: Adoption of green products have been positively associated with perceived consumer effectiveness (Emekci, 2019; Gleim et al., 2013) as it influences consumers' attitude and green behaviour indirectly (Kang et al., 2013).

Perceived behavioural control: It relates to the control of human being over his actions and his capacity to perform the said behaviour (Ajzen, 1988). It has been observed in previous research that the green buying intentions of customers are greatly impacted by their perceived behavioural control (Wang et al., 2014).

Values and personal norms: Different values which are inculcated in individuals such as environmental values, societal values, and ethical values have been recognized as motivating factors persuading consumers to buy pro-environmental products (Eze et al., 2013). Other values such as altruism (Panda et al., 2020), universalism, and benevolence also impact the green buying behaviour of consumers (Mostafa et al., 2006). Individual moral norms have also been revealed as influential factors determining sustainable behaviour (Gleim et al., 2013).

Trust: The expectation and belief that the so-called green product will perform in a manner harmless to the environment are referred as trust in the context of sustainability. Past researchers have highlighted that dubiety in claims of sustainable products has proved to be a significant hindrance in the path of consumers' acceptability for green products (Tung et al., 2012).

Knowledge: Environmental knowledge and consequences have been confirmed to significantly impact the decision-making of customers towards buying of eco-friendly products (Kautish and Sharma, 2019; Lin and Niu, 2018).

Other individual factors: Consumers' lifestyle, response efficacy, variety seeking, and consumers' level of involvement (Mataraci and Kurtulus, 2020) are other individual factors

that determine the purchasing intentions and behaviour of consumers towards sustainable products.

2.2.4.2 Situational factors: Certain situational forces impact consumers' decision of purchase or not purchase green products for meeting routine and special needs.

Price: High price of green products is found to negatively influence (Ma et al., 2013), and the low price of eco-friendly commodities is found to positively (Eze and Ndubisi, 2013) impact buying behaviour of consumers for eco-friendly products.

Product availability: Limited availability and difficulty in the accessibility of green products have been highlighted as significant barriers to the buying intention of green consumers. But the easy availability of green products at convenient locations motivates consumers to spend on them.

Social norms and reference groups: Consumers' buying intentions for sustainable products have been significantly impacted by consumers' social groups (Clark et al., 2019; Persaud and Schillo, 2017), reference groups (Welsch and Kuhling, 2009; Ferguson et al., 2017), peer pressure (Suki and Suki, 2019; Khare, 2015), social pressure, parental influence (Lee, 2011) and tastes and preference of family and friends.

Product attributes and quality: Eco-label and green product attributes strongly influence the environmental attitude of consumers which then positively impact green buying behaviour (Song et al., 2019). Product attributes play a crucial part in the thought process of customers while accepting green commodities (Sharma and Foropon, 2019).

Brand image: The trust of consumers in the brands of green products positively influences buying intentions of sustainable products (Rahbar and Wahid, 2011).

Eco-labeling and certification: When the consumers trust eco-labeling and green certification of sustainable products, then they are motivated to buy such products (Young et al., 2010).

CHAPTER 3

REVIEW OF LITERATURE

Green behaviour is a multifaceted phenomenon and it should not be studied as a general concept (Dangelico et al., 2021). This area has emerged as a significant research area and is receiving increasing attention in the academic community because understanding the green behaviour of consumers is crucial for companies manufacturing and marketing green products. Green personal care products are experiencing the development phase with a large amount of new brands being launched every year (Zollo et al., 2021). The research studies emerging from USA and UK have contributed significantly to literature related to ecological issues (Uddin and Khan, 2016). The green buying behaviour of the consumers is shaped when green purchase intention becomes the motivating factor (Joshi and Rahman, 2015). The factors predicting green buying behaviour of consumers are categorized as psychographic, demographic, socio-demographic, socio-cultural, personal, product attributes, and green marketing tools adopted by the sellers. Understanding the determining elements about the adoption of green products by the consumers has become an essential task for marketers (Chaudhary, 2018). In western countries, the behaviour and intentions of consumers and the antecedents of behaviour have been studied by many researchers in previous years (Taufique, 2018). Consumers are not reluctant to accept pro-environmental products and do not resist to give a premium price for the same (Thomas, 2017; Sen, 2014; Manaktola and Jauhari, 2007).

Green behaviour of consumers is measured by numerous factors such as demographic factors (Jain and Kaur, 2006; Awad, 2011; Lee, 2011), socio-demographics (Jaiswal et al., 2020; Yun et al., 2020; Witek and Kuzniar, 2020; Shahsavar et al., 2019; Wang et al., 2019; Ifegbesan and Rampedi, 2018; Patel et al., 2017; Lin et al., 2017; Khare, 2015; Nath et al., 2015), psychographics (Mataraci and Kurtulus, 2020; Sadiq et al., 2020; Khan et al., 2020; Jin et al., 2020; Verma et al., 2019; Pinto et al., 2019; Shao and Unal, 2019; Emekci, 2019;), social factors (He and Deng, 2020; Suki and Suki, 2019; Clark et al., 2019; Hashim et al., 2018; He et al., 2016; Khare et al., 2013), green marketing mix variables (Karunarathna et al., 2020; Rahahleh et al., 2020; Agarwal and Kumar, 2019; Macharia, 2019; Hossain and Rahman, 2018; Dangelico and Vocaleli, 2017; Mahmoud, 2018), product attributes (Song et al., 2019; Sharma and Foroapon, 2019; Schuitema and Groot, 2015; Hahnel et al., 2014) and post purchase experiences (Han et al., 2019; Ruhanen, 2019; Wu et al., 2018; Cao et al., 2018; Wilkins et al., 2016; Joung, 2014; Choi and Kim, 2013; Mugge et al., 2010) of

consumers. To remove the hindrances in green consumption, it is necessary to understand all factors and antecedents of consumer behaviour towards green products (Welsch and Kuhling, 2009). The following table depicts the viewpoint of global researchers regarding compelling factors concerning the buying behaviour of consumers towards sustainable products.

Table 3.1: Key studies in Green Buying Behaviour

Region	Authors	Key findings
Malaysia	Khan et al., 2020	The pro-environmental behaviour is impacted by ecological attitude of consumers.
China	Xu et al., 2020	The intent of customers to purchase sustainable furniture is significantly influenced by health consciousness.
Malaysia	Tan et al., 2020	Green hotel patronage intention of consumers is the outcome of the altruistic values of consumers.
China	Luo et al., 2020	The green buying intention of consumers is discouraged by advertising scepticism through perceived information utility.
Turkey	Mataraci and Kurtulus, 2020	The behaviour towards eco-friendly products is impacted by the level of involvement and lifestyle adopted by the consumers.
Turkey	Emekci, 2019	Perceived consumer effectiveness of consumers determines the buying behaviour for sustainable products.
India	Sharma and Foropon, 2019	The thought process of green consumers is activated by product attributes for acquiring green products.
India	Agarwal and Kumar, 2019	Green consumers imbibe features of trustworthiness and brand value.
India	Chaudhary, 2018	The buying intentions of young and educated consumers are affected by perceived value and readiness to pay a higher price.
India	Jaiswal and Kant, 2018	The ecological concern of consumers makes them inclined for making eco-friendly purchases.
India	Varshneya et al., 2017	Social norms and social behaviour determines green buying behaviour of consumers.
USA	Rahman and Reynolds, 2017	The eco-friendly purchase behaviour of consumers is predicted by ecocentric and anthropocentric attitude.
Canada	Persaud and Schillo, 2017	The purchase behaviour of green customers is the function of social identity and social influence.

USA	Ferguson et al., 2017	The buying pattern of family, friends, and relatives predicts buying behaviour of consumers.
Sri Lanka	Achchuthan and Velnampy, 2016	Green behaviour of consumers belonging to different religions is uniform.
India	Mohammed and Khan, 2016	The green consumers have high motivation for involvement in environmental issues.
Romania	Mihaela and Mihaela, 2016	Health consciousness strongly determines the purchasing criteria of customers for plant-based products.
India	Khare 2015	Green self-identification significantly impacts green buying behaviour.
USA	Yan et al., 2015	Sustainable customers who prefer to buy sustainable products are more sensitive to higher prices of products.
India	Gogoi 2015	Green consumer behaviour is the outcome of the environmental activism of consumers.
UK	Wilson and Modi, 2015	Openness as a personality trait persuades consumers to exhibit green buying behaviour.
Australia	Newton et al., 2015	The purchase criteria of consumers towards sustainable products are more affected by incidental learning.
Taiwan	Wang 2014	Environment visibility and consumers' subjective norms determine behaviour of customers towards eco-friendly products.
China	Tang and Lu, 2014	The perception of the functional value of eco-friendly products moulds customers' attitude towards buying such products.
Malaysia	Masod and Chin, 2014	The green behaviour of consumers is dependent upon consumers' psychographics, socio-demographics and religiosity.
Iran	Vazifehdoust et al., 2013	Eco-advertisement and green labeling drives behaviour of customers concerning sustainable products.
Lebanon	Dagher and Itani, 2012	Green word of mouth by consumers influences green behaviour of prospective consumers.
Malaysia	Mei et al., 2012	An environmental attitude of consumers predicts buying behaviour for pro-environmental products.
USA	Barber et al., 2012	Presence of environmental values among consumers results in purchasing of green products.
Portugal	Akehurst et al.,	Altruism significantly influences the eco-friendly behaviour of

	2012	consumers.
Turkey	Boztepe, 2012	Green buying behaviour is strongly impacted by green marketing tools adopted by the seller.
Hong Kong	Lee 2011	Peer influence, parental influence, and media influence dictate the sustainable buying decision-making of consumers.
India	Vernekar and Wadhwa, 2011	Green buying behaviour is affected by the eco-friendly packaging of products.
USA	Kim and Chung, 2011	Appearance consciousness and past experiences significantly motivate consumers to buy organic personal care products.
Germany	Welsch and Kuhling, 2009	Green consumer behaviour is consistent with the behaviour of reference groups.
USA	Kim and Seock, 2009	The eco-friendly purchase criteria of female college students are the outcome of health and environmental consciousness.
USA	Straughan and Roberts, 1999	The ecologically conscious buying behaviour of consumers is relevantly profiled by psychographic factors.

Hence, it can be stated that green consumer behaviour is truly a multifaceted and multidimensional phenomenon, therefore its dynamics have been explored from different perspectives. A comprehensive literature review has been undertaken from a holistic perspective to reach at a lucid understanding of the construct. In the present study, the researcher has carefully examined the various factors impacting behaviour of consumers towards green products through classic and contemporary research studies. Extant literature has been categorized according to objectives and constructs of the study:

1. Studies on Psychographic factors affecting Green Consumer Behaviour
2. Studies on Socio-demographic factors affecting Green Consumer Behaviour
3. Studies on Green Marketing factors affecting Green Consumer Behaviour
4. Studies on Reference Group Influence affecting Green Consumer Behaviour
5. Studies on Post Purchase Behaviour affecting Green Consumer Behaviour
6. Studies on Consumer Behaviour towards Green Personal Care Products

3.1 Studies on Psychographic factors effecting Green Consumer Behaviour

Kiani et al. (2021) aimed to find the impact of consumers' psychographic and demographic factors on the green consumption pattern of sports consumers. The sampled respondents were students studying physical education who were selected using a random sampling technique. SPSS and AMOS software were used to analyse the data. The results of empirical analysis suggested that the psychographic features of consumers significantly impact green buying behaviour concerning sports equipment.

Steiner et al. (2017) explored the impact of psychographic factors to detail the pro-environmental buying intentions of German consumers. The study used different psychographic constructs (environmental attitude, motivation, involvement, lifestyle, and personal values) to enumerate the characteristics of consumer segments having ecologically conscious behaviour. An online survey was conducted on sample of 1579 respondents. The results suggested that the characteristics of ecologically conscious consumers were different from price-sensitive segments. Moreover, it was revealed that the latent segments of pro-environmental consumers were less prone whereas price-sensitive consumers were more affected by psychological biases.

Mihaela and Mihaela (2016) suggested that psychographic factors help in understanding why consumers purchase particular products and also attempted to investigate antecedents influencing the sustainable buying intentions of consumers. The study has used 'attitude towards environment', 'values for environment', 'perceived consumer effectiveness', 'consciousness for physical well-being', and 'green purchase intention' as theoretical constructs and applied Pearson's correlation to test the hypotheses. Results advocated that perceived consumer effectiveness and consciousness for physical well-being exerted a positive impact whereas environmental attitude and environmental values exerted a negative impact on the sustainable buying behaviour of customers.

Yan et al. (2015) aimed to elucidate the effect of psychographics on used clothing shopping among young college-going students. The study used various psychographic factors such as environmentalism, perception of infection, and price consciousness. The researchers reported that young college-going students who generally buy second-hand clothes were more likely to wear such clothes to convey a vintage look, regard them to be less contaminated, were more careful of higher prices, and were more environmentally conscious than those who did not prefer second-hand clothing. The college students preferred second hand clothing not

only for economic and financial reasons but also to create a style and have a special feeling about them.

Masod and Chin (2014) aimed to find the combined role of psychographic, socio-demographic factors, and religiosity in profiling visitors of eco-friendly hotels. It was hypothesized that socio-demographic variables, psychographic variables, and religiosity significantly affect ecologically conscious consumer behaviour, which impacts eco-friendly purchase intention and behaviour of customers. Authors have used Structural Equation Modelling to elicit the association between sustainable consumer behaviour, sustainable buying intention, and actual sustainable purchasing behaviour. Ten hypotheses were framed and tested using different statistical tools such as t-test, ANOVA, exploratory factor analysis, path analysis, multiple regression analysis, reliability analysis, and confirmatory factor analysis. Findings elucidated that the combination of socio-demographic variables, religiosity, and psychographic factors was useful to develop a successful green consumer profile in Malaysia.

Barber et al. (2012) conducted an empirical analysis and reported that the respondents who were more concerned about environmental consequences had high expressed purchase intentions for society's benefits, whereas those who were more concerned about personal satisfaction and convenience reported low environmentally concerned purchase intentions. A wide gap was seen between consumers ready to give more money for green products and the actual amount of money paid by them.

Mostafa (2009) aimed to design the description of eco-friendly and non-ecological customers in Kuwait. Primary data was gathered using a self-completion questionnaire by applying the pick-up and drop-off method. ANOVA and SPSS software were used to conduct empirical analysis. The identified features and patterns of behaviour of prospective green consumers and non-green consumers were entirely distinct. The researchers found that consumers' concern and knowledge relating to the environment, scepticism towards green claims, altruism, and attitude affect consumers' desire to purchase green products. It was suggested that marketers of sustainable products should design specific marketing strategies for green consumers to make a more effective impact.

3.1.1 Environmental Concern

The prior studies have highlighted that the increased environmental concern has favourably affected consumers' green purchase behaviour (Duong, 2021; Lavuri, 2021; Hao and Chenyue, 2021; Ahmed et al., 2020; Nguyen et al., 2020; Yue et al., 2020; Wang 2020; Sadiq et al., 2020; Waris and Hameed 2020; Kashi, 2019; Shin et al., 2018; Jaiswal and Kant, 2018; Jauhari, 2017; Heo and Muralidharan, 2017; Yadav and Pathak, 2016; Sarumathi, 2014; Albayrak et al., 2013).

Nguyen et al., (2021) aimed to corroborate the impact of psycho-social and contextual determinants on the sustainable buying criteria of young consumers of Vietnam with regard to green packaged products. The authors selected environmental concern, environmental knowledge, and green trust as additional constructs along with theoretical underpinnings. Primary data collected from 396 respondents using a convenient sampling technique was analysed using SEM. The result of empirical analysis reported that all psycho-social factors under consideration impacted attitude and green purchase behaviour positively.

Sadiq et al. (2020) attempted to undertake an empirical analysis to unearth the effect of Indian customers' optimism and pessimism on intention to buy organic food and to check the mediating part of environmental concern between the two. A web-based survey was conducted by the researchers through the Amazon Mechanical Turk platform by considering the respondents of 18 years of age and above. Multivariate analysis was employed, so the sample size was required to be 15 to 20 times of number of items in the research instrument. The researcher used Cronbach alpha to prove the internal consistency of scale and all three constructs environmental concern, consumers' optimism, and consumers' pessimism met the threshold limit. Descriptive statistics and correlation were applied to analyse the data using SPSS 26 software. The results proved that consumers' optimism had favourable impact and consumers' pessimism had an adverse impact on organic food consumption behaviour and consumer behaviour towards organic food was revealed to be significantly impacted by concern for ecology.

Chaudhary (2018) adopted the Theory of Planned Behaviour to elucidate antecedents of sustainable buying behaviour of young educated consumers in India. The researchers used a questionnaire as a research instrument and collected primary data from 202 students of higher education institutions using online mode. Environmental concern, personal norms, perceived value, and willingness to pay higher prices were adopted as independent variables and green

buying intention as a dependent variable. All the dependent variables were hypothesized to favourably impact green buying intention of consumers which was hypothesized to relate positively with green buying behaviour. The empirical evidence were arrived at by using Structural Equation Modeling which supported the significant influence of perceived value and readiness to give more price and insignificant influence of environmental concern and personal norms on buying intentions of young educated Indian consumers towards eco-friendly products. Findings also revealed that sustainable buying intention was the precursor of the sustainable buying behaviour of consumers.

Yadav and Pathak (2016) developed a conceptual model to explore buying intentions and behaviour of young customers with regard to sustainable products in the Indian context by adopting Ajzen's TPB model as a theoretical base. The researchers have taken only young persons as sample respondents as they are the decision-makers of families in the future and studying their environmental perspective has become inevitable for the benefit of marketers of sustainable products. It was hypothesized that environmental concern and environmental knowledge predict consumers' attitude and intentions for purchasing eco-friendly products. The researchers used a self-administered questionnaire as a research instrument and distributed 600 questionnaires to young college and university-going students by convenience sampling technique but only 326 complete responses could be used in further analysis. The empirical analysis was conducted using SPSS and AMOS software. Research evidenced that three constructs of the TPB model and two additional constructs predicted the buying intentions of young Indians for green products. Environmental concern was determined as the most relevant progenitor of buying criteria of young Indians for green products. Environmental knowledge was found to positively affect the same but its impact was less on youth as compared to environmental concern.

Newton et al. (2015) ventured to divulge the influence of consumers' environmental concern on the buying criteria for sustainable commodities. By using the sample of 599 respondents of age 18 years and above and confirmatory factor analysis using SPSS software to analyse data, the authors disclosed that the association between independent and dependent factor was mediated by both intentional and incidental learning strategies. It was also corroborated that incidental learning was a more influential mediating factor than intentional learning.

Bertrandias and Gambier (2014) intended to corroborate the impact of environmental concern of other persons on purchasing intentions of consumers with regard to sustainable

products. The researchers conducted a survey with 468 respondents from France using personal interview method in several geographical regions. The respondents were asked to cite four relevant persons and express attributions about them. It was noticed that environmental concern was one of the attributions frequently stated by respondents. The respondents were asked to choose one product from the two, where one was more attractive but harmful to environment and another was less attractive but harmless to the environment. The results disclosed that the respondents were more inclined to choose the alternative which was harmless to the environment.

Pagiaslis and Krontalis (2014) aimed to study the relationship of antecedents of the ecological behaviour of consumers with the willingness to be eco-friendly. Perceived behavioural control, knowledge and concern for environment, and perceived environmental consequences were adopted as additional constructs to the Theory of Planned Behaviour. Twelve hypotheses were framed and tested on 510 Indian respondents sampled from New Delhi. The researchers analysed the primary data using PLS-SEM. It was elucidated that willingness to be eco-friendly was significantly related to environmental concern. Knowledge of environment and perceived environmental consequences were found to strongly impact ecologically conscious consumer behaviour. It was suggested to build up knowledge of ecological issues to augment the eco-friendly behaviour of consumers and promote environmental concern to augment willingness to be eco-friendly.

Albayrak et al. (2013) aimed to unearth the influence of environmental concern and scepticism on the adoption behaviour of consumers with regard to sustainable products. The researchers collected primary data from the customers of Turk Telecom who have either participated in the e-invoicing program or not. The study adopted systematic sampling technique to include both categories of consumers in the sample. Face to face survey was conducted by segregating all respondents into four clusters according to their scepticism level and concern for environment. The research instrument employed by the authors measured consumers' demographics, environmental concern, scepticism levels, and theoretical model. The empirical analysis evidenced that respondents with lower scepticism level and higher concern for environment displayed a positive attitude, positive subjective norms, and favourable perceived behavioural control, which stimulated them to have stronger intentions for subscribing to e-invoice in further transactions. It was further revealed that higher environmental concern was exhibited by respondents who were more inclined for purchasing green products.

Lin and Huang (2012) aimed to examine the influential antecedents of choice criteria of customers with regard to sustainable products and to reveal the impact of environmental concern on ecological consumption values and choice behaviour on Taiwanese consumers. The questionnaire was used as research instrument comprising of 38 questions and first-hand data was gathered from 412 respondents. Empirical evidence was obtained by performing multiple regression analysis and one way ANOVA. It was found that the choice behaviour of consumers was not affected by functional values, monetary and quality factors whereas it was influenced by features like psychological benefits, desire for information, and novelty seeking. The green buying behaviour and readiness to choose them were highly exhibited by consumers imbibing higher environmental concern as compared to consumers having low environmental concern.

Hedlund (2011) investigated the impact of consumer values, concern for environment, and readiness to pay more to accept pro-environmental tourism options to save environment from further destruction. The author conducted an online survey and collected data from 1003 Swedish respondents by sending them online requests to visit the website and fill out the questionnaire. The results were elucidated based on replies given by 681 respondents who had recently planned a summer vacation trip. The results found by Structural Equation Modeling technique highlighted a significant positive association between concern for environment and readiness to give more money, environmental concern and consumers' intentions to buy sustainable tourism options, and readiness to pay a premium price and consumers' intentions to buy sustainable tourism options.

3.1.2 Health Consciousness

The health consciousness of consumers with regard to different categories of green products has been found to significantly impact their buying behaviour (Hao and Chenyue, 2021; Qi and Ploeger, 2021; Rana and Paul, 2020; Xu et al., 2020; Gam et al., 2020; Patel et al., 2020; Jin et al., 2019; Hansen et al., 2018; Testa et al., 2018; Prakash et al., 2018; Rana and Paul, 2017; Achchuthan and Velnampy, 2016; Fauzi and Hashim, 2016; Hsu et al., 2015; Chen, 2009).

Hao and Chenyue (2021) endeavoured to enumerate the effects of health and environmental consciousness on the buying criteria of consumers towards pro-environmental products. The primary data was gathered from 288 respondents. The results of empirical analysis highlighted that both independent variables significantly influence sustainable buying

intentions of Chinese customers and this association was moderated by haze pollution. It was also elucidated that consumers' green buying intentions were encouraged by environmental consciousness on hazy days and by health consciousness on clear days.

Qi and Ploeger (2021) adopted the constructs of health consciousness, moral attitude, and the impact of covid in addition to the theoretical underpinnings of Theory of Planned Behaviour to corroborate organic food adoption behaviour among Chinese consumers. First-hand data was collected from 360 residents of China by distributing questionnaire using the internet. The results of descriptive statistics and Structural Equation Modeling using SPSS 24 and AMOS 24 software revealed that in the post-pandemic period consumers' attitude, moral attitude, and health consciousness put a notable impact on green food purchase intention in China.

Rana and Paul (2020) aimed to unearth the most prominent progenitors inspiring consumers' purchase intentions for consuming organic food by conducting a meta-analysis of studies published on the related theme in the last 25 years. The authors collected previous research studies to find out why consumers intend to purchase organic milk, organic fruits and vegetables, and organic grocery. The three prominent factors, health consciousness, product quality, and environmental concern have been found as the major antecedents but health consciousness has been revealed as the most significant one, which encouraged consumers for consuming different categories of organic food products.

Xu et al. (2019) applied the extended form of TPB model by appending three constructs: health consciousness, environmental awareness, and readiness to give higher prices and investigated the intentions of consumers to purchase eco-friendly furniture in China. The authors conducted empirical analysis by retrieving information regarding gender, academic qualifications, age, and income of the family from 460 respondents using the questionnaire method. The researchers used SPSS 18 and AMOS 17 to perform the analysis. The results revealed that two constructs of a theoretical model, i.e. subjective norms and perceived behavioural control, and the three additional constructs health consciousness, environmental awareness, and willingness to pay adjudicated the purchase intentions of customers for sustainable furniture whereas consumers' attitude did not significantly contribute to the same.

Jermisittiparsert et al. (2019) conducted empirical research to corroborate the mediating role of psychological and social factors in raising the acceptability of organic food through green marketing in Thailand. Data was gathered from 308 respondents using structured

questionnaires including closed-ended questions about to variable scale and demographic items. SPSS was used to evaluate the reliability of measures and validity was assessed through AMOS. Then the researchers used SEM-PLS to elucidate the said relationship. The findings of empirical analysis illuminated that green marketing strategies adopted by the seller significantly impacted the organic food identity and only two constructs, health, and social consciousness mediated this association whereas environmental consciousness played an insignificant role as a mediating factor between them.

Shin et al. (2019) explored the antecedents of intentions of consumers for visiting a green restaurant and preparedness to pay for organic food items in the US. The authors conducted a questionnaire-based online survey and gathered primary data from 473 respondents of 18 years of age and above. The findings of Structural Equation Modeling unearthed that the strongest precursor of readiness to pay for organic food in green restaurants was ecological concern followed by social value and health consciousness. Moreover, health consciousness played the most significant role in consumers' intention to visit green restaurants followed by social value and environmental concern.

Hoque et al. (2018) endeavoured to explore the impact of health consciousness and perceived knowledge of consumers on attitude and buying intentions. The survey was done using a structured questionnaire in Dhaka and Chittagong cities of Bangladesh on a sample of randomly selected 712 respondents who regularly consume liquid milk. The SEM analysis revealed that consumers' purchase intention was not impacted by health consciousness whereas customers' perceived knowledge and attitude were favourably affected by it. Moreover, consumers' demographics such as family income, age, and brand preference were significantly associated with purchase intention.

Ghvanidze et al. (2017) endeavoured to analyse the association between consumers' values for health consciousness and dietary patterns and their purchase intentions for healthy and nutritious yogurt and wine. An online survey was conducted in UK, USA, and Germany to provide comparative results in form of cross-cultural evidence. The authors designed a questionnaire to gather first hand data from 200 respondents and subsequently pilot survey was conducted to estimate the impact of consumers' health-conscious lifestyle, environmental values, and ethical concerns on the choice of organic foods. A discrete choice experiment was done to elucidate the effect of four product attributes relating to health benefits, nutrition, social and ecological benefits on consumers' intentions. The analysis

highlighted that price and nutritional information were more influential factors in predicting consumers' organic food choices than social and ecological benefits and the consumers with higher health consciousness value nutritional information of the consumables.

Hsu et al. (2016) conducted empirical research to find out the prominent factors which stimulated consumers to buy and consume organic food and also explore the influence of food safety concerns and health consciousness of consumers towards purchase intentions of organic food. The survey was conducted in Taiwan by collecting primary data from 252 respondents and subsequently data was analysed using Structural Equation Modeling. It was corroborated that consumers' attitude towards organic food was highly affected by subjective knowledge and food safety concerns of consumers and the natural content of organic food was the mainstream factor for the same. Health consciousness and consumers' attitude towards organic food were revealed to be important determinants of buying intentions towards organic food items.

3.1.3 Lifestyle

The extant literature has witnessed the positive effect of consumers' lifestyle on their pro-environmental buying behaviour (Lubowiecki-Vikuk, 2021; Patak et al., 2021; Mataraci and Kurtulus, 2020; Chen, 2014; Haanpaa, 2007; Fraz and Martinez, 2006).

Patak et al., (2021) identified the precursors of green purchase intention from previous studies and determined the impact of green lifestyle, environmental concern, product knowledge, promotion, and community on green buying intention of Czech consumers with regard to consumer chemicals such as detergents, cleaning agents and cosmetics. Internet was used to send the questionnaire to gather first hand data from 250 respondents aged from 15 to 64 years residing in the Czech Republic. The reliability and validity were verified using Structural Equation Modeling and the hypothesized relationships were determined using SPSS and AMOS software. The results of analysis highlighted that green lifestyle, environmental concern, and product knowledge significantly impacted the eco-friendly purchase intention of customers with regard to green consumer chemical products.

Mataraci and Kurtulus (2020) enhanced the TRA model to corroborate the influence of customers' ecological lifestyle and consciousness on sustainable purchasing behaviour. The face to face survey was conducted on 900 respondents from Istanbul belonging to diverse socio-economic characteristics. The path analysis using Structural Equation Modeling

evidenced that environmental consciousness and lifestyle were strong predictors of sustainable buying behaviour of consumers.

Adnan et al. (2017) emphasized that understanding the relationship between young consumers' lifestyle and their eco-friendly buying behaviour has become inevitable as these young consumers will represent the whole of society in the coming years and their buying behaviour will ultimately predict the consumption of green and sustainable products. The previous studies revealed that young consumers were more influenced by environmental considerations and were willing to adopt novel and innovative ideas. The researchers used two scales in research instrument to measure lifestyle patterns and actual commitment to ecological behaviour. Five factors namely were adopted to measure the lifestyle patterns of young consumers. The primary data was gathered from 250 students from Delhi and NCR region but only 153 complete responses could be used in the analysis. The findings of Structural Equation Modeling analysis revealed that need for uniqueness, need for respect, and public interest orientation were significantly associated with the ecological purchase criteria of young Indian consumers.

Arnold et al. (2017) endeavoured to reveal the effect of ecological lifestyles of customers on their actual purchase behaviour towards sustainable products. The researchers conducted this study by using three convenience samples of 881 adults from Germany. It was unearthed that the self-reported ecological lifestyles of consumers were inversely related to the consumption of electricity in households. The results were confirmed with the conclusions arrived at by previous authors in their empirical studies.

Chen (2014) aimed to investigate the association between sustainable lifestyles and the values of consumers and the intention of installing Solar Power Systems (SPS) by conducting a study on college students from Taiwan. The researcher hypothesized that positive relation exists between consumers' environmental values on pro-environmental lifestyles and SPS install intention. It was corroborated that ecological lifestyle and SPS install intention of consumers were significantly influenced by their environmental values but SPS installation was not affected by ecological lifestyle.

3.1.4 Personality

Duong (2021) aimed to explore the impact of five traits of personality (conscientiousness, agreeableness, extraversion, neuroticism, and openness to experience) in predicting the

sustainable behaviour of consumers. The study also endeavoured to find whether these personality traits devise the linkage between the gap of intention and behaviour. Primary data was collected from 611 customers using the mall-intercept survey method in Vietnam. SEM using AMOS 24.0 software was used to test the hypothesized relationship which revealed that all the five traits of consumers' personality were significantly connected with sustainable behaviour of consumers. The findings also unearthed that these personality traits were impacting quite differently on sustainable consumption behaviour of men and women.

Yang and Zhang (2021) aimed to investigate the mediating role of the eco-friendly personality of customers between the association of media exposure and sustainable buying behaviour. First hand data was collected from 530 respondents were analysed using SEM and multiple regression analysis. The results of empirical analysis highlighted that no doubt media exposure formulated eco-friendly personality traits among consumers but all dimensions of consumers' personality did not transform media exposure into green buying behaviour.

Sun et al. (2018) used SPSS and Smart-PLS to corroborate the impact of personality features of Chinese consumers on green buying intention and behaviour. First hand data was gathered using a questionnaire as research instrument. The findings of the empirical analysis indicated that all five personality dimensions of an individual notably impacted consumers' intention to adopt sustainable products.

Sontic et al. (2017) endeavoured to elucidate the role of personality traits of consumers in making decisions regarding investments in energy-efficient appliances in the household sector. The researchers adopted the big five personality traits to test their impact on energy-efficient investments and pro-environmental behaviour. The survey was conducted in all geographical regions of UK to collect first-hand data. Structural Equation Modeling was used to arrive at empirical evidence. It was found that the decision to invest in energy-efficient appliances was influenced by five personality traits of consumers through environmental concern but not due to risk preferences. Openness to experience and agreeableness affected favourably whereas extraversion depicted adverse effect. Also, the five traits, directly and indirectly, influenced pro-environmental behaviour through environmental concern and the association between the five traits and ecological behaviour was not mediated by risk preferences.

Wilson and Modi (2015) noticed that previous studies done by researchers in UK have ignored the role played by personality on the ecological behaviour of customers belonging to diverse age groups. Therefore, the researchers in the present study, aimed to study the ecological purchase behaviour of older customers in UK by analysing their personality traits. It was hypothesized that older consumers who imbibe open and extroverted personality traits are strongly motivated to adopt green buying behaviour. The scale used by Roberts, 1996 was adopted to measure the eco-friendly behaviour of consumers. 204 completed surveys from older consumers were collected and empirically analysed using SPSS 20. It was found that the older consumers having openness as a personality trait was exhibiting the highest green buying behaviour whereas those having extraversion personality traits were not motivated to buy eco-friendly products. No significant difference in the green buying behaviour of different categories of older consumers was revealed, which proved that young older, mature older, and very old consumers had uniform green behaviour in UK.

Hirsh (2010) endeavoured to determine the impact of personality traits of adult consumers on their buying behaviour towards sustainable products in Germany. The relationship between personality traits of consumers and environmental concern was to be explored by the researcher. Primary data was gathered from 2690 respondents aged from 26 to 93 years. Structural Equation Modeling was applied to arrive at findings that corroborated that agreeableness and openness were stronger predictors but neuroticism and conscientiousness were lesser predictors of green buying behaviour of adult consumers in Germany.

3.2 Studies on Socio-demographic factors effecting Green Consumer Behaviour

The recent literature related to the socio-demographics of consumers impacting green behaviour is presenting mixed results. Some studies are concluding that there exist significant differences among different groups of consumers' demographics but other studies are highlighting no significant differences proving no association between consumers' socio-demographic characteristics and ecological behaviour. Nath and Agarwal in 2015 and Ansar, 2013 concluded that only the education of consumers significantly affects green behaviour and no impact is exerted by gender, age, marital status, and income on the same. Rosner et al., 2021, Akehurst et al., 2012 and Khare, 2015 also highlighted that the socio-demographics of consumers are not significant in explaining green behaviour of consumers. Berkowitz and Lutterman, 1968, Anderson et al., 1974; Riezenstein et al., 1974; Michell 1983 and Roper Organization (1990, 1992) highlighted that education and occupation are favourably

associated with pro-environmental behaviour of consumers. Ajibade and Boateng, 2021, Prasher, 2020, Ifegbesan and Rampedi, 2018 and Larson and Farac, 2019 elucidated that statistically significant differences have been found in green behaviour of consumers with regard to education but not related to gender, age, income, and marital status of consumers.

Kuzniar (2020) conducted an exploratory research study to corroborate the impact of the socio-demographic features of residents of Poland on their eco-friendly buying behaviour. The researcher investigated the diversity between male and female consumers, age groups, academic qualifications, financial status, and the number of kids. The sample population was identified using quota and purposive sampling techniques and primary data were collected from 650 respondents. The hypotheses were tested using ANOVA and Kruskal-Wallis test. The findings highlighted that all tested socio-demographics of Polish consumers notably influenced their purchase behaviour with regard to eco-friendly products. It was further revealed that female customers were more inclined towards purchasing such products and consumers of less age were more suspicious towards the green claims of eco-friendly products, the consumers with better academic qualifications and financial status were more intended to buy green products.

Yun et al. (2020) aimed to determine the association between the socio-demographic characteristics of customers and the consciousness of health-friendly products. Data was gathered by researchers from 1200 Korean respondents. The impact of age, gender, residence, religion, marital status, academic qualification, income, job status, and overweight constructs of socio-demographic category on consumers' buying intention and willingness to sacrifice more money was found using the descriptive analysis. The findings suggested that consumers residing in cities, having more academic qualifications, high-income sources, and normal body weight were more inclined for buying and giving higher price for health-friendly products.

Shahsavar et al. (2019) conducted empirical research on consumers of the Czech Republic to determine the influence of socio-demographic features on purchase criteria for pro-environmental furniture. The researchers selected age, gender, ownership of flat, marital status, and academic qualifications as constructs to find the impact of each on the readiness of customers to pay higher price for green furniture. To collect quantitative data, 1500 sample respondents of middle and high age with above-average income were contacted in a furniture shop in the city of Prague but unfortunately, only 195 consumers filled out the questionnaires.

SPSS software was used to conduct multivariate analysis which provided evidence of age and marital status affecting the readiness of consumers to pay more prices for sustainable furniture. The results of analysis stated that the customers' socio-demographic features significantly affected their behaviour towards pro-environmental buying. The results highlighted that marital status and parenthood were more prominent and significant predictors of green furniture buying behaviour in Prague than other factors like gender, academic qualifications, and flat ownership.

Ifegbesan and Rampedi (2018) explored the impact of consumers' socio-demographics and location-related variables on the ecological behaviour of Nigerian consumers. The geographical location (region and size of town) and socio-demographic features were two additional constructs adopted to frame the conceptual model. Primary data was gathered from 1758 respondents from Nigeria which was then, analysed using t-test, ANOVA, and multiple regression techniques. The findings advocated that social class, being a member of an environmental organization, location, and income of consumers were essential predictors of the ecological behaviour of Nigerians. Also, a strong association was found between socio-demographic factors and location factors with the pro-environmental behaviour of consumers.

Patel et al. (2017) performed a research study on 256 Indian consumers to reveal the between the connection ethical behaviour of consumers and their socio-demographic characteristics. First-hand data was gathered from sample respondents using a non-disguised structured questionnaire by surveying in western parts of the country. It was hypothesized that the customers belonging to various groups of age, gender, education level, and marital status exhibit different ethical behaviour while subscribing to sustainable products. The researchers analysed the data using Multivariate analysis of variance. The results of analysis revealed that males, married, highly educated, and middle-aged consumers were comparatively more inclined towards sustainable products while making purchase decisions.

Panzone et al. (2016) used the loyalty card data of supermarket consumers to investigate the connection between consumers' socio-demographics and pro-environmental behaviour. The researchers applied the Likert scale and Implicit Association Test to measure consumers' implicit and explicit attitudes and demographic features. Techniques from econometrics and social psychology were adopted to conduct empirical analysis. Results indicated that the eco-friendly attitude found in males was lower as compared to females; the consumers belonging

to the higher age group were found to imbibe lesser concern for environment but were more active to take sustainable environmental action as compared to consumers with less age. But the academic qualification possessed by consumers was the prominent determinant of predicting green buying behaviour for specific categories of eatables. Moreover, it was also evidenced that consumers' decisions for specific food categories were influenced by explicit and implicit attitudes differently.

Yang et al. (2016) investigated the link between Chinese consumers' energy-saving behaviour and socio-demographic features by testing the variables like age, gender, family structure, family income, and academic qualifications. It also aimed to explore the energy-saving behaviour of urban population of China in relation to socio-demographic characteristics. Results of data analysis emphasized that education level was the strongest factor that raised environmental awareness among urban consumers inspiring them to promote energy curtailment by reducing energy consumption. The research instrument was divided into eight parts targeting to measure psychographics, energy-saving behaviour, and socio-demographics of consumers. Primary data was collected from 700 residents of three cities of China namely, Hefei, Anyang, and Beijing but only 592 complete responses could be further analysed empirically. Findings from empirical analysis supported that males exhibit lesser indirect energy-saving behaviour than females, unmarried people exhibit less direct energy curtailment behaviour than married ones, households with smaller kids revealed more direct and indirect energy-saving behaviour, households with old age persons showed more indirect energy-saving behaviour, respondents belonging to age group 30 to 39 years were more concerned for saving energy, and respondents with high school diplomas revealed high indirect energy-saving behaviour.

Nath et al. (2015) endeavoured to explore how socio-demographics predict the intentions Indian consumers towards buying of ecological products. The authors undertook this study in 10 cities each in Western Uttar Pradesh and Uttarakhand by collecting primary data from 545 respondents and analysing the data using a multivariate regression model. The results revealed that education level was the most important precursor of buying behaviour of Indians towards sustainable products whereas gender, marital status, age, income, occupation, and number of children were not predictors of the same in northern part of the country.

Akehurst et al. (2012) conducted a quantitative study by analysing the consumers' socio-demographic and psychographic characteristics to determine the precursors of the sustainable behaviour of consumers. The researchers selected gender, age, academic qualifications, and

income of consumers as socio-demographic variables and hypothesized that these variables significantly predicted pro-environmental consumer behaviour. Using the research instrument, an internet-based survey was done with a study population from Portugal consisting of both males and females of age 18 years and above. A sample of 186 respondents was obtained using the convenience sampling method. To perform empirical testing of data, Structural Equation Modelling, multiple linear regression, and chi-square test were applied and results were arrived at. The findings evidenced that socio-demographic factors were not effective in determining the eco-friendly behaviour of Portuguese whereas psychographic variables were found to be more prominent in determining the same.

Hedlund et al. (2012) endeavoured to reveal the mediating role of value orientation on the association between environmental concern and socio-demographic variables of vacation choices of tourists in Sweden. The researchers conducted an online survey by sending emails to prospective respondents with a request to visit the website and fill out the questionnaire. 1003 complete responses were gathered and multiple linear regression analyses were conducted to arrive at findings. The empirical analysis unearthed that the socio-demographic factors like gender, age, income, and academic qualifications significantly influenced consumers' environmental concern while making choices for sustainable tourism. It was further revealed that the connection between socio-demographics of consumers and environmental concern was fully and partially mediated by value orientation.

Jain and Kaur (2006) conducted an exploratory research study on consumers to investigate the part played by socio-demographic features in profiling and segmenting eco-friendly customers in the Indian context. The empirical analysis presented statistically significant linkages between consumers' ecologically conscious constructs and socio-demographic variables relating to residents of Delhi. To conclude, the study adopted univariate and multivariate analyses. The primary data was collected from 250 respondents using a questionnaire and quota sampling technique was adopted. Correlation, one way ANOVA, and post hoc Duncan Multiple range test were applied to find empirical evidence of results. The results revealed that the concern for environment was different for males and females, males were not more environmentally aware and knowledgeable than females, age was positively influencing ecological awareness and knowledge, education level was not positively associated with environmental attitude, respondents with diverse occupations differ in ecological awareness, ecological knowledge, attitude and pursuing environmental activities.

3.3 Studies on Green Marketing Mix effecting Green Consumer Behaviour

The green marketing mix measured with green product, green place, green price, and green promotion have been found to significantly impact green behaviour of consumers (Song et al., 2020; Shabbir et al., 2020; Amoako et al., 2020; Nguyen and Johnson, 2020; Karunarathna et al., 2020; Rahahleh et al., 2020; Mehraj and Qureshi, 2020; Hossain and Rahman, 2018; Taufique et al., 2016).

Sun et al., (2021) envisaged investigating the influence of receptivity green advertising on green buying intentions of Chinese consumers. The researchers used both online and offline techniques and collected primary data from 671 respondents. The results based on the measurement model and structural model analysis confirmed that green buying intention of consumers was positively impacted by green advertising receptivity.

Chung (2020) used the cognitive theory of stress to elucidate the association between ecological marketing orientation and corporate social responsibility and to explore the moderating impact of sustainable behaviour of consumers in the relationship between the two. Data collection was done in phases where initially 3 hotel managers were selected and then green store consumers were selected for the survey and total of 836 complete responses were analysed empirically. The PLS-SEM technique was applied to arrive at empirical evidence. It was revealed that green marketing strategies adopted by marketers establish a linkage between consumer image and consumer loyalty resulting in sustainable behaviour of a consumer.

Karunarathna et al. (2020) endeavoured to find the effect of ecological marketing approach adopted by marketers on pro-environmental behaviour of consumers in the supermarket industry and to find whether the association between the ecological marketing mix variables and sustainable consumer behaviour was mediated by environmental attitude of consumers. The researchers adopted the TPB model as a theoretical framework and green marketing mix variables as additional constructs. It was hypothesized that four elements of green marketing and consumers' environmental attitude positively affect pro-environmental purchase intentions and environmental attitude mediates the effect of all four variables of ecological marketing on eco-friendly buying intentions of customers. 195 complete responses of the self-administered questionnaire were collected from Sri Lankan supermarket consumers. Exploratory factor analysis, regression analysis, correlation analysis and ANOVA were conducted to arrive at results and conclusions. Green buying intention was revealed to be

significantly positively impacted by green product, green price and green promotion but not by green place. It was also found that environmental attitude fully mediated the relation between green products and green buying intention, partially mediated the relation between green price and green buying intention and did not mediate the relation between green promotion and green buying intention.

Geap et al. (2018) undertook a research study on 160 consumers of the Kedah state of Malaysia chosen by using quota sampling technique. Researchers aimed to explore the impact of product, price, place, and promotion as variables of green marketing on purchase behaviour of customers towards eco-friendly products. Primary data was gathered using a questionnaire as research instrument, which was then put into empirical analysis. The results of analysis supported that three variables namely, product, price, and promotion significantly influenced Malaysian consumers' buying behaviour towards green products but green strategies relating to place did not significantly influence the same.

Hossain and Rahman (2018) conducted a research study to predict the influence of ecological marketing factors employed by marketers on the buying behaviour of customers from Bangladesh. It was hypothesized that four constituents of green marketing mix exert favourable impact on sustainable purchase behaviour of consumers. The researchers used a judgmental sampling technique and collected primary data from 371 respondents by conducting direct interviews and using a self-administered questionnaire. Structural Equation Modeling was performed using AMOS software to arrive at results. The empirical evidence confirmed that the elements of green marketing mix exerted a favourable impact on behaviour of consumers in Bangladesh and positive association was found between all variables of ecological marketing mix and customers' buying criteria. It was also illustrated that consumers' green purchasing intentions were highly influenced by green product, significantly influenced by green price, considerably influenced by green promotion, and less influenced by green place.

Mahmoud et al. (2017) investigated the association between four constituents of ecological marketing mix and consumers' purchase intentions in Sudan by conducting a qualitative study and using a descriptive research design. The study tested the role of environmental knowledge as a moderator between the said constructs. The TPB model was adopted as a theoretical framework and four green marketing variables were used as additional constructs to build the conceptual model. Primary data was gathered from 341 MBA students from the

universities of Sudan using a self-administered structured questionnaire. Empirical evidence was obtained and results were arrived at by using multiple regression analysis. The findings revealed the significant impact of all four variables of environmental marketing on young customers' purchase intentions. Also, environmental knowledge was revealed as a successful moderator between the associations of the two.

Taufique et al. (2016) endeavoured to investigate the effect of general environmental knowledge, faith, and knowledge of eco-labels on the sustainable behaviour of customers in a developing economy. It was hypothesized that knowledge relating to environment and eco-labels influenced consumers' attitude and trust which results in pro-environmental consumer behaviour. The convenience sampling technique was adopted to select 370 respondents and first-hand data was collected from residents of three universities and 20 supermarkets in four states of Malaysia. Empirical evidence was obtained using Structural Equation Modeling. The attitude of consumers was found to have favourable influence on general knowledge of environment and specific knowledge of eco-labels and trust in eco-labels. All hypotheses were, therefore supported.

Arif (2016) conducted an empirical research study on selected super shops in Dhaka city of Bangladesh and examined the impact of the 7Ps of green marketing as controllable tactical tools of marketing. 10 executives from 5 super shops were selected by employing the technique of convenience sampling and interviews were conducted to collect first-hand data using an unstructured questionnaire. Secondary sources used to collect information were newspaper articles, websites of super shops, books, published reports, and articles in journals and research monographs. The researchers recommended that the selling firms should effectively blend the attributes of the 7Ps to take care of the demands of each segment of consumer market. The findings of analysis elucidated that the super shops should formulate their integrated service marketing mix (7Ps) after knowing the needs and demands of consumers and before designing their marketing offers.

Delafrooz et al. (2014) elucidated the acceptance level of consumers in Tehran following the green marketing strategies adopted by marketers. The researchers used the cluster sampling technique, divided the city of Tehran into four clusters, North, South, West, and East and collected primary data from 384 respondents using a questionnaire. The empirical analysis was performed using correlation and multiple regression technique. The study had

specifically corroborated that the acceptance level of consumers towards green products was strongly affected by environmental advertisement and least affected by eco-brand.

Xue (2013) aimed to conduct an empirical analysis to determine the influence of pro-environmental visuals and advertising on responses and ecological brand association of consumers of China. The researchers also strived to elucidate the moderating effect of product involvement using the Elaboration Likelihood Model as theoretical framework. Experiment was conducted on 133 students of the university in East China and a questionnaire was adopted to measure the constructs and consumers' demographics which were then tested using MANOVA analysis. Findings indicated that pro-environmental visuals in advertising were positively impacting green brand association, brand attitude, and purchase intentions of customers. It was also revealed that environmental statements were less strongly influencing the attitude and buying intentions of consumers as compared to green visuals.

Larashati et al. (2012) aimed to reveal the effect of the 7Ps of green marketing as antecedents influencing consumers' readiness to purchase pro-environmental beauty products. The researchers stated that as environmental consciousness depicted an upward trend among consumers, new gates of opportunities were being opened for sellers by incorporating green values in their marketing mix. The authors evaluated the elements of the 7Ps of green marketing to determine the relevance of each and to find the most significant predictor affecting the willingness of women to buy sustainable beauty products in Indonesia. First hand data was collected from women of 19 to 27 years of age and empirical evidence was arrived at by using factor analysis, frequency analysis, and MANOVA. Results indicated that the attribute of 'people' was determined to be the most significant, most important, and most impacting factor about the purchasing intentions of young women consumers.

Rahbar and Wahid (2011) investigated the impact of green marketing tools on buying behaviour of customers. The research study has been performed on the people of Penang city of Malaysia to find the effect of three constructs: pro-environmental advertisement, eco-label, and eco-brand on buying behaviour of consumers. It was hypothesized that these three constructs significantly impact the actual purchasing behaviour of consumers. Primary data was gathered from 250 respondents of 18 years and above by using a structured questionnaire. Primary data was further analysed using factor analysis, reliability analysis, and multiple regression analysis. The empirical evidence highlighted that actual buying behaviour of Malaysian consumers was considerably influenced by eco-brand, eco-label, and

trust in eco-label whereas green advertisement was found to exert no influence on the same. The low credibility of green advertisements among consumers was one of the factors of the inability of green advertisement to mould buying behaviour of consumers as suggested by past research.

3.4 Studies on Reference Group Influence effecting Green Consumer Behaviour

In the past recent literature, reference group influence (Ferguson et al., 2017; He et al., 2016; Koo et al., 2015; Wang 2014; Welsch and Kuhling, 2009), social influence (Midilli and Tolunay, 2021; Sadiq et al., 2021; Pinto et al., 2020; Muralikumaran, 2019; Clark et al., 2019; Onurlubas, 2019; Hashim et al., 2018; Persaud and Schillo, 2017; Johnstone and Hooper, 2016; Axen et al., 2013; Khare 2013; Kim et al., 2012; Salazar et al., 2012; Park and Sohn, 2012; Goldsmith and Goldsmith 2011), peer influence (Lestari et al., 2020; Prasher, 2020; Khare, 2020; Suki and Suki, 2019; Khare 2015; Lee 2010) and parental influence (Barua, 2011 and Lee 2010) have been found to significantly impact green behaviour of consumers.

Ferguson et al. (2017) hypothesized that the level of identity with reference group favourably affects consumers' buying intentions for eco-friendly products. The researchers adopted a mixed approach by conducting semi-structured interviews of respondents and used an appropriate scale in a questionnaire to gather data for analysing. The TPB model was used as a theoretical base and PLS-SEM was applied to test the hypotheses and arrive at conclusions. The association between consumers' experience and perception, perceived consumer effectiveness, use of eco-labels, and reference group influence with pro-environmental purchase intentions of consumers was tested using the empirical analysis. The findings evidenced that customers' likelihood to accept sustainable products was significantly impacted by identity with reference groups and further consumers' experience, consumers' perceptions, and use of eco-labels significantly impacted green buying intentions.

He et al. (2014) proposed a new choice modelling framework to unveil the impact of social network influence on new product adoption criteria of consumers. The findings revealed that beyond engineering aspects, consumers' choice of green vehicles was not independent of social factors. The study recognized that social influence had become an important determinant when selecting a new product by the consumer.

Koo et al. (2013) aimed to corroborate the motivating factors which induce consumers to exhibit favourable buying intention and behaviour for the use of sustainable Information Technology (IT) devices. The researchers endeavoured to adopt motivation and reference group theory to explain the association between stimulating aspects and the perceived usefulness of sustainable IT products. The first-hand data was gathered from 104 respondents relating to perceived enjoyment as an intrinsic motivating factor and money saving and legal pressure as extrinsic motivating factors. The results reported the moderating influence of reference groups on the purchase intentions of green information technology devices. The PLS-SEM method detailed that green motivations were significantly impacted by social and media influence. Findings explained the absence of an association between perceived environmental problems and perceived usefulness. A significant role was played by intrinsic and extrinsic motivation in impacting perceived usefulness, perceived enjoyment, and saving money. Legal pressure was found to significantly impact perceived usefulness and perceived usefulness influenced the strong usage of sustainable information technology devices.

Welsch and Kuhling (2009) investigated the part played by reference groups and routine behaviour as predictors of sustainable purchase behaviour of German consumers. The survey was done in the city of Hanover in many stages. A questionnaire was used as research instrument and 139 complete responses were obtained for solar thermal energy systems, 122 for green electricity subscribers, and additional 233 random interviews were also conducted. The study analysed three consumption patterns (using solar thermal systems, subscribing to green electricity, and consuming organic food) by adopting econometric analysis and reported that the consumption behaviour of reference groups significantly influenced all three kinds of eco-friendly consumption, but the impact was highest in organic food consumption and lowest in subscribing green electricity.

3.4.1 Social Influence

Sadiq et al. (2021) conducted a research study that aimed to determine whether social influence impacts the approach of pessimistic customers about green food consumption behaviour in India. Data analysis of 300 responses gathered by online survey elucidated that originally pessimist customers did not buy organic food but their strong concern for ecology transformed them into optimistic customers who started buying organic food. Social factors notably influenced pessimistic customers to consume organic food, thereby reducing the gap between concern and behaviour.

Clark et al. (2019) performed a comparative analysis of China and the US to explore the impact of social influence on sustainable consumerism by undertaking nation-wise and gender-wise comparisons. The study applied numerous tests of mean comparison for arriving at results. The findings reported that Chinese respondents' environmental perspective towards social influence was stronger than respondents from US. The findings revealed higher mean scores for female respondents, thereby stating a gender difference in green consumer behaviour.

Muralikumaran (2019) conducted empirical research on eco-friendly cosmetics products to determine whether the purchase intention of consumers was affected by eco-advertisement and social influence and also to find the influence of eco-advertisement, societal impact, and buying intentions of consumers on green buying behaviour in Indian context. In the construction of questionnaire, items for eco-advertisement were adopted from Nik Abdul Rashid (2007), social influence and green buying behaviour from Tang Sook Mun (2014), and purchase intention from Chang and Chen (2008). By using the method prescribed by Lincoln University (2006), sample size was determined to be 354. Path analysis was performed to analyse the data where eco-advertisement and social influence were independent variables, purchase intention was the dependent variable and buying behaviour was the outcome variable. The findings of the empirical analysis revealed that purchase intention was significantly influenced by eco-advertisement and social influence and buying behaviour of consumers for green cosmetics was significantly influenced by eco-advertisement, social impact, and buying intentions.

Varshneya et al. (2017) attempted to find whether the buying intentions of young adult Indian consumers are significantly affected by sustainable consumption values and social influence with special reference to organic clothing. The researchers also aimed to elucidate attitude's role as a mediator in the connection between sustainable consumption values and buying intentions of consumers. The researchers collected primary data from respondents belonging to the working population of 20 to 40 years of age. Data were gathered from 215 respondents but only 160 complete responses were analysed by applying SEM using AMOS software. The study conceptualized that social influence neither influenced attitude of Indian consumers nor their buying intentions for organic clothing. Moreover, it was revealed that the association between sustainable consumption values of consumers and organic clothing buying intentions was partially mediated by attitude. Positive attitude predicted stronger

buying intentions of consumers for organic clothing as attitude was found to have favourable connection with consumers' buying intentions and sustainable consumption values.

Persaud and Schillo (2017) aimed to unearth the impact of social determinants and moderating part of consumers' innovativeness on the association between social dimensions and buying behaviour towards organic products in Canada. The research was conducted by adopting an online survey technique of data collection from 988 respondents. The conceptual framework depicted social identity, social influence, and perceived value as independent variables, buying intentions as a dependent variable and consumer innovativeness as a moderator in the three hypothesized relationships between dependent and independent variables. Empirical evidence was arrived at by applying SEM using AMOS software. The findings declared that social identity, social influence, and perceived value favourably impact consumers' buying intentions for organic products, and social identity was found to influence perceived value. It was also revealed that consumer innovativeness moderated the association between social identity and buying intention, social influence and buying intention and social identity and perceived value but did not moderate the association between social influence and perceived value.

Johnstone and Hooper (2016) used Social Cognitive Theory as a theoretical framework to determine the effect of the social environment on customers' sustainable buying behaviour and to gain an understanding of the characteristics of a non-green consumer. The study was conducted using a qualitative method where purposive sampling technique was adopted for sampling. Interviews were conducted with 20 individual respondents and 10 joint interviews with non-green respondents. Thematic analysis was done to arrive at conclusions. The study revealed that the social dimensions were positively impacting buying behaviour of individuals but this influence was not such bigger to reduce the environmental hazards and threats. It was recommended that interference and formulation of stringent regulations by the government were needed regarding the mandatory adoption of green products by the public at large to significantly contribute to the healing of the environment.

Wang (2014) integrated the features of consumers and social influence and examined the consequences of external locus of control, collectivism, environmental visibility, and subjective norms on the impulsion of buyers in Taiwan. An internet-based research survey was performed by collecting quantitative data from 1866 respondents. Empirical evidence generated from the statistical analysis revealed that environmental visibility and subjective

norms impacted significantly, external locus of control impacted unfavourably and collectivism influenced green buying intentions of consumers positively.

Khare et al. (2013) confirmed the role of social influence in moulding the buying intentions of Indian buyers for sustainable products by examining the impact of three independent factors, collective self-esteem, and normative and informational values. It was hypothesized that Indian consumers' sustainable buying behaviour was affected by social influence and collective self-esteem and they were susceptible to interpersonal influence in their green buying behaviour. A self-administered questionnaire and mall intercept technique was used to measure consumers' demographics and the constructs hypothesized in the study. 501 complete responses were gathered from six different cities of the country for further analysis. The results of regression model highlighted that social influence had become a motivator for consumers' purchase behaviour for sustainable products whereas demographic factors did not affect consumers' susceptibility to accept green products. The study advocated that all three factors studied, namely, social influence, membership esteem, and normative influence, were related to social group influence and exerted a significant impact on the sustainable buying behaviour of customers.

Axsen et al. (2013) aimed to determine the societal impact in the construction of consumers' preferences and perceptions towards eco-friendly sustainable technology by adopting a case of an electric vehicle study in UK. Multi-method approach was followed and primary data was gathered from the workplace of battery electric vehicles using interview and survey methods. The perceptions of respondents were highly influenced by at least one social dimension and it was found that social influence positively impacted the potential shift in consumers' preference towards emerging sustainable technologies.

Dagher and Itani (2012) endeavoured to elucidate the impact of society, environmental attitude and environmental concern on Lebanese consumers' sustainable buying behaviour. The researchers hypothesized that all three constructs social influence, environmental attitude, and environmental concern were favourably related to sustainable purchase behaviour. To collect the primary data, 135 questionnaires were mailed to respondents but only 101 complete responses could be obtained. Data was put into statistical tests using correlation and regression techniques. The findings corroborated that green buying behaviour of consumers of Lebanon was significantly influenced by social influence and environmental

concern but a negative correlation was found between consumers' environmental attitude and the dependent variable.

Salazar et al. (2012) attempted to elucidate the effect of social influence exerted by peer groups such as family members, office colleagues, relatives, and friends on consumers while choosing green and environmental friendly products and confirmed the importance of peer groups' influence on sustainable buying. This experimental study seeks evidence for two separate effects of social influence, namely, herd behaviour and social learning. One-way ANOVA proved that the choice of the respondents who were informed about others' preferences had undergone a change, especially the information provided by family and friends came out to be more effective in moulding the behaviour. This study also advocated that female consumers were more influenced by the information retrieved from peer groups.

3.4.2 Peer Influence

Khare (2020) conducted an empirical analysis to explore the influence of pro-environmental peer influence, previous environmental behaviour, and knowledge of sustainable apparel on consumers' reaction towards sustainable clothing and judgment of its perceived benefits in Indian context. The study was conducted in 10 cities across the country using the mall intercept method of data collection. The researchers hypothesized that green peer influence, green apparel knowledge, and previous environmental behaviour would influence consumers' perception of the benefits of sustainable clothing in a positive direction. 1250 respondents were requested to fill out the questionnaire but only 450 complete responses could be obtained. Finally, SPSS and AMOS 22 software were used to perform empirical analysis. The results evidenced that all three factors influenced the consumers' perception of green apparel benefits in a significant and positive manner.

Suki and Suki (2019) aimed to examine the factors which significantly influence purchase intentions of customers of developing nations towards pro-environmental commodities and to find the role of peer influence as a moderator. The factors like environmental concern, perceived deterioration of environment, perceived responsibility for environment, and environmental self-image were studied to find empirical evidence of relation with sustainable buying behaviour. The researchers used convenience sampling technique and selected 400 sample respondents from the Labuan city in Malaysia. A self-administered questionnaire was adopted as a research instrument and data was analysed using the PLS-SEM technique. The findings depicted that the most influencing antecedent of developing countries' consumers'

pro-environmental buying behaviour was perceived damage to environment and all other hypothesized factors also favourably influenced the dependent variable.

Khare (2015) strived to corroborate the impact of attitude towards environment, social norms and influence, personal norms, and green self-identity on the pro-environmental purchase criteria of consumers in Indian context. The researchers conducted a survey in six different cities to gather first-hand data using a questionnaire by adopting mall-intercept method. It was hypothesized that personal environmental norms, societal norms, sustainable self-identity, past experiences, and peer influence significantly influence sustainable buying behaviour of consumers and socio-demographic features of consumers moderate the relation between the said constructs. 490 complete responses were put in empirical analysis. The findings reported that peer influence, self-identification with greenness, and previous experiences of using green products dictated the intentions to buy the same in near future. Self-identification with eco-friendly products was found to be the most significant antecedent whereas social environmental and personal norms did not impact sustainable purchase behaviour of consumers in Indian settings. It was also highlighted that none of the socio-demographic factors act as a moderator between the association of constructs studied and the eco-friendly buying behaviour of consumers.

3.5 Studies on Post Purchase Behaviour effecting Green Consumer Behaviour

The post-purchase behaviour of consumers has been found to significantly impact green behaviour of consumers (Che-Wu et al., 2018; Cao et al., 2018; Han et al., 2019; Han and Ryu, 2012). The empirical evidence in previous literature also highlights that post-purchase behaviour impacts consumers' attitude towards sustainable products and formulates green intention among consumers resulting in the actual performance of green behaviour.

Han et al. (2019) explored the green cruise passengers' post-purchase behaviour and the enablers which motivate them to repurchase eco-friendly cruise trips by conducting a quantitative study. The research study aimed to find the role of quality, reputation, satisfaction, physical environment distinction, and awareness of consequences in discovering green passengers' repurchase intention in the cruise sector. First-hand data was gathered from 250 respondents in USA, sampled by using convenience sampling technique. By using Structural Equation Modeling and invariance test, the results advocated that quality had the greatest influence and reputation and physical environment distinction were important motivators of repurchase intention in the said sector. Cruise line image was found to

considerably impact the satisfaction of traveller and the association between excellence of physical environment and intention of rebuying was strongly affected by the awareness of consequences.

Cao et al. (2018) explored the impact of satisfaction attained by consumers on their future buying intentions and purchase behaviour by conducting a comparative analysis of online shoppers from China and Taiwan. The researchers gathered primary data from 384 Chinese respondents and 145 Taiwanese respondents and conducted a structural equation analysis of after-buy logistics activities such as shipping, return, and tracking services. The empirical analysis evidenced that the strongest antecedent for a Chinese online shopper was consumer service and for Taiwanese consumers was return service. It was also revealed that Taiwanese were more influenced by satisfaction in online buying behaviour as compared to consumers from China.

Aruna and Thirumaram (2017) investigated the impact of perception and satisfaction on post-buying behaviour towards green products and unveiled that perception, contentment and post buying behaviour were significantly affected by demographic variables and there existed a strong relationship among perception, contentment, and post-purchase behaviour towards sustainable products.

Chung (2016) aimed to explore post dinning behaviour and intentions of consumers towards eco-friendly restaurants in Taiwan. The conceptual framework undertook to determine the impact of three constructs from the TPB model and two additional constructs (willingness to revisit and willingness to recommend) on behaviour of visitors towards eco-friendly restaurants. Willingness to revisit and readiness to flourish favourable word of mouth about green restaurants were dependent upon different demographic variables. Primary data was gathered from 455 consumers who had their meal in green restaurant. Statistical analysis including factor analysis and regression analysis was conducted to arrive at results. The results reveal that all the theoretical constructs significantly impacted consumers' post dinning behavioural intentions towards green restaurants. Among different demographic variables, gender, age, marital status, education, occupation, income, diet classification, and reason for being vegetarian influenced consumers' behavioural intentions for green restaurants in Taiwan.

Wilkins et al. (2016) conducted an empirical research study in UK to corroborate the influence of deception in packaging and slack filling/ air filling in the packets of food products on the behavioural intentions of consumers for future buying. The researchers aimed

to investigate whether the discrepancy between package quantity and actual content resulted in adverse impact on post buying behaviour of consumers. Primary data was collected from 245 consumers selected by convenience sampling. EFA, CFA, Chi-square test, and Structural Equation Modeling using AMOS were performed to arrive at empirical evidence of statistical analysis. Consumers' expectations were revealed as significant precursors whereas consumers' general attitude towards the marketing strategies of the firm was found as insignificant in predicting post-purchase regret and dissonance. The repurchase intention of consumers was determined to be negatively related to consumers' post-buying dissonance. Also, visible and non-visible post-buying negative behaviours were significantly influenced by cognitive dissonance experienced by consumers.

Joung (2014) examined the post purchase behaviour of fast-fashion consumers by analyzing the relationships among buying, disposing of, hoarding, recycling, and environmental attitudes in USA. Primary data was collected from 274 students in a classroom setting who purchased fast fashion products. Descriptive statistics, correlation, factor analysis, and principal component analysis were performed to arrive at empirical evidence. The findings of statistical analysis corroborated that fast fashion buying was directly related to disposing of and hoarding whereas it was not related to recycling behaviour. Moreover, no relationship was found between environmental attitude with purchasing, disposing, hoarding, or participation in recycling.

Choi and Kim (2013) aimed to investigate the association between consumers' satisfaction and their future buying intentions for sustainable products. First-hand data was retrieved from 250 Korean respondents using a questionnaire and finally, 241 complete responses were further analysed to arrive at conclusions. The empirical analysis was done by using EFA and CFA in SPSS18.0 and AMOS 17.0. It was found that the perceived value of product was the prominent predictor of consumers' satisfaction and repeated buying intentions. It was corroborated that favourable association exists between quality, value, satisfaction, and repurchase intention about sustainable buying also as was the case in conventional buying behaviour evidenced in extant literature.

Han and Ryu (2012) identified the analytical elements in post-purchase or repurchase decision-making process by testing a hypothesis of repurchase decision-making which exhaustively accounted for consumers' post buying decision-making process. To arrive at the findings, two studies were conducted in a restaurant setting. The first study adopted an exploratory qualitative approach and the factors and constructs obtained from it were tested

in the second study. An open-ended questionnaire was used and complete responses from 124 respondents were further analyzed whereas the online survey technique was adopted for the second study and complete responses of the research instrument were collected from 330 respondents. Both SPSS and AMOS were used for empirical analysis. The research reported a novel set of beliefs and salient antecedents in the re-purchase decision-making process. The study highlighted the significance of trust, reputation, contentment, changeover costs, and dedication in the formation of repurchasing intentions of the consumers.

Bui et al. (2011) formulated a conceptual model to investigate the effect of regret on post buying decisions of consumers belonging to USA. The researchers selected three variables: consumers' satisfaction, the extent of rumination, and consumers' brand-switching intentions to determine the impact of regret experienced by consumers. An experimental research design was made and the first-hand data was gathered from 125 undergraduate students of age ranging from 19 to 32 years. Data were statistically analysed using Structural Equation Modeling. It was hypothesized that regret was unfavourably related to satisfaction level and positively related to rumination and brand-switching intention. Results highlighted that regret was a significant part of consumer behaviour which positively impacted consumers' brand-switching intention and negatively affected satisfaction level.

Mugge et al. (2010) noticed that the extant literature was silent about the emotional attachment which consumer experiences while using the products. Therefore, the researchers tested the relationship of product attachment with its post-purchase satisfaction by conducting experiments using cameras and cell phones as catalyst. The conceptual framework endeavored to find the relation of product attachment with satisfaction and its three precursors: utility, appearance, and memories. In the first study, 118 respondents participated and eight diverse experimental conditions were generated whereas, in the second study, 160 respondents participated. Confirmatory factor analysis and two-way ANOVA were performed to arrive at the empirical evidence. The results elicited that attachment with the product and satisfaction were significantly influenced by its usefulness and manifestation, wherein the role of mediator was played by pleasure. The findings of analysis also revealed that product attachment and memories were positively associated whereas product satisfaction and memories were inversely related.

3.6 Studies on Consumer Behaviour towards Green Personal Care Products

Zollo et al., (2021) elucidated that the demand for green personal care products had witnessed a considerable rise as a consequence of the urge of having a healthier lifestyle among the

global masses. The researchers conducted the study to explore the progenitors of sustainable buying criteria of consumers residing in two different countries (Spain and Italy). Primary data was collected from 266 and 207 respondents belonging to Spain and Italy, respectively. PLS-SEM was adopted to arrive at findings that highlighted that the purchase criteria of customers concerning green personal care products was significantly impacted by environmental value, product knowledge, convenience and quality, and information adoption.

Pop et al. (2020) aimed to determine the influence of social media in shaping the attitude of consumers to become environmentally conscious consumers about cosmetic products. Primary data were collected from 180 residents of Romania and Hungary using an internet survey method to test the conceptual framework. The PLS-SEM approach was used to perform the analysis of data. The results of empirical analysis indicated the notable influence of social media on attitude and subjective norms of consumers and on sustainable buying intentions of cosmetic products.

Kahraman and Kazancoglu (2019) focused to conduct a research study to explain the consumers' buying intentions towards personal care products claiming to be natural in their advertisements and packaging strategies and the impact of green-washing perceptions of consumers on their buying intentions. Qualitative data was collected by adopting an exploratory research design by conducting detailed face to face interviews with 20 women from Turkey selected by purposive sampling technique regarding local and international brands of personal care products. Data analysis was performed using content analysis. The findings predicted a framework of eight themes impacting consumers' green-washing perceptions which are: price perception, perceived green-washing, environmental concern, perceived green image, trust, scepticism, risk perception, and purchase intention.

Chin et al. (2018) used the Theory of Reasoned Action as a theoretical framework to determine Indonesian consumers' buying intentions towards eco-friendly skin care products and the association between perceived authority support and perceived environmental concern. The survey was conducted using both online and offline methods and primary data were gathered from 251 female customers. CFA and SEM were used to perform empirical analysis. Seven favourable and significant associations were found among the constructs of the conceptual model. Attitude, subjective norms, and perceived environmental concern were found to be significantly affected by perceived authority support, and attitude and subjective norms were also influenced by perceived environmental concern. Attitude was also revealed

to significantly influence the behavioural intention of consumers for buying green skincare products.

Lin et al. (2018) envisaged conducting an empirical research study in UK to elucidate the attitude of consumers towards sustainable cosmetics. The qualitative research method of focus group interviews of respondents was adopted to unearth consumers' feelings for sustainable cosmetic products. 30 female respondents were divided into five focus groups for data collection. Due to lack of information and confusion in market standards related to sustainable cosmetics, the consumers exhibited a neutral attitude towards green cosmetics in UK. The consumers' buying behaviour was more influenced by price and utility of the products rather than sustainable features.

Liobikiene and Bernatoniene (2017) reviewed the literature related to green purchasing behaviour from 2011 to 2017 and propounded a model to analyse the purchase behaviour of consumers concerning sustainable personal care products. The researchers collected 80 empirical studies published in Scopus-indexed journals by using keywords like green marketing, green consumer behaviour, sustainable products, and pro-environmental consumer. It was indicated that health consciousness, brand image, and quality of sustainable cosmetic products were the significant motivators of customers' buying intentions and behaviour.

Matic and Puh (2015) adopted the technique of binary logistic regression analysis and correlation analysis to corroborate the factors determining consumers' intentions for buying natural cosmetic products. Purposive sampling technique was employed and a self-administered questionnaire was formulated to collect primary data from 204 consumers using the online survey method. It was hypothesized that the consumers who buy organic food, are motivated to accept new cosmetics brands and were health conscious and inclined to buy natural cosmetic products. Gender, buying new brands, and buying organic food were found to significantly influence buying behaviour for natural cosmetic products but age and health consciousness were revealed to have an insignificant impact on the same.

Pudaruth et al. (2013) undertook a research study on female consumers of Mauritius to elucidate the gender differences in buying behaviour for pro-environmental cosmetics and beauty care products. 200 female respondents from the age group 16 to 55 years were chosen to collect first-hand data using a self-administered questionnaire. Factor analysis and multiple regression analysis were conducted on 35 attributes and eight factors were selected as

independent variables. These factors were: women lifestyle, ethical consumerism, pharmacological essence, visual appeal, price consciousness, belief in green messages, brand image, and social influence. The findings of statistical analysis supported that all eight variables are the determinants of female consumers' buying behaviour for natural beauty care products in Mauritius and 'women's lifestyle, self-image, health, and economic condition' were found to be the prominent factors.

Kim and Seock (2009) aimed to investigate the determinants of attitude of young female customers about buying natural beauty products and the impact of health consciousness and environmental consciousness on their attitude and shopping behaviours. An exploratory research study was conducted in USA where primary data was collected from 210 female students of South Eastern University selected by using the convenience sampling method. The respondents were segregated into four groups based on their responses, namely (1) low health / low environment (2) low health/ high environment (3) high health/ low environment (4) high health/ high environment groups. The significant difference among average scores of all groups was found by using the ANOVA technique of statistical analysis. It was revealed that health consciousness and environmental consciousness were positively correlated with each other and they tend to behave in an eco-friendly manner while making purchasing beauty care products. Both variables were found to significantly impact consumers' perceived level of knowledge about natural, eco-friendly, and conventional products. Environmental consciousness was affecting young female consumer behaviour concerning eco-friendly beauty care products more than health consciousness.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Research Gap

The buying behaviour of consumers towards green products is an unexplored area and is at a nascent and exploration stage in India as there have not been many notable studies published in this context (Mostafa, 2006; Gill, 2012; Khan et al., 2013; Bhatia and Jain, 2013; Punyatoya, 2014; Khare, 2015; Biswas and Roy, 2015; Uddin and Khan, 2016; Kumar et al., 2017; Sangroya and Nayak, 2017; Jaiswal and Kant, 2018; Gupta and Acharya, 2019). In the previous years, Indian researchers have examined the effect of attitude, perception, and awareness level of consumers towards green products but the impact of factors such as environmental concern, health consciousness, lifestyle, and personality have not been studied in Indian context. The studies in India have not paid much attention towards determining the influence of psychographic features on customer behaviour concerning green personal care products. Patel et al., 2017 have suggested that the combination of psychographics and socio-demographic features to profile customers as green consumers can provide fruitful insights for green market segmentation to marketers and business managers.

The studies in India are providing empirical evidence of the relationship between consumer's demographic profiles with green buying behaviour, but there is hardly any study that empirically explores the relationship between socio-demographic profile of the consumer and consumers' behaviour with regard to eco-friendly personal care products. The influence of social class on the ecological behaviour of customers has not been investigated in India (Khare et al., 2013). To fill this gap, the present study will examine the influence of social class and social status on consumers' behaviour towards green personal care products which is a less researched area in earlier Indian studies.

The green issue is a worldwide issue (Rahim et al., 2012). Adoption of ecological marketing stratagem is identified as urgent in the whole world (Vernekar and Wadhwa, 2011). As suggested by the literature, the researchers in industrialized countries have conducted multitudinous research studies on green marketing (Saxena and Khandelwal, 2008). Pollution has been regarded as the fifth major cause of death in India as it is taking the lives of umpteen numbers of people every year (Times of India, 2017). So, marching towards greenness seems

to be one of the few remedies to heal and save environment from further destruction. Gradually, 'green' is increasingly being used as a symbol of environmental consciousness in India (Agyeman, 2014). As our nation is holding third rank among the polluting nations across the globe, it is the need of the hour to encourage conducting more investigations on green issues to save our nation from the further ecological crises. But there is a dearth of research investigations on the impact of ecological marketing on Indian consumer behaviour (Bukhari, 2011), as in India, green marketing is still in the infant stage (Pillai, 2017; Khan, 2016; Nilsson, 2016; Vernekar and Wadhwa, 2011; Narula and Desore, 2016). E Jerome McCarthy structured the original framework of marketing mix by stating the four elements namely, Product, Price, Place, and Promotion but the concept gained more relevance when marketing legend Philip Kotler advocated it. So, the present study will strive to find the moderating role of eco-friendly marketing mix variables (4Ps) on the association between green consumer intentions and green consumer behaviour. In the research studies conducted in past, the researchers outlined the influence of green marketing mix factors on the adoption of green products as a whole, but the present research investigation aims to investigate the impact with regard to green personal care products which includes products being used by consumers in their routine on daily basis.

According to Clark et al., 2019, the effect of social influence on green buying behaviour of consumers is still a gap in research in extant literature. The studies on post-purchase experiences of consumers are also less researched in Indian context as per the best knowledge of the researcher.

Previous researchers have studied green behaviour of consumers in relation to specified segments of green products such as apparel, food, electricity, cosmetics, and fast-moving consumer goods (Kang, 2013). The recent literature on green products has highly focussed on organic foods (Carfora et al., 2019; Singh and Verma, 2017; Rana and Paul, 2017; Pham et al., 2018; Hansen et al., 2018; Chen, 2017; Patel and Foster, 2005; Zanolli and Naspetti, 2002; Yadav, 2016; Paul and Rana, 2012), green Information Technology products (Ali et al., 2019), green vehicles (Mamun et al., 2019), green cosmetic products (Amberg and Forgarassy, 2019; Srivastava and Mathur, 2018; Lin et al., 2018; Wilson et al., 2017; Liobikiene and Bernatoniene, 2017; Wiesa and Suprapti, 2019; Ma and Yang, 2018), skin care products (Hsu et al., 2017), eco-friendly packaging (Prakash and Pathak, 2017), energy-efficient products (Ha and Janda, 2012), and general green products (Yadav and Pathak, 2016). The market for green personal care products is showing sizeable volume and

significant growth which urgently requires in-depth research and investigation (Ghazali, 2017). Going green has become the new normal in the personal care product industry as brands of cosmetics and make-up products have launched green products in their product range. As a consequence of enhanced environmental awareness among the masses, the customers are more interested in consuming eco-friendly cosmetic products (Chin et al., 2018). Many new herbal cosmetic brands have been recently launched by players in the personal care industry in India as a consequence of the enhanced interest of consumers in natural and green brands. In the case of personal care products, global sales were US\$ 15,500 million in 2019 and are expected to be US\$ 22000 million in 2024 (Reuters, 2019) as stated in Zollo et al., 2021. Due to recent trends and transitions in green cosmetics market (Nguyen and Rowley, 2015), it has become worthwhile for marketers to understand the antecedents behind the decisions of consumers to buy green personal care products. But there has been a miniature exploration on buying behaviour of consumers in relation to green personal care products (Ghazali et al., 2017; Cervellon and Carey, 2011; Cervellon and Wernerfelt, 2012), especially in Indian context. It is apparent that there is a scarcity of literature on psychographic factors, socio-demographic factors, social factors and post-purchase behaviour of consumers in the prediction of intentions and behaviour concerning eco-friendly personal care products in Indian context as studies for such association are scant and a bit accentuated in the contemporary Indian context of green consumerism.

Numerous scholars of the West have done unending empirical research to arrive at the antecedents of green buying behaviour of consumers of developed nations but there is hardly any study that amalgamates psychographics, socio-demographics, green marketing mix, reference group influence, and post-purchase behaviour of customers concerning green personal care products in Tier 2 and Tier 3 cities of Punjab.

4.2 Novelty of the Study

The study is novel in four aspects:

Green Personal Care Products

Combination of factors

Tier 2 and Tier 3 cities of Punjab

There is hardly any study that corroborates the behaviour of customers concerning green personal care products in Tier 2 and Tier 3 cities of Punjab. The past Indian studies have investigated only buying behaviour of customers concerning green products in general and have explored only attitude, perception, and awareness level of consumers but the present research investigation endeavours to explore the effect of consumers' psychographics, socio-demographics, green marketing mix, reference group influence and post-purchase experiences on behaviour towards green personal care products.

4.3 Need of the Study

Paul et al., 2016 have enlisted four reasons for the utmost need for researchers in India to give attention to the aspect of consumer behaviour towards green products.

(1) As per absolute Gross Domestic Product, India is among the world's largest ten economies (Sharma and Srinivasan, 2008; Gwartney and Lawson, 2007) and it is expected that by 2050 India will become the third-largest economy of the world (Pillania, 2008). (2) Due to low labour costs and a larger consumer base, India is an attractive market for global investors who can reap the benefits of competitive advantage (D'Souza and Peretiatko, 2002). (3) Ecological issues such as pollution and deterioration of environmental quality are the outcome of enhanced industrialization which is essential to fulfil the requirements of the rising population of India (D'Souza and Peretiatko, 2002). (4) The literature acknowledging green buying behaviour of consumers is a bit scant in Indian context (Yadav and Pathak, 2016; Jaiswal and Kant, 2018).

The 2014 National Geographic/Globescan Consumer Greendex survey indicated India holds the top position in the index for the sense of responsibility for environment which was evaluated on the level of guilt (Greendex, 2014), therefore, Patel et al., in 2017 suggested academicians and researchers to design their future studies to corroborate the environmental behaviour of Indian consumers as their main research agenda.

No doubt the awareness level of consumers in India regarding green products is 63% as compared to 78% in Canada and 73% in USA but Indian consumers are more concerned about the deterioration in environmental quality (DuPont Green Living Survey, 2014) and feel guilty about it (Greendex Survey, 2012). Indian consumers are found lacking in knowledge and awareness regarding eco-friendly products (Maheshwari, 2014) and green consumption is less than the required level, so there is an urgent need for researchers to

analyse the variables affecting behaviour towards green products and conduct more research on green consumer behaviour in Indian context (Sreen et al., 2018).

Asian cosmetic consumers have shifted their preference towards natural and green cosmetic products (Organic Monitor, 2016). The market for green personal care products is showing sizeable volume and significant growth which urgently requires in-depth research and investigation (Ghazali, 2017).

4.4 Statement of the Problem

The production of green products on a large scale and usage among the masses is one of the solutions to the problem of the degradation of environment. The increased acceptance and consumption of green products by consumers result in savings of natural resources, improvement in environmental quality, and consequent improvement in the health of human beings. The recent literature reveals that various categories of green products and services are being manufactured and consumed all over the world such as organic food products, energy-efficient vehicles, green hotels, and green personal care products. Manufacturers and marketers need to know about the overall intentions and behaviour of consumers towards such green products separately in different geographical locations. As India is an enormous country with diverse customs, beliefs, traditions, and cultures, where the residents of different states have different tastes, preferences, and buying behaviour, therefore, it is inevitable to examine the behaviour of customers belonging to different geographical locations towards green products.

The study of consumer behaviour helps to identify the factors, antecedents, precursors, and progenitors which influence the consumers' decision-making process while choosing eco-friendly personal care products to meet their routine needs. The research problem is to corroborate the effect of various antecedents on consumers' behaviour with regard to green personal care products in less populated urban regions of Punjab.

4.5 Research Questions

1. What is the effect of psychographic factors on consumer behaviour towards green personal care products?
2. How the customers related with diverse socio-demographics differ in their behaviour towards green personal care products?

3. Does the 4Ps of green marketing mix moderate the association between green consumer intentions and green consumer behaviour?
4. What is the impact of reference group influence on consumer behaviour towards green personal care products?
5. What is the effect of post-purchase behaviour of consumers on green consumer behaviour?

4.6 Objectives of the Study

After locating the research gaps in previous studies, the following research objectives are framed:

1. To examine the effect of Psychographic factors on green consumer behaviour.
2. To ascertain the relationship of Socio-demographic factors with green consumer behaviour.
3. To determine the moderating effect of Green Marketing mix variables on the association between green consumer intention and green consumer behaviour.
4. To reveal the effect of Reference Group on green consumer behaviour.
5. To analyse the impact of Post-purchase behaviour of consumers towards green consumer behaviour.

4.7 Theoretical and Conceptual Framework

The present study is based on the Theory of Planned Behaviour (TPB) and the Theory of Reasoned Action (TRA). TRA, which was propounded by Martin Fishbein and Icek Ajzen in the late 1970s, was the earliest version of TPB. TRA explains the relationship of human action with attitudes and behaviours and predicts that the behaviour is based on already present attitudes and behavioural intentions. It suggests that stronger intentions will lead to a rise in an effort to behave; therefore the likelihood of the performance of behaviour will increase. It can be stated that intention is the most essential determinant of behaviour (Ajzen, 2002) and in turn, intention itself is dependent upon attitudes and subjective norms. According to Ajzen (2012), TPB provides a significant structure to comprehend and foretell the dynamic community behaviour of human beings. Accordingly, behaviour is controlled by intention, which itself is dependent upon attitude, subjective norm, and perceived behavioural

control (Bhutto et al., 2019; Taufique and Vaithianathan, 2018; Nguyen et al., 2019). Various studies on the related area have been done in past in countries like USA, UK, Malaysia, Australia, Greece, New Zealand, Indonesia, Portugal, Turkey, Taiwan, Denmark, Sweden, Canada, Thailand, Kenya, and Hungary are based on these theories.

The present research study uses TPB and TRA as its theoretical framework and further endeavours to include five additional constructs (psychographic factors, socio-demographic factors, green marketing mix variables, reference group influence, and consumers' post-purchase behaviour) as enablers of customers' preference towards pro-environmental personal care products as it is found to be a neglected area of research in Indian context. These additional constructs in the theoretical model will significantly contribute to corroborating the intention formation in consumers and actual behaviour for eco-friendly products. Recently, Mataraci and Kurtulus, 2020, Liu and Tsaur, 2020, Asih et al., 2020 and Chin et al., 2018 have used TRA in predicting consumer behaviour towards green products.

Various researchers belonging to different nations have investigated the effect of numerous psychographic factors on green behaviour of consumers like environmental consciousness, environmental concern, environmental knowledge, altruism, perceived consumer effectiveness, interest, opinion, attitude, perception, trust, loyalty, health consciousness, lifestyle, personality, values, religiosity and scepticism towards green claims (Ahmad and Thyagaraj, 2015; Mishal et al., 2017; Fraz et al., 2005; Hartmann and Ibanez, 2011; Hassan et al., 2018; Lin Niu, 2018; Sun et al., 2018; Shukla et al., 2013; Mostafa, 2009; Mihaela and Mihaela, 2016; Masod and Chin, 2014; Srivastava and Chawla, 2017; Islam and Chandrasekaran, 2016; Walia et al, 2019; Siyavooshi et al., 2018; Shatnawi and Chin, 2019; Rathod and Vaidya, 2019). But the conceptual framework of the present research investigation envisages exploring the impact of only four psychographic factors, namely environmental concern (Sadiq et al., 2020; Kautish and Sharma, 2019; Saleki et al., 2019; Yadav and Pathak, 2016; Dagher and Itani, 2012; Kalsi and Singh, 2015; Rani, 2019; Pagiaslis and Krontalis, 2014; Heo and Muralidharan, 2017), health consciousness (Rana and Paul, 2020; Testa et al., 2019; Hansen et al., 2018; Hsu et al., 2016; Kim and Seock, 2009; Ghazali et al., 2017; Ahmad, 2018), lifestyle (Mataraci and Kurtulus, 2020; Mihaela and Mihaela, 2016; Steiner et al, 2017) and personality (Salem and Alanadoly, 2020; Chen et al., 2020; Eastman et al., 2019; Sun et al., 2018; Ndofirepi, 2019; Sontic et al., 2017) on attitude of consumers which then leads to green consumer intention and behaviour.

As far as socio-demographic variables are concerned, Witek and Kuzniar, 2020; Wang and Wong, 2019; Shahsavar et al., 2019; Larson and Farac, 2019; Patel et al., 2017; Jain and Kaur, 2006; Shukla et al., 2013; Hedlunda, 2012; Ifegbesan and Rampedib, 2018; Shukla et al., 2013; Omar et al., 2016; Lin et al., 2017; Khare, 2015; Nath et al., 2015; Ansar, 2013 had studied the influence of various socio-demographic characteristics such as age, gender, education, marital status, number of children, academic qualifications, religious affiliation, occupational status, order of birth in the family, caste, wealth status, and social class on green consumer behaviour in their respective studies. The present conceptual model proposes that the major socio-demographic variables of consumers, namely, gender, age, education, income, occupation, social class, social status, and social role are related to green customer behaviour and thus, contribute to profiling eco-friendly consumers.

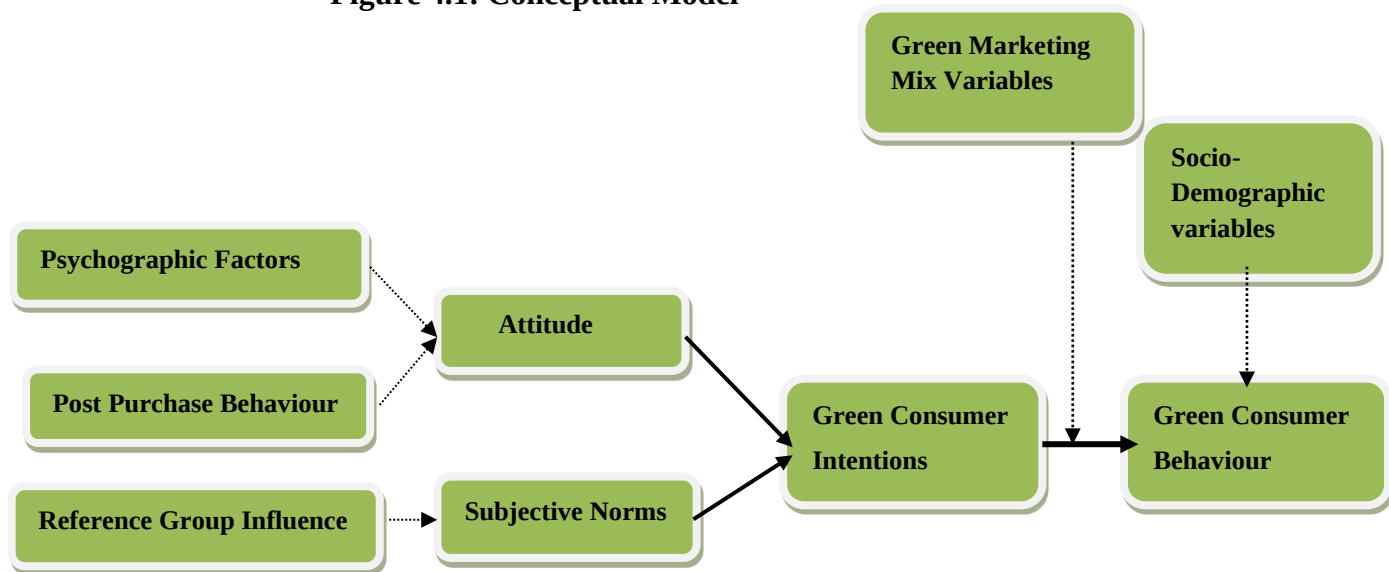
The conceptual framework proposes to provide an insight into the effect of reference group influence (Welsch and Kuhling, 2009; Ferguson et al., 2017), social influence (Dagher and Itani, 2012; Wang, 2014; Khare et al., 2013; Achchuthan and Velnampy, 2016; Axsen et al., 2013; Clark et al., 2019; Goldsmith and Goldsmith, 2011; Johnstone and Hooper, 2016; Muralikumaran, 2019; Persaud and Schillo, 2017; Salazar et al., 2012; Varshneya et al., 2017) and peer influence (Khare, 2020; Prasher, 2020; Suki and Suki, 2019; Khare, 2015; Lee, 2011) on the subjective norms of the consumers.

The conceptual framework also endeavours to elucidate the moderating impact of the 4Ps of green marketing on the association between consumers' intention and behaviour towards green personal care products (Liao et al., 2020). The previous authors have found a significant impact of green marketing strategies adopted by sellers on green behaviour of customers (Boztepe, 2012; Sen, 2014; Rahbar and Wahid, 2011; Delfarooz et al., 2014; Aggarwal and Kumar, 2019; Kalsi and Singh, 2018; Ansar, 2013; Alharthey, 2019; Hossain and Rahman, 2018; Mahmoud et al., 2017).

The fifth construct in the conceptual model is post-purchase behaviour of consumers (Nittala and Moturu, 2021; Cao et al., 2018). The research investigation aims to find the effect of repurchase intentions (Choi and Kim, 2013; Han et al., 2019; Han and Ryu, 2012; Aritonang, 2015; Lee and Workman, 2018; Chang et al., 2015), switching over intentions (Wilkins et al., 2016; Wu et al., 2018; Bui et al., 2011) and product endorsement intentions (Chung, 2016) on attitude of consumers which ultimately result in the development of green buying intentions and behaviour.

Incorporating the findings from the literature of the last ten years, the conceptual model is developed to study the effect of psychographic factors and post-purchase consumer behaviour on attitude, the impact of reference group influence on subjective norms, a relationship of socio-demographics with green consumer behaviour and the moderating effect of green marketing factors on the association between green consumer intention and green consumer behaviour.

Figure 4.1: Conceptual Model



(Source: Designed by Researcher)

4.8 Justification for Objectives and Constructs

- Social class, lifestyle, and personality make up the psychographic segmentation of consumers (*Kotler and Armstrong, 2013*).
- According to a report by the United Nations, 93% of CEOs of foreign companies have realized the need of implementing sustainable practices in their businesses (*Khan, 2016*).
- Socio-demographics, religiosity, and psychographic factors are useful to develop a successful green consumer profile in Malaysia (*Masod and Chin, 2014*).
- Psychographic factors suggest why consumer buys a particular product (*Mihaela and Mihaela, 2016*).

- Socio-demographics are the major antecedents that profile green consumers in US (*Hartono, 2008*)
- Among various socio-demographic factors, education is the most important motivator of buying behaviour of Indian consumers towards green products (*Nath et al., 2015*).
- Socio-demographic factors are essential predictors of green behaviour of Nigerian consumers (*Ifegbesan and Rampedi, 2018*).
- Extensive literature surveys of the past 25 years shows that socio-demographic features have been commonly adopted as a basis for segmenting and profiling green consumer (*Jain and Kaur, 2006*).
- Green purchasing intentions of consumers in Bangladesh are highly influenced by green products (*Hossain and Rahman, 2018*).
- A positive association has been found between green marketing and consumers' buying intentions in Sudan (*Mahmoud et al., 2017*).
- The vital role of social influence in moulding the purchase intentions of Indian buyers is confirmed (*Khare et al., 2013*).
- The effect of social and peer group influence on sustainable buying is significant (*Salazar et al., 2012*).

4.9 Hypotheses

Hypothesis: There is no significant association between identified factors and socio-demographic factors.

H₀: There is no association between **factors** (Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Peer endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour) vs **Socio-demographics** (Gender, Age, Educational qualifications, Occupational status, Marital status, Monthly income) of consumers.

H₁: There is a significant effect of different factors (of the Structural Model) on green consumer behaviour.

H₂: There is a significant effect of Psychographics factors on Green Consumer Behaviour.

H3: There is a significant difference between different socio-demographic groups of consumers while determining the relation with green consumer behaviour.

H4: Green marketing mix moderates the association between green consumer intentions and green consumer behaviour.

H5: There is a significant effect of Reference Group influence on green consumer behaviour.

H6: There is a significant effect of Post Purchase Behaviour on green consumer behaviour.

4.10 Scope of the Study

The area of research in the present study intends to address business and industrial issues, environmental issues, and issues related to society at large.

Industrial and Business Issues: The manufacturers need to understand the behaviour, needs, desires, affordability, and post-purchase apprehensions of consumers to plan their production accordingly and gain a competitive edge in the era of intense competition in domestic and international markets. Understanding the behaviour of consumers will enable marketers to make the required products available at the required place and at required time. The study aims to determine the profile of ecological customers to enable the manufacturers to adopt green product innovation in product development functions and design marketing strategies accordingly.

Environmental and Societal Issues: The present study is related to green personal care products, which intends to explore the factors and personal characteristics motivating customers to buy sustainable products. The findings will throw light on the facts relating to consumers' preferences regarding green and pro-environmental products which will be further useful for government and Non-Government Organisations (NGOs) to design their future policies in such a way to propagate environmental issues among the masses, to promote green consumerism, impart green education to the public and inculcate the concept of 'GO GREEN' in the thought process of consumers. The findings of the present research investigation will give insight regarding the need for policies to be framed by both marketers and state and local governments for making consumers and the general public aware of personal and ecological benefits of consuming green products and harmful effects of consumption of chemical products to the Mother Earth. The last chapter of the thesis will give detailed suggestions to marketers regarding strategies to be adopted to make the general

public accept ecological products and services to contribute to the healing of the Planet. Thus, the study takes care of business, industrial issues, environmental and societal issues.

4.11 Significance of the Study

Eco-friendliness is the hallmark of the day. Green has become the symbol of environmental consciousness in India (Agyeman, 2014). As a result of a lot of turmoil in climatic conditions and deterioration in the quality of environment, there are growing tendencies towards eco-friendly products throughout the world. So, there is a requirement to inculcate the concept of ‘GO GREEN’ in the thought process of Indian manufacturers and consumers.

The major rationale behind this study is

- To analyse the profile of green and non-green consumers.
- To provide new insights to the producers regarding ‘why’ consumer buys and enable the marketers to devise marketing strategies accordingly for green and non-green segments of customers.
- To elucidate how the customers related to various socio-demographic groups are different in their behaviour towards green personal care products, which will be very useful for marketers.
- To provide new insights to government and NGOs to realize the need of propagating the concept of ‘GO GREEN’ and promote the consumption of eco-friendly products among the masses and design suitable strategies for non-green segments of consumers to make them concerned and conscious of environment and aware of their moral responsibility to contribute towards healing of Mother Earth.

4.12 Sampling Design

4.12.1 Area of Study: The area of the present research study is the urban regions of Tier 2 and Tier 3 cities of Punjab. According to RBI, (letter no. RBI/2016-17/60) Tier 2 cities have a population of 50,000-99,999 and the Tier 3 cities have a population of 20,000-49,999. The figures of the population have been extracted from the *Statistical Abstract of Punjab, 2019*.

4.12.2 Study Population: The study population in the present research investigation is the working population of the age group 15-59 years residing in urban regions of Tier 2 and Tier 3 cities of Punjab. According to *Sample Registration System Report, Census 2011*, 65.7% population in Punjab belongs to the working population category of age group 15-59 years.

The present study has been conducted on people residing in urban regions of lesser populated cities of Punjab because of the following reasons: (1) India is an emerging economy, and the per capita income and standard of living of people have risen. Consequently, there has been a shift in population from rural areas to semi-urban and urban areas. People tend to migrate from rural areas to smaller towns and cities nearby their villages for availing benefits of better work opportunities and better educational and medical facilities in semi-urban and urban regions. As per a report of Census of India 2011, Rural-Urban distribution of population, Govt. of India, New Delhi, p.27, the urbanization level of the population in Punjab is greater than the national average as depicted in the table:

Table 4.1: Year-wise % of Urban Population

Year	Percentage of urban population	
	Punjab	India
1951	21	17.29
1961	22.9	17.97
1971	23.7	19.41
1981	26.1	23.34
1991	29.7	25.72
2001	33.95	27.78
2011	37.49	31.16

(Source: Census of India, 2011, Provisional Population Totals)

As a consequence of the increasing urbanization trend in Punjab, the present study aims to explore the green consumer behaviour of consumers residing in urban areas of Tier 2 and Tier 3 cities of Punjab. (2) Secondly, the people residing in urban regions are assumed to be more literate in comparison with those residing in rural areas, therefore, the chances of the urban population being more aware of the importance of sustainability and the benefits of using eco-friendly products. (3) There is more likelihood of availability of green personal care products in urban markets as compared to rural markets. (4) As per the best knowledge of the researcher, there is hardly any study conducted in Tier 2 and Tier 3 cities (lesser populated cities) of Punjab elucidating the impact of different factors on green consumer behaviour.

Table 4.2 Urban population in Tier 2 and Tier 3 cities of Punjab

Sr. No.	Tier 2 Cities	Urban Population	Sr. No.	Tier 3 Cities	Urban Population
1	Patti	74,948	1	Ajnala	47,219
2	Tarn Taran	66,847	2	Baba Bakala	39,019
3	Phillaur	70,455	3	Bholath	20,664
4	Jalandhar 2	54,919	4	Shahkot	24,850
5	SBS Nagar	96,196	5	Nakodar	36,973
6	Dasuya	56,204	6	Balachaur	29,220
7	Mukerian	61,139	7	Garshankar	28,315
8	Rupnagar	75,086	8	Chamkaur Sahib	37,942
9	Jagraon	65,240	9	Nangal	48,497
10	Ludhiana West	90,113	10	Raikot	46,173
11	Zira	68,339	11	Payal	40,914
12	Fazilka	82,262	12	Jalalabad	39,525
13	Amritsar 1	57,708	13	Jaito	37,377
14	Malout	81,406	14	Gidderbaha	45,370
15	Talwandi Sabo	74,991	15	Samrala	44,594
16	Rampura Phul	65,490	16	Bagha Purana	25,206
17	Suman	97,636	17	Budhlada	43,604
18	Dhuri	55,225	18	Moonak	32,237
19	Samana	54,072	19	Lehragaga	22,588
20	Nabha	85,450	20	Tappa	41,809
21	Fatehgarh Sahib	58,097	21	Patran	38,125
22	Amloh	96,962	22	Bassi Pathana	20,288
	Total	15,88,785		Total	7,90,509

Table 4.3: Study population in Tier 2 and Tier 3 cities of Punjab

Tier 2 cities of Punjab	Population of age group 15- 59 Years (65.7 %, SRS Report, Census 2011)
Patti, Tarn Taran, Phillaur, Jalandhar 2, SBS Nagar, Dasuya, Mukerian, Rupnagar, Jagraon, Ludhiana West, Zira, Fazilka, Amritsar 1, Malout, Talwandi Sabo, Rampura Phul, Suman, Dhuri, Samana, Nabha, Fatehgarh Sahib and Amloh	65.7% of 15,88,785=10,43,831
Tier 3 cities of Punjab	
Ajnala, Baba Bakala, Bholath, Shahkot, Nakodar, Balachaur, Garshankar, Chamkaur Sahib, Nangal, Raikot, Payal, Jalalabad, Jaito, Gidderbaha, Samrala, Bagha Purana, Budhlada, Moonak, Lehragaga, Tappa, Patran and Bassi Pathana	65.7% of 7,90,509=5,19,364
	15,63,195

Therefore, the Study Population is 15,63,195 (65.7% of 23,79,294)

4.12.3 Sample Unit: The sample unit is the males and females of the age group 15-59 years who use and are aware of green personal care products.

4.12.4 Sample Size: The total study population (age group 15-59) is 15,63,195. By using the sample size calculator by Raosoft from the website, the sample size calculated is 654 (error of margin 5%).

4.12.5 Sampling Method: The study has employed the Cluster Sampling technique which is a random sampling method. To fine-tune the representativeness of the sample, the sampling design incorporates diverse locations from Tier 2 and Tier 3 cities of Punjab. As the study population is from the whole of Punjab, 6 cities from the Tier 2 category and 6 cities from the Tier 3 category have been selected randomly. Thus, the sample population of 654 respondents will be the respondents from the selected 12 cities of Punjab.

Table 4.4: Selected Tier 2 and Tier 3 cities

Category of City	Cities Selected
Tier 2	Amritsar-1, Tarn Taran, Jalandhar-2, Phillaur, Ludhiana west, Zira
Tier 3	Baba Bakala, Ajnala, Nakodar, Shahkot, Jalalabad, Gidderbaha

4.13 Research Design

The research investigation has applied descriptive research design to understand and describe the objectives in the form of concepts, dimensions, constructs, and sub-constructs. Under descriptive research design, cross-sectional design is selected for the study as the information has been collected from sample respondents only once.

4.14 Data Sources

Data has been collected from primary sources, however wherever necessary, secondary data is also sourced.

Primary Data: A self-administered questionnaire has been formulated and used to collect primary data from the sample respondents from the study population.

Secondary Data: Secondary data and other relevant information have also been sourced from books, journals, websites, reports, and articles.

4.15 Research Instrument

A research instrument is a testing instrument that is used to measure a specified phenomenon. A self-administered questionnaire has been used to gather primary data from the sample respondents. Statements presented in the questionnaire are formulated based on a literature review and tailored according to the requirements of the current study. Data has been collected by two methods:

Using Google Form: Due to pandemic, it was not feasible to directly contact many people by personally visiting different regions of Punjab. Therefore, the questionnaire was sent to respondents using Google form. 594 responses have been collected by using this method from March to July 2021.

Personal Contact: Few respondents were personally contacted and primary data was collected by distributing the questionnaires to the respondents. 60 responses have been collected from respondents using this method in August and September 2021.

4.15.1 Questionnaire Design and Refinement

A critical stage in the research process is the formulation of statements and designing of a questionnaire as it affects the response rate of data collection, reliability, and validity of the collected data. Simple words and easy vocabulary have been used in framing the statements. To collect relevant data, the related and vital statements have been framed. While designing the questionnaire, emphasis has been laid on proper layout, order, and the flow of statements. The questionnaire is initiated with an introductory page explaining the meaning of green personal care products and the need and purpose of this research study. The questionnaire is divided into two sections, Section I and Section II. Section I incorporates the questions to capture the demographic profile of respondents which includes city, age, gender, educational qualifications, income, occupation status, and marital status of respondents. Section B comprises 5 parts which are sequenced from Part A to Part E. Part A is relates to psychographic constructs, Part B relates to green marketing factors, Part C relates to reference group influence, Part D relates to post-purchase behaviour of consumers, and Part E relates to constructs of Theory of Planned Behaviour and Theory of Reasoned Action as the theoretical framework. The respondents have been asked to indicate their level of agreement/disagreement with each of the statements on a seven-point Likert scale where: SD for ‘Strongly Disagree’, D for ‘Disagree’, SWD for ‘Somewhat Disagree’, UD for ‘Undecided’, SWA for ‘Somewhat Agree’, A for ‘Agree’ and SA for ‘Strongly Agree’.

The following table depicts the constructs, variables, and statements formulated for the development of questionnaire:

Objective: To ascertain the relationship of Socio-demographic factors with green consumer behaviour

Section 1 of the questionnaire incorporates the constructs to retrieve the information relating to socio-demographic aspects of consumers. The constructs used are city (area), age, gender, educational qualifications, occupation, monthly income, and marital status. The information regarding social class and social status will be derived from the educational qualifications, the occupational status of the respondent. Lin 2019 stated that social class is measured using non-

food consumption expenditure, academic qualifications, and occupational prestige. According to Elliot 2013, education is the foremost measure of social status.

Objective: To examine the effect of Psychographic factors on green consumer behaviour

Table 4.5: Constructs, Variables and Statements relating to Psychographic factors

Constructs	Variables	Literature Support	Statements
<i>Environmental Concern</i>	Quality of life	<i>Chuah et al 2020</i>	The condition of environment affects the quality of my living.
	Willingness to pay more	<i>Kautish and Sharma 2019</i>	With the aim to reduce environmental problems, I am ready to pay premium price.
	Environmental belief	<i>Kilbourne and Pickett 2008</i>	Pollution can be reduced by increasing the usage of green personal care products.
	Preference for green product	<i>Kautish and Sharma 2019</i>	The environment friendly products are always preferred by me.
<i>Health Consciousness</i>	Health benefits	<i>Doon and Verhoef 2015</i>	The health benefits of green personal care products are valued by me while buying.
	Health concern	<i>Xu et al 2019</i>	I am concerned for health while making buying decisions.
	Healthy lifestyle	<i>Xu et al 2020</i>	I prefer green personal care products to maintain a healthy way of living.
<i>Personality</i>	Consideration of future consequences	<i>Dezdar 2017, Strathman et al., 1994</i>	I am ready to sacrifice present benefits to achieve future outcomes.
	Extraversion	<i>Fraj and Martinez, 2006, Li et al., 2006</i>	I can handle different social situations very well.
	Conscientiousness	<i>Fraj and Martinez, 2006, Li et al., 2006</i>	I am always prepared to carry out a mission with positive outcomes.
	Openness to experience	<i>Dezdar 2017, Li et al., 2006</i>	I like to buy new products to gain new experiences.

<i>Lifestyle</i>	Adopt ecological lifestyle	<i>Chen 2014</i>	I happily use green personal care products as a part of my ecological lifestyle.
	Need for respect	<i>He 2010, Adnan et al., 2017</i>	Buying green personal care products help me to get respect from my social group.
	Need for achievement	<i>He 2010, Adnan et al., 2017</i>	Buying green personal care products help me in achieving betterment of environment.
	Involvement in environmental issues	<i>Fraj and Martinez, 2006</i>	Buying green personal care products makes me feel proud for contributing in protection of environment.

Objective: To determine the moderating effect of Green Marketing mix variables on the association between green consumer intentions and green consumer behaviour

Table 4.6: Constructs, Variables and Statements relating to Green Marketing Mix

Constructs	Variables	Literature Support	Statements
<i>Green Product</i>	Product reliability	<i>Rahbar and Wahid, 2011</i>	Green brand is the symbol of product harmless to environment.
	Solution of environmental problems	<i>Hashem and Alrifai, 2011</i>	Green personal care products are the solution to problem of environmental deterioration.
	Beneficial for health	<i>Hossain and Khan, 2018</i>	Green personal care products are beneficial for health as they are free from chemicals.
<i>Green Place</i>	Ease in availability	<i>Hossain and Khan, 2018</i>	Green personal care products are easily available nearby.
	Regular availability	<i>Hossain and Khan, 2018</i>	Green personal care products are regularly available nearby.
	Clean stores	<i>Hossain and Khan, 2018</i>	The stores selling sustainable personal care products always found clean by visitors.
<i>Green Price</i>	Justifiable price	<i>Hossain and Khan, 2018</i>	The price of green personal care products is justified by its ecological benefits.

	Reasonable price	<i>Hossain and Khan, 2018</i>	Green personal care products are reasonably priced.
	Proportionate to quality	<i>Mahmoud et al., 2017</i>	The price of a green personal care product is in proportion to its quality.
<i>Green Promotion</i>	Guides consumers to make informed decisions	<i>Rahbar and Wahid, 2011</i>	Green advertisements provide factual information about the products.
	Enhances awareness	<i>Hossain and Khan, 2018</i>	Environmental advertisements increase consumers' awareness for benefits of green personal care products.
	Enhances knowledge	<i>Rahbar and Wahid, 2011</i>	Environmental advertisements increase consumers' knowledge about green personal care products.

Objective: To reveal the effect of Reference Group on green consumer behaviour

Table 4.7: Constructs, Variables and Statements relating to factors of Reference Group Influence

Constructs	Variables	Literature Support	Statements
<i>Social Influence</i>	Conformity with social groups	<i>Clark et al., 2019 and Khare 2020</i>	It is essential for me to confirm my buying behaviour with my near ones.
	Social persuasion	<i>Persaud and Schillo, 2017</i>	I am usually encouraged by my societal group to buy green personal care products.
	Honouring social norm	<i>Clark et al., 2019 and Khare 2020</i>	To buy environmental friendly products has become a social norm.
<i>Peer Influence</i>	Guidance from reference group	<i>Wang 2014</i>	I take advice from my reference group before purchasing products.
	Green	<i>Mun 2014</i>	I obtain knowledge about benefits of green

	knowledge from peer group		personal care products from my peer group.
	Peer endorsement of green agenda	<i>Suki and Suki, 2019</i>	I adopt the norm of green agenda endorsed by my peer group.
	Parents as value setters	<i>Barua and Islam, 2011</i>	I have learnt the environmental benefits of green personal care products from my parents.

Objective: To analyse the impact of Post-purchase behaviour of consumer towards green consumer behaviour

Table 4.8: Constructs, Variables and Statements relating to Post Purchase Behaviour

Constructs	Variables	Literature Support	Statements
<i>Repurchase Intentions</i>	Fulfills consumers' expectations	<i>Lam et al., 2016</i>	The green personal care products are repeatedly purchased by consumer as they fulfill consumers' expectations.
	Product attachment	<i>Mugge et al., 2010</i>	Attachment with green personal care products makes consumer buy it repeatedly.
	Past experiences of using green products	<i>Han et al., 2019</i>	When satisfied from past experience, a consumer repeatedly buys green personal care products.
<i>Product Endorsement Intentions</i>	Encourage peer group	<i>Rahman and Salo, 2013</i>	I always encourage my peer group to use green personal care products to meet daily needs.
	Recommendation to family	<i>Rahman and Salo, 2013</i>	I have recommended my family members to use green personal care products.
	Positive words of mouth	<i>Rahman and Salo, 2013</i>	I usually speak positive words for green personal care products to encourage my social group to buy them.

<i>Switching Over Intentions</i>	Skepticism	<i>Wu et al., 2018</i>	The environmental claims of sustainable personal care products are doubtful.
	Post purchase regret	<i>Clarke and Mortimer, 2013</i>	Quality of sustainable personal care products is found to be inferior as compared to alternatives available.
	Experienced deception in packaging	<i>Wilkins et al., 2016</i>	The package of green personal care product has given false impression of its ingredients.

Table 4.9: Constructs, Variables and Statements relating to Theoretical Framework

Constructs	Variables	Literature Support	Statements
<i>Attitude</i>	Wise idea	<i>Zhang et al., 2019 & Verma et al., 2019</i>	Purchasing sustainable products for personal use is a wise decision.
	Responsibility towards environment	<i>Suki 2016</i>	Purchasing sustainable products for personal use is my responsibility to contribute towards environment protection.
	Promote green living	<i>Iravani et al 2012</i>	Promotion of green living has become essential.
<i>Subjective Norms</i>	Normative social influence	<i>Liu and Liu, 2020</i>	My colleagues expect me to buy sustainable products for personal use.
	Perceived social pressure	<i>Maichum et al., 2016</i>	My near and dear ones guide me to purchase green personal care products rather than normal products.
	Peer pressure	<i>Yogananda and Nair, 2019</i>	My close friends insist me to purchase sustainable products rather than traditional products.
<i>Green Consumer Intentions</i>	Purchase intentions	<i>Emekci 2019, Liu et al., 2020</i>	Ecological factors make me ready to buy green products for personal use.
	Repurchase	<i>Lam et al., 2016</i>	I am ready to buy green personal care

	intentions		products again and again.
	Willingness to pay premium	<i>Akturan 2020</i>	I am ready to pay premium price for sustainable products for personal use.
	Sharing post purchase experience with peer group	<i>Research Gap</i>	I usually narrate the experience of using a product with my group mates.
	Motivating peer group to use similar products	<i>Research Gap</i>	I encourage my friends to purchase sustainable products for personal use.
	Promote the product by narrating benefits, pleasure and contentment derived	<i>Research Gap</i>	When satisfied, I narrate the benefits of green personal care products to my friends.
<i>Green Consumer Behaviour</i>	Ensure to be eco-friendly	<i>Sharma et al., 2020</i>	I ensure to be eco-friendly and buy products that are environmentally friendly.
	Eco-friendly packaging	<i>Kautish et al., 2019</i>	I always purchase things which use environmental friendly packaging.
	Contributes least amount of pollution	<i>Yarimoglu and Binboga, 2018</i>	When choice is available, I always select products which do not add to pollution.
	Products with no harm to environment	<i>Khare 2015</i>	I always buy products with no harm to environment.

4.15.1.1 Pre Testing

In the present study, a pilot study was done to pre-test the research instrument on a small sample size. Content validity is performed to ensure that the items under a construct are doing

their work perfectly and are measuring the construct with utmost adequacy and representativeness. Content validity was conducted by academicians and industry experts.

Content Validity by Academicians: Following is the list of experts consulted for Content Validity

Name	Designation and Address	Industry
Dr. Preeti Mehra	Professor, Mittal School of Business, Lovely Professional University, Phagwara, Punjab, India	Academics
Dr. Pawan Kumar	Professor, Mittal School of Business, Lovely Professional University, Phagwara, Punjab, India	Academics
Dr. Harvinder Singh	Professor, School of Business, Maharaja Agrasen University, Baddi, India	Academics
Dr. Shad Ahmad Khan	Assistant Professor, College of Business, University of Buraimi, Al Buraimi, Sultanate of Oman	Academics
Dr. Makarand Upadhyaya	Associate Professor, Department of Management & Marketing, College of Business Administration, University of Bahrain, Kingdom of Bahrain	Academics
Dr. Meenakshi Mittal	Assistant Professor, DAV College for Women, Ferozepur, Punjab, India	Academics

Table 4.10: Item Content Validation Index (I-CVI)

Construct	No. of Items	No of experts giving 3 or 4 as level of relevance	I-CVI
Environmental Concern	4	6	1
Health Consciousness	3	6	1
Lifestyle	4	6	1
Personality	4	6	1

Green Product	3	6	1
Green Place	3	6	1
Green Price	3	6	1
Green Promotion	3	6	1
Social Influence	3	6	1
Peer Influence	4	6	1
Repurchase Intentions	3	6	1
Product Endorsement Intentions	3	6	1
Switching over Intentions	3	6	1
Attitude	3	6	1
Subjective Norms	3	6	1
Green Consumer Intentions	6	6	1
Green Consumer Behaviour	4	6	1

Note: 3 as level of relevance suggests that the items are related to constructs and 4 as level of relevance suggest that the items are very much related to constructs.

I-CVI (Item level Content Validity Index) = Agreed Item/ Number of Experts

Acceptable CVI values: At least 0.83 where number of experts are 6

Sources: Lynn (1986), Davis (1992), Polit & Beck (2006) and Polit et al. (2007)

Table 4.11: Scale Content Validation Index (S-CVI)

Construct	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6
Environmental Concern	x	X	x	x	x	x
Health Consciousness	x	X	x	x	x	x
Lifestyle	x	X	x	x	x	x
Personality	x	X	x	x	x	x
Green Product	x	X	x	x	x	x
Green Place	x	X	x	x	x	x
Green Price	x	X	x	x	x	x
Green Promotion	x	X	x	x	x	x
Social Influence	x	X	x	x	x	x
Peer Influence	x	X	x	x	x	x
Repurchase Intentions	x	X	x	x	x	x

Product Endorsement Intentions	x	X	x	x	x	x
Switching over Intentions	x	X	x	x	x	x
Attitude	x	X	x	x	x	x
Subjective Norms	x	X	x	x	x	x
Green Consumer Intentions	x	X	x	x	x	x
Green Consumer Behaviour	x	X	x	x	x	x

Note: x Represents agreement for level of x relevance 3 or 4 by an expert for all items

Based on the calculation of the Content Validity Index and Content Validity Ration, the questionnaire has achieved content validity.

The remarks of academicians suggested modifying the lower limit of monthly income from ‘less than Rs 10000’ to ‘less than Rs 20000’. It was pointed out that few statements are conveying the same meaning and accordingly those statements have been eliminated. The academicians also suggested avoiding using complex words in the English language. As a consequence, the vocabulary of the questionnaire was further simplified as few difficult words were changed.

Face Validity by Industry Experts: Few companies which sell green personal care products were contacted via email. A request letter was mailed to Forest Essentials, The Body Care, Kama Care, and Khadi Naturals to conduct the face validity of the questionnaire. The managers from Forest Essentials and The Body Care were contacted telephonically for the same. The industry experts were interested in the purpose of the present study as the study will provide them with a profile of eco-friendly consumers in the smaller cities of Punjab and the findings of the research would help them to devise appropriate promotional strategies. They were satisfied with the statements and structure of the questionnaire. They also appreciated the researcher for conducting such research study in cities with facilities lesser than in bigger cities. Finally, the proposed questionnaire and the suggestions of academicians and industry experts were approved and consequently incorporated into the final questionnaire.

4.15.2 Pilot Study

The pilot study has been conducted with the refined questionnaire after incorporating suggestions of academicians. 120 respondents were telephonically contacted. The researcher briefed about the purpose of study and requested to fill the Google form. Finally, 75 complete

responses from the respondents who have knowledge about green personal care products and use such products were used for further analysis.

4.15.2.1 Descriptive Statistics:

The following table highlights the demographic profile of the respondents which reveal that young, female, educated consumers especially students having monthly income below Rs 40000 are aware of and use green personal care products in urban regions of smaller cities of Punjab.

Table 4.12: Demographic profile of respondents of Pilot Study:

Category		% of Responses
Gender	Male	17.33%
	Female	82.67%
Age	15-25 Years	60.8%
	26-40 Years	25.3%
	41-50 Years	7.6%
	51-59 Years	6.3%
Education	Undergraduate	39.2%
	Graduate	29.1%
	Post Graduate	24.1%
	Doctorate	7.6%
Occupation	Student	55.7%
	In Service	21.5%
	Professional	7.6%
	Own Business	7.6%
	Homemaker	7.6%
Monthly Income	Less than Rs 20000	59.5%
	Rs 20001- Rs 40000	20.3%
	Rs 40001- Rs 60000	6.3%
	Rs 60001- Rs 80000	7.6%
	Rs 80001- Rs 100000	1.3%
	Above Rs 100000	5%
Marital Status	Married	36.7%
	Unmarried	63.3%

4.15.2.2 Reliability Test:

Evaluation of the level of consistency among various measurements ascertained for a construct refers to a test of reliability. It satisfies that similar results would be obtained if the measures are repetitively used. Cronbach's alpha method has been used in this study which is widely used as a tool to measure the reliability of the research instrument specifically by researchers in the field of social science. The reliability test was conducted by measuring Cronbach's alpha through SPSS software. Table 4.13 presents the Cronbach's alpha coefficient for all constructs used in the study. All values are higher than 0.70 which has been suggested as the minimum acceptable limit (Nunnally and Beinstein, 1994). Therefore, the statements included in the questionnaire sufficiently evidenced to reflect an adequate level of internal consistency about their respective measures. The following table depicts the Cronbach alpha of all parts of the questionnaire measured separately.

Table 4.13: Cronbach alpha of different parts of the questionnaire:

Part	No. of Items	Value of Cronbach alpha
Part A (Psychographic factors)	15	.838
Part B (Green Marketing Mix)	12	.733
Part C (Reference group influence)	07	.863
Part D (Post Purchase Behaviour)	09	.803
Part E (Theoretical Model)	16	.816

Observations made from Pilot Survey: The pilot test has reported that the questionnaire is comprehensible, appropriate for the target population, and capable of being understood and presented consistently. It is also observed that the respondents are willing to take part in the research investigation and 8 to 10 minutes are being taken by each respondent in completing the questionnaire. The pilot study has demonstrated that the research study is realistic, feasible, and workable. It has been ensured that the items of the questionnaire accurately address the research questions. As suggested by the respondents, a few words of different statements have been changed to make the questionnaire more simplified.

4.16 Data Analysis Techniques:

The present research study has five objectives. Data representing the socio-demographic features of respondents have been analysed using t-test/ ANOVA and chi-square test in SPSS software. Data relating to the other four objectives have been analysed with the Structural Equation Modeling technique using Smart PLS software for data analysis.

1. *T-test*: When data has only two groups, the t-test is used to compare their means. It is an appropriate statistical tool for hypothesis testing to find out whether the two groups under study are different from one another. As t-test is a parametric test, few assumptions are made regarding data such as data being independent, normally distributed and a similar amount of variance being present within each group being compared.

2. *One-way ANOVA*: When data has more than two groups, ANOVA (one-way analysis of variance) is used to determine whether there are statistical differences between means of three or more unrelated groups.

3. *Chi-square test*: Chi-square test was introduced by Karl Pearson in 1990 for statistical analysis of categorical data. It is a non-parametric test used to determine whether there is a statistically significant difference between the expected frequencies and the observed frequencies in one or more categories of a contingency table. This test evaluates how likely the observed frequencies assume that the null hypothesis is true.

4. *Structural Equation Modeling (SEM)*: According to Schumacker & Lomax, 2010, Structural Equation Modeling uses various models to reveal associations among observed variables, to provide a quantitative test of a conceptual model hypothesized by the researcher. SEM, being a confirmatory technique, describes the configuration of interlinked dependence interactions concurrently among latent variables where each latent variable is measured by observed variables (Hair et al., 2010). Other than analysing latent constructs, SEM also seeks to investigate variance and covariance estimation, regression, confirmatory factor analysis, reliability, and validity for constructs. In addition to hypothesis testing of individual parameters, SEM provides an overall assessment of the model's fitness and seeks to provide the most appropriate model fit for the data. The present study has used PLS-SEM as it has the potential to deal with comprehensive models with the higher number of relationships and constructs (Barclay et al., 1995; Garthwaite, 1994). Also, Smart PLS software is considered to be one of the most powerful SEM tools available now (Chin, 1998). The study has used a

path diagram to depict the interrelationships among variables and analyse hypothesized interactions. As widely accepted in research in the field of marketing (Hair et al., 2010), the study has followed a two-staged approach for analysis which suggests estimating and fixing the measurement model at the first stage followed by the assessment of the structural model for testing of hypotheses. Moreover, convergent validity and discriminant validity have been assessed to find how well the measurement items relate to their respective constructs.

4.17 Chapterisation

The Chapterisation of the study details the structure of the thesis. The thesis related to the present study has been divided into 6 chapters as detailed below:

Chapter1: Introduction

This chapter presents detailed note on the emergence of green concept, green movement in the global and Indian contexts, the meaning and features of green product, green consumer and green consumerism, and evolution and significance of green marketing, major categories, and recent trends in personal care product market, categories of green personal care products, and international and Indian perspective for environment protection and international organizations concerned with the protection of environment.

Chapter 2: Conceptual study of Consumer buying behaviour

This chapter narrates the concept, features, and importance of studying consumer behaviour, the importance of understanding consumer behaviour to business managers and marketers, types and determinants of consumer buying behaviour, and process, modelling, and determinants of green consumption behaviour.

Chapter 3: Review of Literature

The literature has been divided into different parts and presented according to the objectives of the study. At the outset, literature relating to psychographic factors, environmental concern, health consciousness, personality, and lifestyle is given. Then the literature review has been presented concerning socio-demographic factors, green marketing factors, reference group influence, and post-purchase behaviour impacting green consumer behaviour. At last literature review relating to green personal care products has been presented.

Chapter 4: Research Methodology

The research methodology chapter of the thesis presents the research gap, novelty, need, objectives, scope and significance of the study, statement of the problem, research questions, conceptual framework, justification for objectives and constructs, sampling and research design, sources of data collection, formulation and refinement of research instrument and techniques of data analysis.

Chapter 5: Analysis and Interpretation

This chapter presents a detailed account of data analysis and interpretation. Initially, the scholar has presented descriptive statistics of respondents and association between all identified factors of conceptual framework with each socio-demographic factor. Then the researcher examined data normality, measurement model, and structural model using the PLS-SEM. Then the impact of psychographic factors, socio-demographic factors, green marketing factors, reference group influence, and post-purchase behaviour on green consumer behaviour has been analytically presented.

Chapter 6: Findings, Conclusions, and Recommendations

The last chapter presents all the important findings of the study, conclusions of all hypothesized relationships, theoretical contributions and managerial implications, constructive suggestions for future researchers, and limitations of the study.

CHAPTER 5

ANALYSIS AND INTERPRETATION

This chapter discusses and deliberates on the results of data analysis in the light of all objectives, followed by a discussion of the implications of the results and aims to present the findings of the generated hypotheses. Data was gathered from respondents using a Google form and by distributing questionnaires by personal contact, after which it was coded and put into an excel file. The data relating to socio-demographic factors have been analysed using the chi-square test, t-test, and one-way ANOVA in SPSS software and the analysis related to remaining factors under study has been conducted using Partial Least Squares- Structural Equation Modeling technique of data analysis. Measurement models are combined with a structural model in SEM. Confirmatory factor analysis is performed on the measurement model, while path analysis and regression are performed on the structural model.

5.1 Descriptive Statistics (Respondents' Profile)

After the collection and codification of data, demographic profile of consumers was analysed using descriptive statistics.

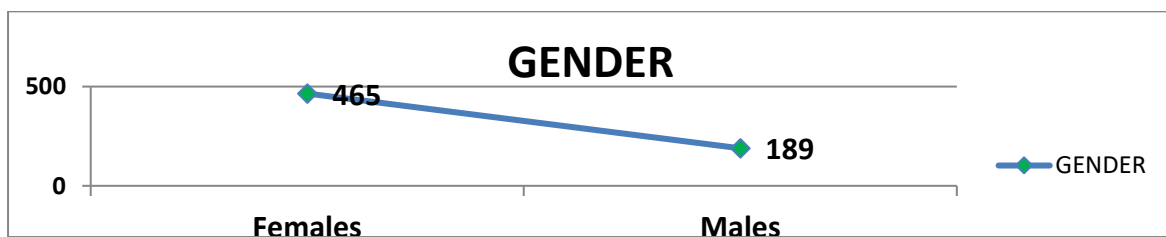
a) Gender of Respondents

Table 5.1: Frequency Distribution of Gender of Respondents

GENDER	FREQUENCY	PERCENTAGE
Female	465	71.1
Male	189	28.8
Total	654	100

The figure showing frequency distribution of gender depicts that out of the sample of 654 respondents, 465 (71.1%) are females and 189 (28.8%) are males.

Figure 5.1: Frequency distribution of Gender of respondents



b) Age of Respondents

Table 5.2: Frequency Distribution of Age of Respondents

AGE	FREQUENCY	PERCENTAGE
15-25 Years	352	53.8
26-40 Years	192	29.35
41-50 Years	74	11.31
51-59 Years	36	5.5
Total	654	100

Figure 5.2: Frequency Distribution of Age of respondents

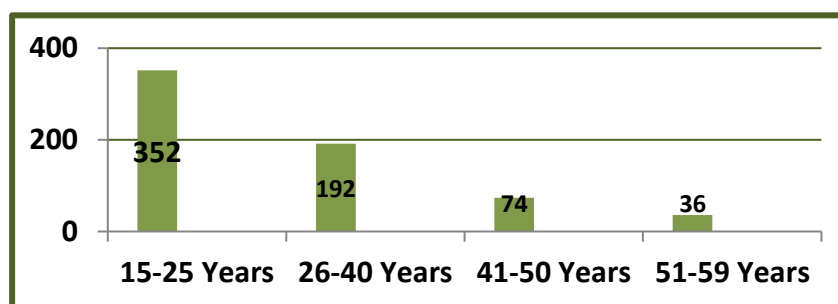


Figure shows that out of 654 respondents who filled the questionnaire, 352 (53.8%) respondents belong to age category of 15 to 25 years, 192 (29.35%) respondents are from 26 to 40 years, 74 (11.31%) are from 41 to 50 years and 36 (5.5%) belong to the category of 51 to 59 years.

c) Education Qualifications of Respondents

Table 5.3: Frequency distribution of Educational Qualifications of respondents

EDUCATION	FREQUENCY	PERCENTAGE
Under Graduate	275	42.04
Graduate	155	23.70
Post Graduate	187	28.59
Doctorate	37	5.65
Total	654	100

Figure 5.3: Frequency distribution of Educational Qualifications of respondents

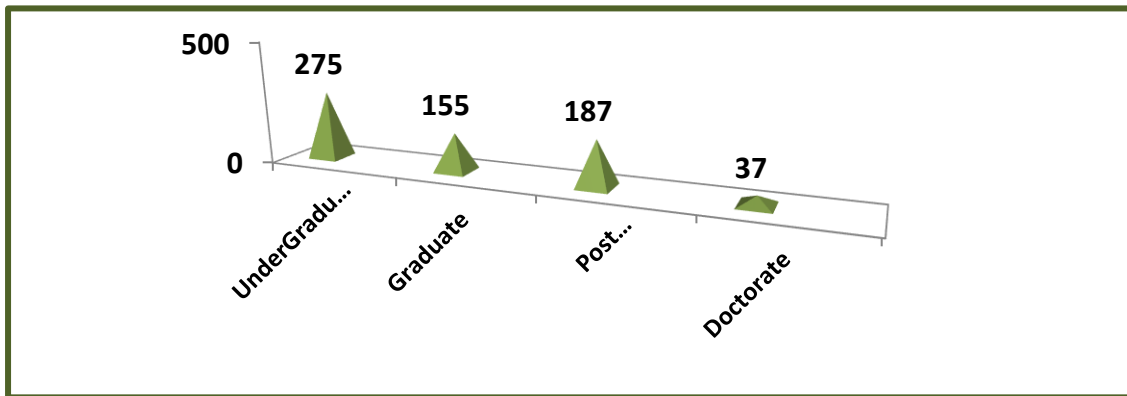


Figure 5.3 highlights the educational qualifications of the respondents. Out of 654 respondents, 275 (42.04%) are undergraduate, 155 (23.70%) are graduate, 187 (28.59%) are post graduate and 37 (5.65%) are doctorate.

d) Occupational Status of Respondents

Table 5.4: Frequency distribution of Occupational Status of respondents

OCCUPATION	FREQUENCY	PERCENTAGE
Student	350	53.51
Homemaker	45	6.88
Own Business	60	9.17
In Service	131	20.03
Professional	68	10.39
Total	654	100

Figure 5.4: Frequency distribution of Occupational Status of respondents

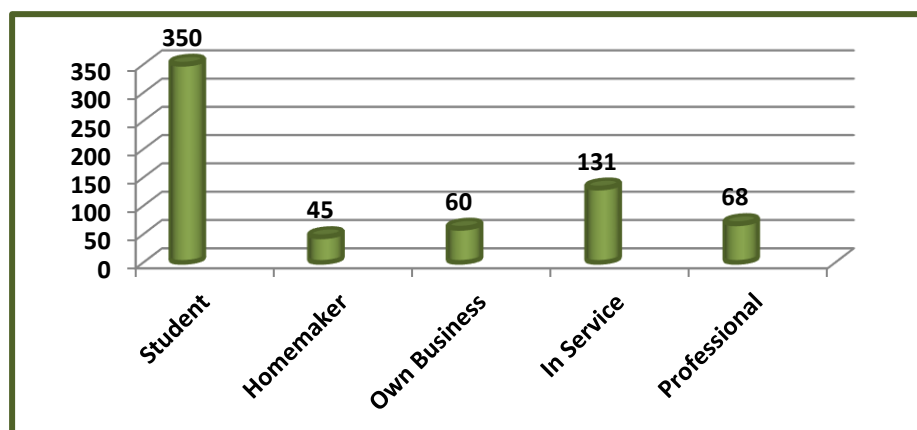


Figure 5.4 shows that out of 654 respondents, 350 (53.51%) are students pursuing graduation or post-graduation, 45 (6.88%) are homemakers, 60 (9.17%) are busy in their own business, 131(20.03%) are in service and 68 (10.39%) are professionals.

e) Marital Status of Respondents

Table 5.5: Frequency distribution of Marital Status of respondents

MARITAL STATUS	FREQUENCY	PERCENTAGE
Unmarried	414	63.30
Married	240	36.69
Total	654	100

Figure 5.5: Frequency distribution of Marital Status of respondents

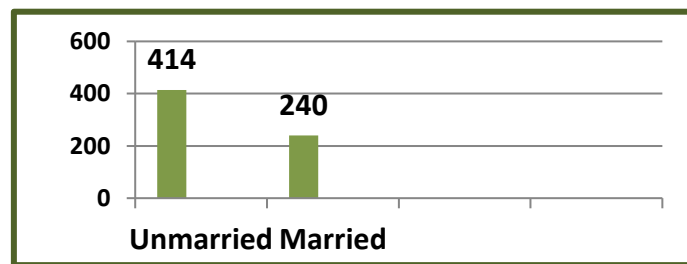


Figure 5.5 shows that 414 (63.30%) respondents are unmarried and 240 (36.69%) are married.

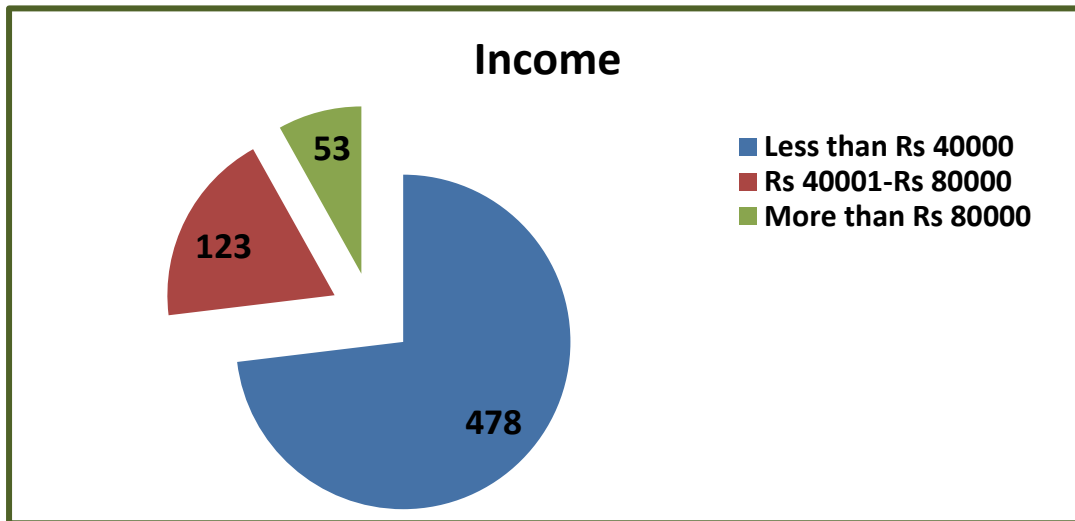
f) Income of Respondents

Table 5.6: Frequency distribution of Monthly Income of respondents

INCOME	FREQUENCY	PERCENTAGE
Less than Rs 40000	478	73
Rs 40001-Rs 80000	123	18.9
More than Rs 80000	53	8.1
Total	654	100

Figure shows that out of 654 respondents, 478 (73%) have monthly income less than Rs 40000, 123 (18.9%) have monthly income more than Rs 40000 but less than 80000 and 53 (8.1%) respondents have income more than Rs 80000.

Figure 5.6: Frequency Distribution of Monthly Income of respondents



5.2 Association between Factors (conceptual model) and Socio-demographics of respondents

To explain this objective, the following hypotheses and sub-hypotheses have been framed. These hypotheses have been tested using a t-test (for two groups) and ANOVA (for more than two groups).

Hypothesis: There is no significant association between identified factors and socio-demographic factors.

H₀: There is no association between **factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) vs **Socio-demographics** (*Gender, Age, Educational qualifications, Occupational status, Marital status, Monthly income*) of consumers.

5.2.1 Association between Factors and Gender

H₀₁: There is no association between **factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) and **Gender** of consumers.

To analyse the association between **Factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) vs **Gender**, t-test statistic was run as shown in Tables 5.7, 5.8, 5.9, 5.10, 5.11 where the options Strongly Disagree, Disagree, Somewhat Disagree have been merged and represented by 1, Undecided is represented by 2, and Somewhat Agree, Agree, Strongly Agree have been merged and represented by 3 for each statement of the questionnaire:

Table 5.7: T test Statistic with p-values for association of Psychographic Factors and Gender

Factors (Variables)	Groups		t-test Statistic (P Value)
	Females (F) 465 (71.1%)	Males (M) 189 (28.9%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Environmental Concern			
Quality of Life,	F1=181(38.9%), F2=61(13.1%), F3=223(48%)	M1=73 (38.6%), M2=21(11.1%), M3= 95 (50.3%)	.325 (.746)
Willingness to pay more	F1=177(38.1%), F2=65(14%), F3= 223(48%)	M1=81 (42.9%), M2=20 (10.6%), M3=88 (46.6%)	.771 (.441)
Environmental belief	F1= 189(40.6%), F2=75(16.1%), 201(43.2%)	M1=83(43.9%), M2=29 (15.3%), M3=77 (40.7%)	.727 (.468)
Preference for green product	F1=166(35.7%), F2=74(15.9%), F3=225(48.4%)	M1=74(39.2%), M2=29 (15.3%), M3=86 (45.5%)	.805 (.421)
Health Consciousness			
Health benefits	F1= 159(34.19%),F2=60(12.9%),F3= 46(52.9%)	M1=59(31.2%),M2=26(13.75%),M3=104 (55%)	.649 (.517)
Health concern	F1=170(36.5%),F2=55(11.8%),F3=240(51.61%)	M1=65(34.39%),M2=26(13.75%),M3=98 (51.8%)	.302 (.763)
Healthy lifestyle	F1=197(42.36%),F2=55(11.8%),F3=213 (45.8%)	M1=69(36.5%), M2=38 (20.1%), M3=82 (43.38%)	.430 (.667)
Personality			
Consideration of future consequences	F1=169(36.3%), F2=58(12.4%),F3=238(51.1%)	M1=70(37%),M2=33(17.4%),M3=86(45.5%)	.803 (.422)
Extraversion	F1=185(39.7%),F2=54(11.6%),F3=226(48.6%)	M1=71(37.5%),M2=28(14.8%),M3=90(47.6%)	.154 (.878)
Conscientiousness	F1=159(34.1%),F2=59(12.6%),F3=247(53.1%)	M1=74(39.1%),M2=18(9.5%),M3=97(5.1%)	.847 (.397)
Openness to experience	F1=165(35.4%),F2=46(9.8%),F3=254(54.6%)	M1=63(33.3%),M2=21(11.1%),M3=105(55.5%)	.385 (.70)
Lifestyle			
Adopt ecological lifestyle	F1=181(38.9%),F2=67(14.4%),F3=217(46.6%)	M1=70(37%),M2=35(18.5%),M3=84(44.4%)	.136 (.892)
Need for respect	F1=173(37.2%),F2=74(15.9%),F3=218(46.8%)	M1=76(40.2%),M2=26(13.7%),M3=87(46%)	.393 (.694)
Need for achievement	F1=169(36.3%),F2=78(16.7%),F3=218(46.8%)	M1=68(36%),M2=35,(18.5%)M3=86(45.5%)	1.371 (.17)
Involvement in environmental issues	F1=181(38.9%),F2=71(15.2%),F3=213(45.8%)	M1=70(37%),M2=33(17.4%),M3=86(45.5%)	.176 (.860)

(At 95% level of confidence)

The results indicate that p values of four variables of ‘environmental concern’, namely ‘quality of life’, ‘willingness to pay more’, ‘environmental belief’, and ‘preference for green product’ are 0.746, 0.441, 0.468, and 0.421, respectively are more than 0.05, hence, null hypothesis of no association between all variables of ‘environmental concern’ and gender is failed to be rejected stating an insignificant association between them. Also, p values of three variables of ‘health consciousness’ namely, ‘health benefits’, health concern’, and ‘healthy lifestyle’ are 0.517, 0.763, and 0.667, respectively are more than 0.05, hence, null hypotheses of no association between all variables of ‘health consciousness’ and gender are failed to be rejected showing an insignificant association between them. Similarly, p values of four variables of ‘personality’ namely, ‘consideration of future consequences’, ‘extraversion’, ‘conscientiousness’, and ‘openness to experience’ are 0.422, 0.878, 0.397, and 0.70, respectively are more than 0.05, hence, the null hypothesis of no association between all variables of ‘personality’ and gender is failed to be rejected proving an insignificant association between them. As far as ‘lifestyle’ is concerned, the p values of four variables namely, ‘adopt ecological lifestyle’, ‘need for respect’, need for achievement’, and ‘involvement in environmental issues are 0.892, 0.694, 0.17, and 0.86 respectively are more than 0.05, hence, the null hypothesis of no association between all variables of ‘lifestyle’ and gender is failed to be rejected revealing an insignificant association between them.

Table 5.8: T test Statistic with p-values for association of Green Marketing Factors and Gender

Factors (Variables)	Groups		t-test Statistic (P Value)
	Females (F) 465 (71.1%)	Males (M) 189 (28.9%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Green Product			
Product Reliability	F1=145(31.11%),F2=68(14.6%),F3=252(54.1%)	M1=70(37%),M2=25(13.2%),M3=94(49.7%)	1.32 (.187)
Solution of environment problems	F1=146(31.3%),F2=74(15.9%),F3=245(52.6%)	M1=65(34.3%),M2=28(14.8%),M3=96(50.7%)	.631 (.528)
Beneficial for health	F1=136(29.2%),F2=73(15.6%),F3=256(55%)	M1=52(27.5%),M2=42(22.2%),M3=95(50.2%)	.405 (.686)
Green Place			
Ease in availability	F1=175(37.6%),F2=79(16.9%),F3=211(45.3%)	M1=62(32.8%),M2=39(20.6%),M3=88(46.5%)	.774 (.439)
Regular availability	F1=187(40.2%),F2=69(14.8%),F3=209(44.9%)	M1=66(34.9%),M2=37(19.5%),M3=86(45.5%)	.742 (.458)
Clean stores	F1=144(30.9%),F2=92(19.7%),F3=229(49.2%)	M1=57(30.1%),M2=39(20.6%),M3=93(49.2%)	.102 (.919)

Green Price			
Justifiable price	F1=152(32.6%),F2=86(18.4%),F3=227(48.8%)	M1=71(37.5%),M2=32(16.9%),M3=86(45.5%)	1.06(.289)
Reasonable price	F1=180(38.7%),F2=79(16.9%),F3=206(44.3%)	M1=75(39.6%),M2=26(13.7%),M3=88(46.5%)	.163 (.871)
Proportionate to quality	F1=150(32.2%),F2=82(17.6%),F3=233(50.1%)	M1=59(31.2%),M2=29(15.3%),M3=101(53.4%)	.568 (.570)
Green Promotion			
Guides consumers to make informed decisions	F=163(35%),F2=66(14.1%),F3=236(50.75%)	M1=73(38.6%),M2=36(19%),M3=80(42.4%)	1.52(.127)
Enhances awareness	F1=176(37.8%),F2=62(13.3%),F3=227(48.8%)	M1=54(28.5%),M2=30(15.8%),M3=105(55.5%)	2.03 (.042)
Enhances knowledge	F1=156(33.5%),F2=62(13.3%),F3=247(53.1%)	M1=53(28%),M2=34(17.9%),M3=102(53.9%)	.819 (.413)

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘green product’ namely, ‘product reliability’, ‘solution of environmental problems’, and ‘beneficial for health’ are 0.187, 0.528, and 0.686 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green product’ and gender is failed to be rejected highlighting an insignificant association between them. Similarly p values of three variables of ‘green place’, namely ‘ease in availability’, ‘regular availability’, and ‘clean stores’ are 0.439, 0.458, and 0.919 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green place’ and gender is failed to be rejected proving an insignificant association between them. Also, p values of three variables of ‘green price’, namely ‘justifiable price’, ‘reasonable price’, and ‘proportionate to quality’ are 0.289, 0.871, and 0.57 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green price’ and gender is failed to be rejected proving an insignificant association between them. As far as ‘green promotion’ is concerned, the p values of two variables namely, ‘guides consumers to make informed decisions’, and ‘enhances knowledge’ are 0.127 and 0.413 respectively more than 0.05, hence, the null hypothesis of no association between two variables of ‘green promotion’ and gender is failed to be rejected proving an insignificant association between them. But the p value of one variable of ‘**green promotion**’ namely, ‘**enhances awareness**’ is **0.042** which is less than 0.05, hence, the null hypotheses of no association stands rejected stating a significant connection between them.

Table 5.9: T test Statistic with p-values for association of Reference Group Influence and Gender

Factors (Variables)	Groups		t-test Statistic (P Value)
	Females (F) 465 (71.1%)	Males (M) 189 (28.9%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Social Influence			
Conformity with social groups	F1=136(29.2%), F2=77(16.5%), F3=252(54.1%)	M1=53(28%), M2=35(18.5%), M3=101(53.4%)	.060 (.952)
Social persuasion	F1=164(35.2%), F2=82(17.6%), F3=219(47%)	M1=76(40.2%), M2=24(12.6%), M3=89(47%)	.630 (.529)
Honouring social norm	F1=159(34.1%), F2=85(18.2%), F3=221(47.5%)	M1=62(32.8%), M2=24(12.6%), M3=103(54.4%)	1.07 (.282)
Peer influence			
Guidance from reference group	F1=141(30.3%), F2=76(16.3%), F3=248(53.3%)	M1=55(29.1%), M2=29(15.3%), M3=105(55.5%)	.451 (.652)
Green knowledge from peer group	F1=143(30.7%), F2=55(11.8%), F3=267(57.4%)	M1=54(28.5%), M2=27(14.2%), M3=108(57.1%)	.246 (.805)
Peer endorsement of green agenda	F1=171(36.7%), F2=69(14.8%), F3=225(48.3%)	M1=68(35.9%), M2=23(12.1%), M3=98(51.8%)	.537 (.591)
Parents as value setters	F1=124(26.6%), F2=66(14.1%), F3=275(59.1%)	M1=51(26.9%), M2=27(14.2%), M3=111(58.7%)	.097 (.923)

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘social influence’ namely, ‘conformity with social groups’, ‘social persuasion’, and ‘honouring social norm’ are 0.952, 0.529 and 0.282 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘social influence’ and gender is failed to be rejected proving an insignificant association between them. Similarly p values of four variables of ‘peer influence’, namely ‘guidance from reference group’, ‘green knowledge from peer group’, ‘peer endorsement of green agenda’, and ‘parents as value setters’ are 0.652, 0.805, 0.591, and 0.923 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘peer influence’ and gender is failed to be rejected proving an insignificant association between them.

Table 5.10: T test Statistic with p-values for association of Post Purchase Behaviour and Gender

Factors (Variables)	Groups		t-test Statistic (P Value)
	Females (F) 465 (71.1%)	Males (M) 189 (28.9%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Repurchase intentions			
Fulfills consumers' expectations	F1=133(28.6%),F2=75(16.1%),F3=257(55.2%)	M1=54(28.5%),M2=37(19.5%),M3=98(51.8%)	.449 (.654)
Product attachment	F1=154(33.1%),F2=71(15.2%),F3=240(51.6%)	M1=67(35.4%),M2=22(11.6%),M3=100(52.9%)	.132 (.895)
Past experience of using green products	F1=110(23.6%),F2=57(12.2%),F3=298(64%)	M1=49(25.9%),M2=24(12.6%),M3=116(61.3%)	.678 (.498)
Product Endorsement intentions			
Encourage peer group	F1=108(23.2%),F2=56(12%),F3=301(64.7%)	M1=48(25.3%),M2=20(10.5%),M3=121(64%)	.393 (.694)
Recommendation to family	F1=103(22.1%),F2=47(10.1%),F3=315(67.7%)	M1=41(21.6%),M2=21(11.1%),M3=127(67.1%)	.012 (.990)
Positive words of mouth	F1=110(23.6%),F2=47(10.1%),F3=308(66.2%)	M1=38(20.1%),M2=24(12.6%),M3=127(67.1%)	.625 (.533)
Switching over intentions			
Scepticism	F1=204(43.8%),F2=79(16.9%),F3=182(39.1%)	M1=81(42.8%),M2=25(13.2%),M3=83(43.9%)	.731(.465)
Post purchase regret	F1=260(55.9%),F2=63(13.5%),F3=142(30.5%)	M1=80(42.3%),M2=35(18.5%),M3=74(39.1%)	2.86(.004)
Experienced deception in packaging	F1=241(51.8%),F2=81(17.4%),F3=143(30.7%)	M1=78(41.2%),M2=38(20.1%),M3=73(39%)	2.40(.016)

(At 95% level of confidence)

The findings indicate that p values of three variables of 'repurchase intentions' namely, 'fulfils consumers' expectations', 'product attachment', and 'past experience of using green products' are 0.654, 0.895, and 0.498 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of 'repurchase intentions' and gender is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of 'peer endorsement intentions', namely 'encourage peer group', 'recommendation to family', and 'positive words of mouth' are 0.694, 0.990, and 0.533 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of 'product endorsement intentions' and gender is failed to be rejected stating an insignificant association between them. As far as 'switching over intentions' is concerned, the p values of one variable namely, 'scepticism' is 0.465 which is more than 0.05, hence, null

hypothesis of no association between one variables of ‘switching over intentions’ and gender is failed to be rejected proving an insignificant association between them. But the p values of two variables of ‘switching over intentions’ namely, ‘post purchase regret’ and ‘experienced deception in packaging’ are **0.004** and **0.016** are less than 0.05, hence, the null hypotheses of no association stands rejected stating a significant connection between them.

Table 5.11: T test Statistic with p-values for association of Theoretical Model and Gender

Factors (Variables)	Groups		t-test Statistic (P Value)
	Females (F) 465 (71.1%)	Males (M) 189 (28.9%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Attitude			
Wise idea	F1=134(28.8%),F2=66(14.1%),F3=265(56.9%)	M1=61(32.2%),M2=27(14.2%),M3=101(53.4%)	.914 (.070)
Responsibility	F1=153(32.9%),F2=57(12.2%),F3=255(54.8%)	M1=58(30.6%),M2=28(14.8%),M3=103(54.4%)	.240 (.018)
towards environment			
Promote green living	F1=159((34.1%),F2=69(14.8%),F3=237(50.9%)	M1=56(29.6%),M2=40(21.1%),M3=93(49.2%)	.362 (.028)
Subjective Norms			
Normative social influence	F1=149(32%),F2=99(21.2%),F3=217(46.6%)	M1=58(30.6%),M2=38(20.5%),M3=93(49.2%)	.515 (.607)
Perceived social pressure	F1=157(33.7%),F2=88(18.9%),F3=220(47.3%)	M1=66(34.9%),M2=35(18.5%),M3=88(46.5%)	.248 (.804)
Peer pressure	F1=162(34.8%),F2=74(15.9%),F3=229(49.2%)	M1=69(36.5%),M2=32(16.9%),M3=88(46.5%)	.557 (.578)
Green Consumer Intentions			
Purchase intentions	F1=114(24.5%),F2=61(13.1%),F3=290(62.3%)	M1=49(25.9%),M2=30(15.8%),M3=110(58.2%)	.756 (.450)
Repurchase intentions	F1=132(28.3%),F2=83(17.8%),F3=250(53.7%)	M1=54(28.5%),M2=37(20.4%),M3=98(51.8%)	.279 (.780)
Willingness to pay premium	F1=186(40%),F2=90(19.3%),F3=189(40.6%)	M1=59(30.7%),M2=58(30.6%),M3=72(38%)	.821 (.412)
Sharing post purchase experience with peer group	F1=168(36.1%),F2=85(18.2%),F3=212(45.5%)	M1=64(34%) ,M2=29(15%), M3=96(51%)	.960 (.337)
Motivating peer group to use similar products	F1=133(28.6%),F2=100(21.5%),F3=232(49.8%)	M1=68(36.2%),M2=32(16%),M3=89(47%)	1.34(.178)
Promote the product by narrating benefits, pleasure and contentment derived	F1=184(39.5%),F2=82(17.6%),F3=199(42.7%)	M1=68(36.2%),M2=42(22.2%),M3=79(41.7%)	.334 (.739)

Green Consumer Behaviour			
Ensure to be eco-friendly	F1=117(25.1%),F2=61(13.1%),F3=287(61.7%)	M1=49(25.9%),M2=29(15.3%),M3=111(58.7%)	.507 (.613)
Eco-friendly packaging	F1=144(30.9%),F2=85(18.2%),F3=236(50.7%)	M1=55(29.1%),M2=36(19%),M3=98(51.8%)	.391 (.696)
Contributes least amount of pollution	F1=190(40.8%),F2=80(17.2%),F3=195(41.9%)	M1=64(33.8%),M2=50(26.4%),M3=75(39.6%)	.614 (.539)
Products with no harm to environment	F1=175(37.6%),F2=86(18.4%),F3=204(43.8%)	M1=65(34%),M2=32(16.9%),M3=92(48.6%)	1.03 (.301)

(At 95% level of confidence)

The p values of one variable of ‘attitude’ namely, ‘wise idea’ is 0.70 which is more than 0.05, hence, the null hypothesis of no association between one variables of ‘attitude’ and gender is failed to be rejected proving an insignificant association between them. But the p values of two variables of ‘attitude’ namely, ‘responsibility towards environment’ and ‘promote green living’ are 0.018 and 0.028 are less than 0.05, hence, the null hypotheses of no association stands rejected stating a significant connection between them. But, the p values of three variables of ‘subjective norms’ namely, ‘normative social influence’, ‘perceived social pressure’, and ‘peer pressure’ are 0.607, 0.804, and 0.578 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘subjective norms’ and gender is failed to be rejected proving an insignificant association between them. As far as ‘green consumer intentions’ is concerned, the p values of six variables, namely ‘purchase intentions’, ‘repurchase intentions’, ‘willingness to pay premium’, ‘sharing post purchase experience with peer group’, ‘motivating peer group to use similar products’, and ‘promote the product by narrating benefits, pleasure and contentment derived’ are 0.450, 0.780, 0.412, 0.337, 0.178, and 0.739 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer intentions’ and gender is failed to be rejected proving an insignificant association between them. Similarly, the p values of four variables of ‘green consumer behaviour’ namely, ‘ensure to be eco-friendly’, ‘eco-friendly packaging’, ‘contributes least amount of pollution’, and ‘products with no harm to environment’ are 0.613, 0.696, 0.539, and 0.301 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer behaviour’ and gender is failed to be rejected proving an insignificant association between them.

5.2.2 Association between Factors and Age

H₀₂: There is no association between **factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) and **Age** of consumers.

For the purpose of analysing the association between **Factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) vs **Age**, one way ANOVA was run as shown in Tables 5.12, 5.13, 5.14, 5.15, 5.16 where the options Strongly Disagree, Disagree, Somewhat Disagree have been merged and represented by 1, Undecided is represented by 2, and Somewhat Agree, Agree, Strongly Agree have been merged and represented by 3 for each statement of the questionnaire:

Table 5.12: F Statistic with p-values for association of Psychographic Factors and Age

Factors (Variables)	Groups		F Statistic (P Value)
	15-25 Years (denoted by A) 352 (53.8%) 26-40 Years (denoted by B) 192 (29.35%)	41-50 Years (denoted by C) 74 (11.31%) 51-59 Years (denoted by D) 36 (5.5%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Environmental Concern			
Quality of Life	A1=126(35.7%),A2=53(15%),A3=173(49.1%)	C1=35(47.2%),C2=6(8.1%),C3=33(44.5%)	.634 (.593)
Willingness to pay more	A1=139(39.4%),A2=48(13.6%),A3=165(46.8%)	C1=36(48.6%),C2=9(12.1%),C3=29(39.1%)	2.96(.032)
Environmental belief	A1=141(40%),A2=51(14.4%),A3=160(45.4%)	C1=37(50%),C2=12(16.2%),C3=25(33.7%)	1.35 (.257)
Preference for green product	A1=131(37.2%),A2=53(15%),A3=168(47.7%)	C1=29(39.1%),C2=14(18.9%),C3=31(41.1%)	1.14 (.329)
Quality of Life	B1=78(40%),B2=20(10.4%),B3=94(48.9%)	D1=15(41.6%),D2=3(8.3%),D3=18(50%)	
Willingness to pay more	B1=63(32.8%),B2=26(13.5%),B3=103(53.6%)	D1=20(55.5%),D2=2(5.5%),D3=14(38.8%)	
Environmental belief	B1=78(40%),B2=33(17.2%),B3=81(42.1%)	D1=16(44.4%),D2=8(22.2%),D3=12(33.3%)	
Preference for green product	B1=66(34.3%),B2=25(13%),B3=101(53%)	D1=14(38.8%),D2=11(30.5%),D3=11(33%)	

Health Consciousness			
Health benefits	A1=115(32.6%),A2=45(12.7%),A3=192(54.5%)	C1=28(37.8%),C2=9(12.1%),C3=37(50%)	1.92 (.125)
Health concern	A1=122(34.6%),A2=42(11.9%),A3=188(53.4%)	C1=27(37%),C2=9(12.1%),C3=38(50.2%)	.418 (.740)
Healthy lifestyle	A1=128(36.3%),A2=56(15.9%),A3=168(47.7%)	C1=33(44.5%),C2=13(17.5%),C3=28(37.8%)	2.77 (.040)
Health benefits	B1=57(29.6%),B2=28(14.5%),B3=107(55.7%)	D1=18(50%),D2=4(11.1%),D3=14(38.8%)	
Health concern	B1=72(37.5%),B2=23(11.9%),B3=97(50.5%)	D1=14(38.8%),D2=7(19.4%),D3=15(41.6%)	
Healthy lifestyle	B1=84(43.7%),B2=19(9.8%),B3=89(46.3%)	D1=21(58.3%),D2=5(13.8%),D3=10(27.7%)	
Personality			
Consideration of future consequences	A1=131(37.2%),A2=46(13%),A3=175(49.7%)	C1=35(47.2%),C2=11(14.8%),C3=28(37.8%)	2.23 (.083)
Extraversion	A1=137(38.9%),A2=46(13%),A3=169(48%)	C1=30(40.5%),C2=10(13.5%),C3=34(45.9%)	097 (.962)
Conscientiousness	A1=119(33.8%),A2=46(13%),A3=187(53.1%)	C1=33(44.5%),C2=7(9.4%),C3=34(45.9%)	803 (.493)
Openness to experience	A1=125(35.5%),A2=34(9.6%),A3=193(54.85)	C1=30(40.5%),C2=6(8.1%),C3=38(51.3%)	3.59 (.014)
Consideration of future consequences	B1=60(31.2%),B2=28(14.5%),B3=104(54.1%)	D1=13(36.1%),D2=6(16.6%),D3=17(47.2%)	
Extraversion	B1=75(39%),B2=20(10.4%),B3=97(50.5%)	D1=14(36.5%),D2=6(16.6%),D3=16(44%)	
Conscientiousness	B1=68(35.4%),B2=20(10.4%),B3=104(54.1%)	D1=13(36.1%),D2=4(11.1%),D3=19(52.7%)	
Openness to experience	B1=54(28.1%),B2=22(11.4%),B3=116(60.4%)	D1=19(52.7%),D2=5(13.8%),D3=12(33.3%)	
Lifestyle			
Adopt ecological lifestyle	A1=140(39.7%),A2=41(11.6%),A3=171(48.5%)	C1=31(41.8%),C2=14(18.9%),C3=29(39.1%)	.499 (.683)
Need for respect	A1=126(35.7%),A2=56(15.9%),A3=170(48%)	C1=34(45.9%),C2=13(17.5%),C3=27(36.4%)	1.17 (.320)
Need for achievement	A1=132(37.5%),A2=60(17%),A3=160(45.4%)	C1=22(29.7%),C2=14(18%),C3=38(51.3%)	500 (.682)
Involvement in environmental issues	A1=138(39.2%),A2=49(13.9%),A3=165(46.8%)	C1=33(45%),C2=13(17.5%),C3=28(37%)	1.56 (.198)
Adopt ecological lifestyle	B1=66(34.3%),B2=39(20.3%),B3=87(45.3%)	D1=14(38.8%),D2=8(22.2%),D3=14(38.8%)	
Need for respect	B1=75(39%),B2=26(13.5%),B3=91(47.3%)	D1=14(38.8%),D2=5(13.8%),D3=17(47.2%)	
Need for achievement	B1=70(36.4%),B2=31(16.1%),B3=91(47.3%)	D1=13(36.1%),D2=8(22.2%),D3=15(41.6%)	
Involvement in environmental issues	B1=71(36.9%),B2=36(18.7%),B3=85(44.2%)	D1=9(25%),D2=6(16.6%),D3=21(58.3%)	

(At 95% level of confidence)

The results indicate that p values of three variables of ‘environmental concern’, namely ‘quality of life’, ‘environmental belief’, and ‘preference for green product’ are 0.593, 0.257, and 0.329 respectively are more than 0.05, hence, the null hypotheses of no association between three variables of ‘environmental concern’ and age is failed to be rejected stating an insignificant association between them. But the p value of one variable of ‘**environmental concern**’ namely ‘**willingness to pay more**’ is **0.032** which is less than 0.05, hence, the null hypotheses of no association between ‘willingness to pay more’ and ‘age’ is rejected proving a significant association between them. Also, p values of two variables of ‘health consciousness’ namely, ‘health benefits’ and health concern’ are 0.125 and 0.740,

respectively are more than 0.05, hence, the null hypotheses of no association between two variables of ‘health consciousness’ and age is failed to be rejected stating an insignificant association between them. But, the p value of one variable of ‘**health consciousness**’ namely ‘**healthy lifestyle**’ is **0.040** which is less than 0.05, hence, the null hypothesis of no association is rejected proving a significant association between ‘healthy lifestyle’ and age. Similarly, p values of three variables of ‘personality’ namely, ‘consideration of future consequences’, ‘extraversion’ and ‘conscientiousness’ are 0.083, 0.962, and 0.493 respectively are more than 0.05, hence, the null hypothesis of no association between three variables of ‘personality’ and age is failed to be rejected proving an insignificant association between them. But the p value of one variable of ‘**personality**’ namely ‘**openness to experience**’ is **0.014** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘openness to experience’ and age. As far as ‘lifestyle’ is concerned, the p values of four variables namely, ‘adopt ecological lifestyle’, ‘need for respect’, ‘need for achievement’, and ‘involvement in environmental issues’ are 0.683, 0.320, 0.682, and 0.198 respectively, are more than 0.05, hence, the null hypothesis of no association between all variables of ‘lifestyle’ and age is failed to be rejected proving an insignificant association between them.

Table 5.13: F Statistic with p-values for association of Green Marketing Mix factors and Age

Factors (Variables)	Groups		F Statistic (P Value)
	15-25 Years (denoted by A) 352 (53.8%) 26-40 Years (denoted by B) 192 (29.35%)	41-50 Years (denoted by C) 74 (11.31%) 51-59 Years (denoted by D) 36 (5.5%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Green Product			
Product Reliability	A1=119(33.8%),A2=52(14.7%),A3=181(51.4%)	C1=25(33.7%),C2=7(9.4%),C3=42(56.7%)	1.08 (.354)
Solution of environment problems	A1=115(32.6%),A2=55(15.6%),A3=182(51.7%)	C1=23(31%),C2=16(21.6%),C3=35(47.2%)	.768 (.512)
Beneficial for health	A1=107(30.3%),A2=56(15.9%),A3=189(53.6%)	C1=22(29.7%),C2=12(16.2%),C3=40(54%)	1.54 (.202)
Product Reliability	B1=56(29.1%),B2=28(14.5%),B3=108(56.2%)	D1=15(41.6%),D2=6(16.6%),D3=15(41.6%)	
Solution of environment problems	B1=64(33.3%),B2=28(14.5%),B3=100(52%)	D1=9(25%),D2=3(8.3%),D3=24(6.6%)	
Beneficial for health	B1=46(23.9%),B2=37(19.2%),B3=109(56.7%)	D1=13(36.1%),D2=10(27.7%),D3=13(36.1%)	
Green Place			
Ease in availability	A1=132(37.5%),A2=65(18.4%),A3=155(44%)	C1=24(32.4%),C2=21(28.3%),C3=29(39.1%)	.428 (.733)
Regular availability	A1=137(38.9%),A2=51(14.4%),A3=164(46.5%)	C1=32(43.2%),C2=14(18.9%),C3=28(37.8%)	.586 (.625)
Clean stores	A1=102(28.9%),A2=78(22.1%),A3=172(48.8%)	C1=24(32.4%),C2=19(25.6%),C3=31(41.8%)	.311 (.818)

Ease in availability	B1=67(34.8%),B2=30(15.6%),B3=95(49.4%)	D1=14(38.8%),D2=2(5.5%),D3=20(55.5%)	
Regular availability	B1=71(36.9%),B2=31(16.1%),B3=90(46.8%)	D1=13(36.1%),D2=10(27.7%),D3=13(36.1%)	
Clean stores	B1=61(31.7%),B2=32(16.6%),B3=99(51.5%)	D1=14(38.8%),D2=2(5.5%),D3=20(55.5%)	
Green Price			
Justifiable price	A1=118(33.5%),A2=67(19%),A3=167(47.4%)	C1=21(28.3%),C2=13(17.5%),C3=40(54%)	1.36 (.252)
Reasonable price	A1=141(40%),A2=62(17.6%),A3=149(42.3%)	C1=28(37.8%),C2=11(14.8%),C3=35(49.2%)	.550 (.648)
Proportionate to quality	A1=114(32.3%),A2=63(17.8%),A3=175(49.7%)	C1=28(37.8%),C2=9(12.1%),C3=37(50%)	1.25 (.289)
Justifiable price	B1=68(35.4%),B2=30(15.6%),B3=94(48.9%)	D1=16(44.4%),D2=8(22.2%),D3=12(33.3%)	
Reasonable price	B1=75(39%),B2=25(13%),B3=92(47.9%)	D1=11(30.5%),D2=7(19.4%),D3=18(50%)	
Proportionate to quality	B1=53(27.6%),A2=32(16.6%),A3=107(55.7%)	D1=14(38.8%),D2=7(19.4%),D3=15(41.6%)	
Green Promotion			
Guides consumers to make informed decisions	A1=128(36.3%),A2=63(17.8%),A3=161(45.7%)	C1=24(32.4%),C2=8(10.8%),C3=42(56.7%)	.555 (.645)
Enhances awareness	A1=133(37.7%),A2=47(13.3%),A3=172(48.8%)	C1=26(35.1%),C2=8(10.8%),C3=40(54%)	1.88 (.130)
Enhances knowledge	A1=108(30.6%),A2=49(13.9%),A3=195(55.3%)	C1=31(41.8%),C2=8(10.8%),C3=35(47.2%)	.947 (.417)
Guides consumers to make informed decisions	B1=70(36.4%),B2=27(14%),B3=95(49.4%)	D1=14(38.8%),D2=4(11.1%),D3=18(50%)	
Enhances awareness	B1=56(29.1%),B2=29(15.1%),B3=107(55.7%)	D1=15(41.6%),D2=8(22.2%),D3=13(36.1%)	
Enhances knowledge	B1=58(30.2%),B2=34(17.7%),B3=100(52%)	D1=12(33.3%),D2=5(13.8%),D3=19(52.7%)	

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘green product’ namely, ‘product reliability’, ‘solution of environmental problems’, and ‘beneficial for health’ are 0.354, 0.512, and 0.202 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green product’ and age is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of ‘green place’, namely ‘ease in availability’, ‘regular availability’, and ‘clean stores’ are 0.733, 0.625, and 0.818 respectively, are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green place’ and age is failed to be rejected proving an insignificant association between them. Also, p values of three variables of ‘green price’, namely ‘justifiable price’, ‘reasonable price’, and ‘proportionate to quality’ are 0.252, 0.648, and 0.289 respectively, are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green price’ and age is failed to be rejected proving an insignificant association between them. As far as ‘green promotion’ is concerned, the p values of three variables namely, ‘guides consumers to make informed decisions’, ‘enhances awareness’, and ‘enhances knowledge’ are 0.645, 0.130, and 0.417 respectively more than 0.05, hence, the null hypothesis of no association between three variables of ‘green promotion’ and age is failed to be rejected proving an insignificant association between them.

Table 5.14: F Statistic with p-values for association of Reference Group Influence and Age

Factors (Variables)	Groups		F Statistic (P Value)
	15-25 Years (denoted by A) 352 (53.8%) 26-40 Years (denoted by B) 192 (29.35%)	41-50 Years (denoted by C) 74 (11.31%) 51-59 Years (denoted by D) 36 (5.5%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Social Influence			
Conformity with social groups	A1=97(27.5%),A2=65(18.4%),A3=190(53.9%)	C1=30(40.5%),C2=9(12.1%),C3=35(47.2%)	1.53 (.203)
Social persuasion	A1=129(36.6%),A2=56(15.9%),A3=167(47.4%)	C1=29(39.1%),C2=14(18.9%),C3=31(41.8%)	.942 (.420)
Honouring social norm	A1=123(34.9%),A2=53(15%),A3=176(50%)	C1=25(33.7%),C2=12(16.2%),C3=37(50%)	.232 (.874)
Conformity with social groups	B1=51(26.5%), B2=30(15.6%),B3=111(57.8%)	D1=11(30.5%),D2=8(22.2%),D3=17(47.2%)	
Social persuasion	B1=65(33.8%),B2=31(16.1%),B3=96(50%)	D1=17(47.2%),D2=5(13.8%),D3=14(38.8%)	
Honouring social norm	B1=59(30.7%),B2=38(19.7%),B3=95(49.7%)	D1=14(38.8%),D2=6(16.6%),D3=16(44.4%)	
Peer influence			
Guidance from reference group	A1=108(30.6%),A2=69(19.6%),A3=175(49.7%)	C1=23(31%),C2=11(14.8%),C3=40(54%)	1.59 (.188)
Green knowledge from peer group	A1=110(31.2%),A2=44(12.5%),A3=198(56.2%)	C1=23(31%),C2=12(16.2%),C3=39(52.7%)	2.31 (.075)
Peer endorsement of green agenda	A1=131(37.2%),A2=52(14.7%),A3=169(48%)	C1=28(37.8%),C2=11(14.8%),C3=35(47.2%)	.299 (.826)
Parents as value setters	A1=88(25%),A2=49(13.9%),A3=215(61%)	C1=24(32.4%),C2=11(14.8%),C3=39(52.7%)	2.17 (.090)
Guidance from reference group	B1=54(28.1%),B2=16(8.3%),B3=122(63.5%)	D1=11(30.5%),D2=9(25%),D3=16(44.4%)	
Green knowledge from peer group	B1=48(25%),B2=22(11.4%),B3=122(63.5%)	D1=16(44.4%),D2=4(11.1%),D3=16(44.4%)	
Peer endorsement of green agenda	B1=68(35.4%),B2=25(13%),B3=99(51.5%)	D1=12(33.3%),D2=4(11.1%),D3=20(55.5%)	
Parents as value setters	B1=47(24.4%),B2=30(15.6%),B3=115(59.8%)	D1=16(44.4%),D2=3(8.3%),D3=17(47.2%)	

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘social influence’ namely, ‘conformity with social groups’, ‘social persuasion’, and ‘honouring social norm’ are 0.203, 0.420, and 0.874 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘social influence’ and age is failed to be rejected proving an insignificant association between them. Similarly p values of four variables of ‘peer influence’, namely ‘guidance from reference group’, ‘green knowledge from peer group’, ‘peer endorsement of green agenda’, and ‘parents as value setters’ are 0.188, 0.075, 0.826, and 0.090 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘peer influence’ and age is failed to be rejected proving an insignificant association between them.

Table 5.15: F Statistic with p-values for association of Post Purchase Behaviour and Age

Factors (Variables)	Groups		F Statistic (P Value)
	15-25 Years (denoted by A) 352 (53.8%) 26-40 Years (denoted by B) 192 (29.35%)	41-50 Years (denoted by C) 74 (11.31%) 51-59 Years (denoted by D) 36 (5.5%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Repurchase intentions			4.65 (.003)
Fulfills consumers' expectations	A1=109(30.9%),A2=65(18.4%),A3=178(50.5%)	C1=24(32.4%),C2=16(21.6%),C3=34(45.9%)	
Product attachment	A1=128(36.3%),A2=50(14.2%),A3=174(49.4%)	C1=27(36.4%),C2=9(12.1%),C3=38(51.3%)	1.25 (.288)
Past experience of using green products	A1=83(23.5%),A2=47(13.3%),A3=222(63%)	C1=21(28.3%),C2=8(10.8%),C3=45(60.8%)	.173 (.915)
Fulfills consumers' expectations	B1=41(21.3%),B2=24(12.5%),B3=127(66.1%)	D1=13(36.1%),D2=7(19.4%),D3=16(44.4%)	
Product attachment	B1=55(28.6%),B2=27(14%),B3=110(57.2%)	D1=11(30.5%),D2=7(19.4%),D3=18(50%)	
Past experience of using green products	B1=45(23.4%),B2=24(12.5%),B3=123(64%)	D1=10(27.7%),D2=2(5.5%),D3=24(66.6%)	
Product Endorsement intentions			
Encourage peer group	A1=88(25%),A2=50(14.2%),A3=214(60.7%)	C1=23(31%),C2=8(10.8%),C3=43(58.1%)	3.54 (.014)
Recommendation to family	A1=69(19.6%),A2=44(12.5%),A3=239(67.8%)	C1=22(29.7%),C2=4(5.4%),C3=48(64.8%)	1.85 (.136)
Positive words of mouth	A1=80(22.7%),A2=41(11.6%),A3=231(65.6%)	C1=24(32.4%),C2=9(12.1%),C3=41(55.4%)	3.56 (.014)
Encourage peer group	B1=34(17.7%),B2=15(7.8%),B3=143(74.4%)	D1=11(30.5%),D2=3(8.3%),D3=22(61.1%)	
Recommendation to family	B1=40(20.8%),B2=17(8.8%),B3=135(70.3%)	D1=13(36.1%),D2=3(8.3%),D3=20(55.5%)	
Positive words of mouth	B1=32(16.6%),B2=19(9.8%),B3=141(73.4%)	D1=12(33.3%),D2=2(5.5%),D3=22(61.1%)	
Switching over intentions			
Scepticism	A1=157(44.6%),A2=49(13.9%),A3=146(41.4%)	C1=37(50%),C2=14(18.9%),C3=23(31%)	1.08 (.353)
Post purchase regret	A1=192(54.5%),A2=41(11.6%),A3=119(33.8%)	C1=32(43.2%),C2=18(24.3%),C3=24(32.4%)	.384 (.764)
Experienced deception in packaging	A1=162(46%),A2=76(21.5%),A3=114(32.3%)	C1=44(59.4%),C2=11(14.8%),C3=19(25.6%)	1.16 (.323)
Scepticism	B1=74(38.5%),B2=37(19.2%),B3=81(42.1%)	D1=17(47.2%),D2=4(11.1%),D3=15(41.6%)	
Post purchase regret	B1=99(51.5%),B2=27(14%),B3=66(34.3%)	D1=17(47.2%),D2=12(33.3%),D3=7(19.4%)	
Experienced deception in packaging	B1=94(48.9%),B2=28(14.5%),B3=70(36.4%)	D1=19(52.7%),D2=4(11.1%),D3=13(36.1%)	

(At 95% level of confidence)

The findings indicate that p values of two variables of 'repurchase intentions' namely, 'product attachment', and 'past experience of using green products' are 0.288 and 0.915

respectively are greater than 0.05, hence, the null hypothesis of no association between two variables of ‘repurchase intentions’ and age is failed to be rejected proving an insignificant association between them. But, the p value of one variable of ‘**repurchase intentions**’ namely, ‘**fulfils consumers’ expectations**’ is **0.003** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘fulfils consumers’ expectations’ and age. Similarly p values of one variable of ‘product endorsement intentions’, namely ‘recommendation to family’ is 0.136 which is greater than 0.05, hence, the null hypothesis of no association between ‘recommendation to family’ and age is failed to be rejected proving an insignificant association between them. But, the p values of two variables of ‘**product endorsement intentions**’ namely ‘**encourage peer group**’ and ‘**positive words of mouth**’ are **0.014** and **0.014** respectively are less than 0.05, hence, the null hypothesis of no association stands rejected stating a significant association between two variables of ‘product endorsement intentions’ and age. As far as ‘switching over intentions’ is concerned, the p values of three variables namely, ‘scepticism’, ‘post purchase regret’, and ‘experienced deception in packaging’ are 0.353, 0.764, and 0.323 respectively, are more than 0.05, hence, the null hypothesis of no association between three variables of ‘switching over intentions’ and age is failed to be rejected proving an insignificant association between them.

Table 5.16: F Statistic with p-values for association of Theoretical Model and Age

Factors (Variables)	Groups		F Statistic (P Value)
	15-25 Years (denoted by A) 352 (53.8%) 26-40 Years (denoted by B) 192 (29.35%)	41-50 Years (denoted by C) 74 (11.31%) 51-59 Years (denoted by D) 36 (5.5%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Attitude			
Wise idea	A1=101(28.6%),A2=59(16.7%),A3=192(54.5%)	C1=27(36.4%),C2=10(13.5%),C3=37(50%)	4.34 (.005)
Responsibility towards environment	A1=119(33.8%),A2=50(14.2%),A3=183(51.9%)	C1=25(33.7%),C2=11(14.8%),C3=38(51.3%)	1.45 (.225)
Promote green living	A1=116(32.9%),A2=54(15.3%),A3=182(51.7%)	C1=30(40.5%),C2=8(10.8%),C3=36(48.6%)	330 (.804)
Wise idea	B1=49(25.5%),B2=19(9.8%),B3=124(64.5%)	D1=18(50%),D2=5(13.8%),D3=13(36.1%)	
Responsibility towards environment	B1=53(27.6%),B2=21(10.9%),B3=118(61.4%)	D1=14(38.8%),D2=3(8.3%),D3=19(52.7%)	
Promote green living	B1=58(30.2%),B2=41(21.3%),B3=93(48.4%)	D1=11(30.5%),D2=6(16.6%),D3=19(52.7%)	
Subjective Norms			
Normative social influence	A1=105(29.8%),A2=74(21%),A3=173(49.1%)	C1=31(41.8%),C2=16(21.6%),C3=27(36.4%)	1.67 (.171)
Perceived social pressure	A1=121(34.3%),A2=69(19.6%),A3=162(46%)	C1=30(40.5%),C2=12(16.2%),C3=32(43.2%)	.817 (.485)
Peer pressure	A1=122(34.6%),A2=63(17.8%),A3=167(47.4%)	C1=33(44.5%),C2=11(14.8%),C3=30(40.5%)	2.58 (.052)

Normative social influence	B1=58(30.2%),B2=42(21.8%),B3=92(47.9%)	D1=13(36.1%),D2=5(13.8%),D3=18(50%)	
Perceived social pressure	B1=60(31.2%),B2=33(17.1%),B3=99(51.5%)	D1=12(33.3%),D2=9(25%),D3=15(41.6%)	
Peer pressure	B1=61(31.7%),B2=23(11.9%),B3=108(56.2%)	D1=15(41.6%),D2=9(25%),D3=12(33.3%)	
Green Consumer Intentions			
Purchase intentions	A1=86(24.4%),A2=53(15%),A3=213(60.%)	C1=23(31%),C2=9(12.1%),C3=42(56.7%)	2.47 (.060)
Repurchase intentions	A1=101(28.6%),A2=67(19%),A3=184(52.2%)	C1=26(35.1%),C2=12(16.2%),C3=36(48.6%)	.790 (.500)
Willingness to pay premium	A1=142(40.3%),A2=71(20.1%),A3=139(39.4%)	C1=21(28.3%),C2=23(31%),C3=30(40.5%)	.530 (.662)
Sharing post purchase experience with peer group	A1=130(36.9%),A2=53(15%),A3=169(48%)	C1=30(40.5%),C2=19(25.6%),C3=25(33.7%)	1.61 (.184)
Motivating peer group to use similar products	A1=109(30.9%),A2=71(20.1%),A3=172(48.8%)	C1=24(17.7%),C2=16(21.6%),C3=34(45.9%)	1.69 (.167)
Promote the product by narrating benefits, pleasure and contentment derived	A1=139(39.4%),A2=71(20.1%),A3=142(40.3%)	C1=32(43.2%),C2=11(14.8%),C3=31(41.8%)	1.08 (.354)
Purchase intentions	B1=41(21.3%),B2=22(11.4%),B3=129(67.1%)	D1=13(36.1%),D2=7(19.4%),D3=16(44.4%)	
Repurchase intentions	B1=48(25%),B2=36(18.7%),B3=108(56.2%)	D1=11(30.5%),D2=5(13.8%),D3=20(55.5%)	
Willingness to pay premium	B1=69(35.9%),B2=47(24.4%),B3=76(39.5%)	D1=13(36.1%),D2=7(19.4%),D3=16(44.4%)	
Sharing post purchase experience with peer group	B1=63(32.8%),B2=34(17.7%),B3=95(49.4%)	D1=9(25%),D2=8(22.2%),D3=19(52.7%)	
Motivating peer group to use similar products	B1=51(26.5%),B2=40(20.8%),B3=101(52.6%)	D1=17(47.2%),D2=5(13.8%),D3=14(38.8%)	
Promote the product by narrating benefits, pleasure and contentment derived	B1=64(33.3%),B2=38(19.7%),B3=90(46.8%)	D1=17(47.2%),C2=4(11.1%),C3=15(41.6%)	
Green Consumer Behaviour			
Ensure to be eco-friendly	A1=88(25%),A2=53(15%),A3=211(59.9%)	C1=23(31%),C2=9(12.1%),C3=42(56.7%)	2.37 (.069)
Eco-friendly packaging	A1=105(29.8%),A2=67(19%),A3=180(51.1%)	C1=28(37.8%),C2=12(16.2%),C3=34(45.9%)	1.03 (.377)
Contributes least amount of pollution	A1=142(40.3%),A2=68(19.3%),A3=142(40.3%)	C1=23(31%),C2=17(22.9%),C3=34(45.9%)	.582 (.627)
Products with no harm to environment	A1=134(38%),A2=56(15.9%),A3=162(46%)	C1=31(41.8%),C2=19(25.6%),C3=24(32.4%)	1.69 (.166)
Ensure to be eco-friendly	B1=42(21.8%),B2=21(10.9%),B3=129(67.1%)	D1=13(36.1%),D2=7(19.4%),D3=16(44.4%)	
Eco-friendly packaging	B1=53(27.6%),B2=35(18.2%),B3=104(54.1%)	D1=13(36.1%),D2=7(19.4%),D3=16(44.4%)	
Contributes least amount of pollution	B1=76(39.5%),B2=37(19.2%),B3=79(41.1%)	D1=13(36.1%),D2=8(22.2%),D3=15(41.6%)	
Products with no harm	B1=66(34.3%),B2=35(18.2%),B3=91(47.3%)	D1=9(25%),D2=8(22.2%),D3=19(52.7%)	

to environment			
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(At 95% level of confidence)

The p values of two variables of ‘attitude’ namely, ‘responsibility towards environment’ and ‘promote green living’ are 0.225 and 0.804 respectively are more than 0.05, hence, the null hypothesis of no association between two variables of ‘attitude’ and age is failed to be rejected proving an insignificant association between them. But, the p value of one variable of ‘**attitude**’ namely ‘**wise idea**’ is **0.005** which is less than 0.05, hence, the null hypothesis of no association stands rejected stating a significant association between ‘wise idea’ and age. Also, the p values of three variables of ‘subjective norms’ namely, ‘normative social influence’, ‘perceived social pressure’, and ‘peer pressure’ are 0.171, 0.485, and 0.052 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘subjective norms’ and age is failed to be rejected proving an insignificant association between them. As far as ‘green consumer intentions’ is concerned, the p values of six variables, namely ‘purchase intentions’, ‘repurchase intentions’, ‘willingness to pay premium’, ‘sharing post purchase experience with peer group’, ‘motivating peer group to use similar products’ and ‘promote the product by narrating benefits, pleasure and contentment derived’ are 0.060, 0.500, 0.662, 0.184, 0.167, and 0.354 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer intentions’ and age is failed to be rejected proving an insignificant association between them. Similarly, the p values of four variables of ‘green consumer behaviour’ namely, ‘ensure to be eco-friendly’, ‘eco-friendly packaging’, ‘contributes least amount of pollution’ and ‘products with no harm to environment’ are 0.069, 0.377, 0.627, and 0.166 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer behaviour’ and age is failed to be rejected proving an insignificant association between them.

5.2.3 Association between Factors and Educational Qualifications

H₀₃: There is no association between **factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) and **Educational qualifications** of consumers.

For the purpose of analysing the association between **Factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) vs **Educational Qualifications**, one way ANOVA was run as shown in Tables 5.17, 5.18, 5.19, 5.20, 5.21 where the options Strongly Disagree, Disagree, Somewhat Disagree have been merged and represented by 1, Undecided is represented by 2, and Somewhat Agree, Agree, Strongly Agree have been merged and represented by 3 for each statement of the questionnaire:

Table 5.17: F Statistic with p-values for association of Psychographic Factors and Educational Qualifications

Factors (Variables)	Groups		F Statistic (P Value)
	Undergraduate (denoted by U) 275 (42%) Graduate (denoted by G) 155 (23.7%)	Post Graduate (denoted by P) 187 (28.6%) Doctorate (denoted by D) 37 (5.7%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Environmental Concern			
Quality of Life	U1=100(36.3%),U2=43(15.6%),U3=132(48%)	P1=83(44.3%),P2=15(8%),P3=89(47.5%)	1.74 (.157)
Willingness to pay more	U1=115(41.8%),U2=36(13%),U3=124(45%)	P=69(36.8%),P2=28(15%),P3=90(48.1%)	1.61 (.185)
Environmental belief	U1=105(38.1%),U2=40(14.5%),U3=130(47.2%)	P1=81(43.3%),P2=28(15%),P3=78(41.7%)	2.10 (.099)
Preference for green product	U1=97(35.2%),U2=44(16%),U3=134(48.7%)	P1=70(37.4%),P2=31(16.5%),P3=86(46%)	.162 (.922)
Quality of Life	G1=61(39.3%),G2=22(14.1%),G3=72(46.4%)	D1=10(27%),D2=2(5.4%),D3=25(67.5%)	
Willingness to pay more	G1=65(41.9%),G2=16(10.3%),G3=74(47.7%)	D1=9(24.3%),D2=5(13.5%),D3=23(62.1%)	
Environmental belief	G1=73(47%),G2=29(18.7%),G3=53(34.1%)	D1=13(35.1%),D2=7(18.9%),D3=17(46%)	
Preference for green product	G1=60(38.7%),G2=22(14.1%),G3=73(47%)	D1=13(35.1%),D2=6(16.2%),D3=18(48.6%)	
Health Consciousness			
Health benefits	U1=89(32.3%),U2=46(16.7%),U3=140(50.9%)	P1=62(33.1%),P2=21(11.2%),P3=104(55.6%)	2.91 (.034)
Health concern	U1=100(36.3%),U2=31(11.2%),U3=144(52.3%)	P1=75(40%),P2=20(10.6%),P3=92(49.1%)	1.23 (.297)
Healthy lifestyle	U1=97(35.2%),U2=45(16.3%),U3=133(48.3%)	P1=89(47.5%),P2=21(11.2%),P3=77(41.1%)	1.70 (.166)
Health benefits	G1=61(39.3%),G2=16(10.3%),G3=78(50.3%)	D1=6(16.2%),D2=3(8.1%),D3=28(75.6%)	
Health concern	G1=52(33.5%),G2=24(15.4%),G3=79(51%)	D1=8(21.6%),D2=6(16.2%),D3=23(62.1%)	
Healthy lifestyle	G1=65(41.9%),G2=20(12.9%),G3=70(45.1%)	D1=15(40.5%),D2=7(19%),D3=15(40.5%)	
Personality			
Consideration of future consequences	U1=108(39.2%),U2=35(12.7%),U3=132(48%)	P1=63(33.6%),P2=25(13.3%),P3=99(53%)	.716 (.543)
Extraversion	U1=107(39%),U2=35(12.7%),U3=133(48.3%)	P1=66(35.2%),P2=23(12.2%),P3=98(52.4%)	4.56 (.004)
Conscientiousness	U1=99(36%),U2=35(12.7%),U3=141(51.2%)	P1=72(38.5%),P2=22(11.7%),P3=93(49.7%)	.891 (.445)
Openness to	U1=99(36%),U2=25(9%),U3=151(54.9%)	P1=58(31%),P2=22(11.7%),P3=107(57.2%)	2.72 (.043)

experience			
Consideration of future consequences	G1=57(36.7%),G2=25(16.1%),G3=73(47%)	D1=11(29.7%),D2=6(16.2%),D3=20(54%)	
Extraversion	G1=76(49%),G2=18(11.6%),G3=61(39.3%)	D1=7(19%),D2=6(16.2%),D3=24(64.8%)	
Conscientiousness	G1=48(30.9%),G2=17(10.9%),G3=90(58%)	D1=14(37.8%),D2=3(8.1%),D3=20(54%)	
Openness to experience	G1=65(41.9%),G2=14(9%),G3=76(49%)	D1=6(16.2%),D2=6(16.2%),D3=25(67.5%)	
Lifestyle			
Adopt ecological lifestyle	U1=115(41.8%),U2=38(13.8%),U3=122(44.3%)	P1=62(33.1%),G2=41(22%),G3=84(45%)	1.35 (.255)
Need for respect	U1=109(39.6%),U2=38(13.8%),U3=128(46.5%)	P1=72(38.5%),P2=27(14.4%),P3=88(47%)	.195 (.900)
Need for achievement	U1=112(40.7%),U2=42(15.2%),U3=121(44%)	P1=66(35.2%),P2=29(15.5%),P3=92(49.1%)	1.49 (.216)
Involvement in environmental issues	U1=108(39.2%),U2=42(15.2%),U3=125(45.4%)	P1=66(35.2%),P2=38(20.3%),P3=83(44.3%)	.134 (.940)
Adopt ecological lifestyle	G1=56(36.1%),G2=18(11.6%),G3=81(52.2%)	D1=18(48.6%),D2=5(13.5%),D3=14(37.8%)	
Need for respect	G1=53(34.1%),G2=29(18.7%),G3=73(47%)	D1=15(40.5%),D2=6(16.2%),D3=16(43.2%)	
Need for achievement	G1=47(30.3%),G2=29(18.7%),G3=79(50.9%)	D1=12(32.4%),D2=13(35.1%),D3=12(32.4%)	
Involvement in environmental issues	G1=59(38%),G2=23(14.8%),G3=73(47%)	D1=18(48.6%),D2=1(2.7%),D3=18(48.6%)	

(At 95% level of confidence)

The results indicate that p values of four variables of ‘environmental concern’, namely ‘quality of life’, ‘willingness to pay more’, ‘environmental belief’, and ‘preference for green product’ are 0.157, 0.185, 0.099, and 0.922, respectively are more than 0.05, hence, the null hypotheses of no association between all variables of ‘environmental concern’ and educational qualifications is failed to be rejected stating insignificant association between them. Also, p values of two variables of ‘health consciousness’ namely, ‘health concern’ and ‘healthy lifestyle’ are 0.297 and 0.166, respectively, are more than 0.05, hence, the null hypotheses of no association between two variables of ‘health consciousness’ and educational qualifications is failed to be rejected stating an insignificant association between them. But, the p value of one variable of ‘**health consciousness**’ namely, ‘**health benefits**’ is **0.034** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘health benefits’ and educational qualifications. Similarly, p values of two variables of ‘personality’ namely, ‘consideration of future consequences’ and ‘conscientiousness’ are 0.543 and 0.445 respectively, are more than 0.05, hence, the null hypothesis of no association between two variables of ‘personality’ and educational qualifications is failed to be rejected proving an insignificant association between them. But, the p values of other two variables of ‘**personality**’ namely, ‘**extraversion**’ and ‘**openness to**

experience’ are **0.004** and **0.043** respectively, are less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between two variables of ‘personality’ and educational qualifications. As far as ‘lifestyle’ is concerned, the p values of four variables namely, ‘adopt ecological lifestyle’, ‘need for respect’, ‘need for achievement’, and ‘involvement in environmental issues are 0.255, 0.900, 0.216, and 0.940 respectively more than 0.05, hence, the null hypothesis of no association between all variables of ‘lifestyle’ and educational qualifications is failed to be rejected proving an insignificant association between them.

Table 5.18: F Statistic with p-values for association of Green Marketing Factors and Educational Qualifications

Factors (Variables)	Groups		F Statistic (P Value)
	Undergraduate (denoted by U) 275 (42%) Graduate (denoted by G) 155 (23.7%)	Post Graduate (denoted by P) 187 (28.6%) Doctorate (denoted by D) 37 (5.7%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Green Product			
Product Reliability	U1=90(32.7%),U2=44(16%),U3=141(51.2%)	P1=63(33.6%),P2=22(11.7%),P3=102(54.5%)	.937 (.422)
Solution of environment problems	U1=91(33%),U2=46(16.7%),U3=138(50.1%)	P1=55(29.4%),P2=29(15.5%),P3=103(55%)	.376 (.770)
Beneficial for health	U1=80(29%),U2=56(20.3%),U3=139(50.5%)	P1=54(29%),P2=28(15%),P3=105(56%)	.296 (.829)
Product Reliability	G1=54(34.8%),G2=22(14.1%),G3=79(50.9%)	D1=8(21.6%),D2=5(13.5%),D3=24(64.8%)	
Solution of environment problems	G1=52(33.5%),G2=22(14.1%),G3=81(52.2%)	D1=13(35.1%),D2=5(13.5%),D3=19(51.3%)	
Beneficial for health	G1=45(29%),G2=24(15.4%),G3=86(55.4%)	D1=9(24.3%),D2=7(19%),D3=21(56.7%)	
Green Place			
Ease in availability	U1=107(38.9%),U2=51(18.5%),U3=117(42.5%)	P1=55(29.4%),P2=33(17.6%),P3=99(53%)	2.71 (.044)
Regular availability	U1=107(38.9%),U2=34(12.3%),U3=134(48.7%)	P1=68(36.3%),P2=34(18%),P3=85(45.4%)	.611 (.608)
Clean stores	U1=79(28.7%),U2=62(22.5%),U3=134(48.7%)	P1=57(30.4%),P2=32(17%),P3=98(52.5%)	.626 (.598)
Ease in availability	G1=64(41.2%),G2=27(17.4%),G3=64(41.2%)	D1=11(29.7%),D2=7(19%),D3=19(51.3%)	
Regular availability	G1=63(42%),G2=30(19.3%),G3=62(40%)	D1=15(40.5%),D2=8(21.6%),D3=14(37.8%)	
Clean stores	G1=55(35.4%),G2=29(19%),G3=71(45.8%)	D1=10(27%),D2=8(21.6%),D3=19(51.3%)	
Green Price			
Justifiable price	U1=87(31.6%),U2=57(20.7%),U3=131(47.6%)	P1=67(35.8%),P2=27(14.4%),P3=93(49.7%)	.156 (.926)
Reasonable price	U1=112(40.7%),U2=46(16.7%),U3=117(42.5%)	P1=62(33.1%),P2=31(16.5%),P3=94(50%)	1.58 (.191)
Proportionate to quality	U1=87(31.6%),U2=51(18.5%),U3=137(49.8%)	P1=58(31%),P2=23(12.2%),P3=106(56.6%)	.560 (.642)
Justifiable price	G1=55(35.4%),G2=28(18%),G3=72(46%)	D1=14(37.8%),D2=6(16.2%),D3=17(46%)	
Reasonable price	G1=68(43.8%),G2=22(14.1%),G3=65(41.9%)	D1=13(35.1%),D2=6(16.2%),D3=18(48.6%)	
Proportionate to quality	G1=53(34.1%),G2=28(18%),G3=74(47.7%)	D1=11(29.7%),D2=9(24.3%),D3=17(46%)	
Green Promotion			
Guides consumers to make informed	U1=101(36.7%),U2=45(16.3%),U3=129(46.9%)	P1=70(37.4%),P2=22(11.7%),P3=95(50.8%)	.090 (.965)

decisions			
Enhances awareness	U1=102(37%),U2=39(14.1%),U3=134(48.7%)	P1=56(30%),P2=26(14%),P3=105(56.1%)	2.25 (.080)
Enhances knowledge	U1=89(32.3%),U2=37(13.4%),U3=149(54.1%)	P1=52(27.8%),P2=29(15.5%),P3=106(56.5%)	1.04 (.371)
Guides consumers to make informed decisions	G1=52(33.5%),G2=30(19.3%),G3=73(47%)	D1=13(35.1%),D2=5(13.5%),D3=19(51.3%)	
Enhances awareness	G1=65(42%),G2=17(11%),G3=73(47%)	D1=7(19%),D2=10(27%),D3=20(54%)	
Enhances knowledge	G1=53(34%),G2=25(16.1%),G3=77(49.6%)	D1=15(40.5%),D2=5(13.5%),D3=17(46%)	

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘green product’ namely, ‘product reliability’, ‘solution of environmental problems’, and ‘beneficial for health’ are 0.422, 0.770, and 0.829 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green product’ and educational qualifications is failed to be rejected proving an insignificant association between them. Similarly p values of two variables of ‘green place’, namely ‘regular availability’ and ‘clean stores’ are 0.608 and 0.598 respectively, are greater than 0.05, hence, the null hypothesis of no association between two variables of ‘green place’ and educational qualifications is failed to be rejected proving an insignificant association between them. But the p value of one variable of ‘**green place**’ namely ‘**ease in availability**’ is **0.044** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘ease in availability’ and educational qualifications. Also, p values of three variables of ‘green price’, namely ‘justifiable price’, ‘reasonable price’ and ‘proportionate to quality’ are 0.926, 0.191, and 0.642 respectively, are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green price’ and educational qualifications is failed to be rejected proving an insignificant association between them. As far as ‘green promotion’ is concerned, the p values of three variables namely, ‘guides consumers to make informed decisions’, ‘enhances awareness’, and ‘enhances knowledge’ are 0.965, 0.080, and 0.371 respectively are more than 0.05, hence, the null hypothesis of no association between three variables of ‘green promotion’ and educational qualifications is failed to be rejected proving an insignificant association between them.

Table 5.19: F Statistic with p-values for association of Reference Group Influence and Educational Qualifications

Factors (Variables)	Groups		F Statistic (P Value)
	Undergraduate (denoted by U) 275 (42%) Graduate (denoted by G) 155 (23.7%)	Post Graduate (denoted by P) 187 (28.6%) Doctorate (denoted by D) 37 (5.7%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Social Influence			
Conformity with social groups	U1=74(26.9%),U2=56(20.3%),U3=145(52.7%)	P1=62(33.1%),P2=23(12.2%),P3=102(54.5%)	.179 (.911)
Social persuasion	U1=99(36%),U2=44(16%),U3=132(48%)	P1=75(40.2%),P2=27(14.4%),P3=85(45.4%)	.508 (.677)
Honouring social norm	U1=90(32.7%),U2=44(16%),U3=141(51.2%)	P1=67(35.8%),P2=31(16.5%),P3=89(47.5%)	.353 (.787)
Conformity with social groups	G1=45(29%),G2=23(14.8%),G3=87(56.1%)	D1=8(21.6%),D2=10(27%),D3=19(51.3%)	
Social persuasion	G1=55(35.4%),G2=29(18.7%),G3=71(45.8%)	D1=11(29.7%),D2=6(16.2%),D3=20(54%)	
Honouring social norm	G1=55(35.4%),G2=24(15%),U3=76(49%)	D1=9(24.3%),D2=10(27%),D3=18(48.6%)	
Peer influence			
Guidance from reference group	U1=81(29.4%),U2=54(19.6%),U3=140(50.9%)	P1=52(27.8%),P2=22(11.7%),P3=113(60.4%)	2.25 (.081)
Green knowledge from peer group	U1=83(30.1%),U2=33(12%),U3=159(57.8%)	P1=60(32%),P2=19(10.1%),P3=108(57.7%)	.320 (.811)
Peer endorsement of green agenda	U1=102(37%),U2=42(15.2%),U3=131(47.6%)	P1=65(34.7%),P2=29(15.5%),P3=93(49.7%)	1.37 (.250)
Parents as value setters	U1=66(24%),U2=38(13.8%),U3=171(62.1%)	P1=58(31%),P2=21(11.2%),P3=108(57.7%)	1.53 (.205)
Guidance from reference group	G1=55(35.4%),G2=25(15.5%),G3=75(48.5%)	D1=8(21.6%),D2=4(10.8%),D3=25(67.5%)	
Green knowledge from peer group	G1=47(30.0%),G2=22(14.1%),G3=86(55.4%)	D1=7(19%),D2=8(21.6%),D3=22(59.4%)	
Peer endorsement of green agenda	G1=63(40.6%),G2=17(11%),G3=75(48.5%)	D1=9(24.3%),D2=4(10.8%),D3=24(64.8%)	
Parents as value setters	G1=44(28.3%),G2=29(18.7%),G3=82(53%)	D1=7(19%),D2=5(13.5%),D3=25(67.5%)	

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘social influence’ namely, ‘conformity with social groups’, ‘social persuasion’, and ‘honouring social norm’ are 0.911, 0.677, and 0.787 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘social influence’ and educational qualifications is failed to be rejected proving an insignificant association between them. Similarly p values of four variables of ‘peer influence’, namely ‘guidance from reference group’, ‘green knowledge from peer group’, ‘peer endorsement of green agenda’, and ‘parents as value setters’ are 0.081, 0.811, 0.250, and 0.205 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘peer influence’ and educational qualifications is failed to be rejected proving an insignificant association between them.

Table 5.20: F Statistic with p-values for association of factors of Post Purchase Behaviour and Educational Qualifications

Factors (Variables)	Groups		F Statistic (P Value)
	Undergraduate (denoted by U) 275 (42%) Graduate (denoted by G) 155 (23.7%)	Post Graduate (denoted by P) 187 (28.6%) Doctorate (denoted by D) 37 (5.7%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Repurchase intentions			3.45 (.016)
Fulfills consumers' expectations	U1=73(26.5%),U2=55(20%),U3=147(53.4%)	P1=48(25.6%),P2=28(15%),P3=111(59.3%)	
Product attachment	U1=100(36.3%),U2=41(14.9%),U3=134(48.7%)	P1=69(36.8%),P2=26(14%),P3=92(49.1%)	4.55 (.004)
Past experience of using green products	U1=64(23.2%),U2=36(13%),U3=175(63.6%)	P1=41(22%),P2=24(12.8%),P3=122(65.2%)	3.09 (.026)
Fulfills consumers' expectations	G1=63(40.6%),G2=16(10.3%),G3=76(49%)	D1=3(8.1%),D2=13(35.1%),D3=21(56.7%)	
Product attachment	G1=48(31%),G2=22(14.1%),G3=85(54.8%)	D1=4(10.8%),D2=4(10.8%),D3=29(78.3%)	
Past experience of using green products	G1=50(32.2%),G2=17(11%),G3=88(56.7%)	D1=4(10.8%),D2=4(10.8%),D3=29(78.3%)	
Product Endorsement intentions			4.50 (.004)
Encourage peer group	U1=76(27.6%),U2=35(12.7%),U3=164(59.6%)	P1=29(15.5%),P2=19(10.1%),P3=139(74.3%)	
Recommendation to family	U1=55(20%),U2=35(12.7%),U3=185(67.2%)	P1=41(22%),P2=13(7%),P3=133(71%)	1.14 (.330)
Positive words of mouth	U1=62(22.5%),U2=31(11.2%),U3=182(66.1%)	P1=37(19.7%),P2=21(11.2%),P3=129(69%)	1.63 (.180)
Encourage peer group	G1=43(27.7%),G2=19(12.2%),G3=93(60%)	D1=8(21.6%),D2=3(8.1%),D3=26(70.2%)	
Recommendation to family	G1=42(27%),G2=16(10.3%),G3=97(62.5%)	D1=6(16.2%),D2=4(10.8%),D3=27(73%)	
Positive words of mouth	G1=44(30%),G2=15(10%),G3=96(62%)	D1=5(13.5%),D2=4(10.8%),D3=28(75.6%)	
Switching over intentions			1.52 (.206)
Scepticism	U1=114(41.4%),U2=36(13%),U3=125(45.4%)	P1=85(45.4%),P2=36(19.2%),P3=66(35.2%)	
Post purchase regret	U1=152(55.2%),U2=29(10.5%),U3=94(34.1%)	P1=94(50.2%),P2=36(19.2%),P3=57(30.4%)	.175 (.914)
Experienced deception in packaging	U1=129(46.9%),U2=54(19.6%),U3=92(33.4%)	P1=98(52.4%),P2=32(17.1%),P3=57(30.4%)	.624 (.600)
Scepticism	G1=72(46.4%),G2=27(17.4%),G3=56(36.1%)	D1=14(37.8%),D2=5(13.5%),D3=18(48.6%)	
Post purchase regret	G1=76(49%),G2=26(16.7%),G3=53(34.1%)	D1=18(48.6%),D2=7(19%),D3=12(32.4%)	
Experienced deception in packaging	G1=76(49%),G2=27(17%),G3=52(34%)	D1=16(43.2%),D2=6(16.2%),D3=15(40.5%)	

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘**repurchase intentions**’ namely, ‘**fulfils consumers’ expectations**’, ‘**product attachment**’, and ‘**past experience of using green products**’ are **0.016**, **0.004** and **0.026** respectively are less than 0.05, hence, the null hypothesis of no association between all variables of ‘repurchase intentions’ and educational qualifications is rejected proving a significant association between them. Similarly, p values of two variables of ‘product endorsement intentions’, namely ‘recommendation to family’ and ‘positive words of mouth’ are 0.330 and 0.180 respectively are greater than 0.05, hence, the null hypothesis of no association between two variables of ‘product endorsement intentions’ and educational qualifications is failed to be rejected proving an insignificant association between them. But the p value of one variable of ‘**product endorsement intentions**’ namely ‘**encourage peer group**’ is **0.004** which is less than 0.05, hence, the null hypothesis of no association stands rejected stating a significant association between ‘encourage peer group’ and educational qualifications. As far as ‘switching over intentions’ is concerned, the p values of three variables namely, ‘scepticism’, ‘post purchase regret’ and ‘experienced deception in packaging’ are 0.206, 0.914, and 0.600 respectively, are more than 0.05, hence, the null hypothesis of no association between three variables of ‘switching over intentions’ and educational qualifications is failed to be rejected proving an insignificant association between them.

Table 5.21: F Statistic with p-values for association of Theoretical Model and Educational Qualifications

Factors (Variables)	Groups		F Statistic (P Value)
	Undergraduate (denoted by U) 275 (42%) Graduate (denoted by G) 155 (23.7%)	Post Graduate (denoted by P) 187 (28.6%) Doctorate (denoted by D) 37 (5.7%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Attitude			
Wise idea	U1=81(29.4%),U2=46(16.7%),U3=148(53.8%)	P1=58(31%),P2=22(11.7%),P3=107(57.2%)	.089 (.966)
Responsibility towards environment	U1=92(33.4%),U2=39(14.1%),U3=144(52.3%)	P1=59(31.5%),P2=22(11.7%),P3=106(57%)	.864 (.459)
Promote green living	U1=91(33%),U2=45(16.4%),U3=139(50.5%)	P1=64(34.2%),P2=28(15%),P3=95(50.8%)	2.40 (.066)
Wise idea	G1=47(30.3%),G2=17(11%),G3=91(58.7%)	D1=9(24.3%),D2=8(21.6%),D3=20(54%)	
Responsibility towards environment	G1=51(33%),G2=21(13.5%),G2=G3=83(53.5%)	D1=9(24.3%),D2=3(8.1%),D3=25(67.5%)	
Promote green living	G1=53(34.1%),G2=33(21.2%),G3=69(44.5%)	D1=7(19%),D2=3(8.1%),D3=27(73%)	

Subjective Norms			
Normative social influence	U1=80(29%),U2=60(21.8%),U3=135(49%)	P1=62(33.1%),P2=33(17.6%),P3=92(49.1%)	.648 (.584)
Perceived social pressure	U1=89(32.3%),U2=55(20%),U3=131(47.6%)	P1=55(29.4%),P2=36(19.2%),P3=96(51.3%)	2.28 (.077)
Peer pressure	U1=94(34.1%),U2=48(17.4%),U3=133(48.3%)	P1=65(34.7%),P2=30(16%),P3=92(49.1%)	.083 (.970)
Normative social influence	G1=55(35.4%),G2=33(21.2%),G3=67(43.2%)	D1=10(27%),D2=11(29.7%),D3=16(43.2%)	
Perceived social pressure	G1=66(42.5%),G2=27(17.4%),G3=62(40%)	D1=13(35.1%),D2=5(13.5%),D3=19(51.3%)	
Peer pressure	G1=58(37.4%),G2=23(14.8%),G3=74(47.7%)	D1=14(37.8%),D2=5(13.5%),D3=18(48.6%)	
Green Consumer Intentions			
Purchase intentions	U1=69(25%),U2=39(14.1%),U3=167(60.7%)	P1=44(23.5%),P2=26(13.9%),P3=117(62.5%)	2.42 (.065)
Repurchase intentions	U1=85(30.9%),U2=47(17%),U3=143(52%)	P1=48(25.6%),P2=33(17.6%),P3=106(56.6%)	2.68 (.046)
Willingness to pay premium	U1=114(41.4%),U2=56(20.3%),U3=105(38.1%)	P1=61(32.6%),P2=51(27.2%),P3=75(40.1%)	1.36 (.252)
Sharing post purchase experience with peer group	U1=97(35.2%),U2=37(13.4%),U3=141(51.2%)	P1=55(29.4%),P2=37(19.7%),P3=95(50.8%)	3.22 (.022)
Motivating peer group to use similar products	U1=82(29.8%),U2=59(21.4%),U3=134(48.7%)	P1=47(25%),P2=40(21.3%),P3=100(53.4%)	2.10 (.098)
Promote the product by narrating benefits, pleasure and contentment derived	U1=107(38.9%),U2=56(20.3%),U3=112(40.7%)	P1=72(38.5%),P2=39(20.8%),P3=76(40.5%)	.307 (.821)
Purchase intentions	G1=46(29.6%),G2=22(14.1%),G3=87(56.1%)	D1=4(10.8%),D2=4(10.8%),D3=29(78.3%)	
Repurchase intentions	G1=49(31.1%),G2=32(20.6%),G3=74(47.7%)	D1=4(10.8%),D2=8(21.6%),D3=25(67.5%)	
Willingness to pay premium	G1=60(38.7%),G2=33(21.2%),G3=62(40%)	D1=10(27%),D2=8(21.6%),D3=19(51.3%)	
Sharing post purchase experience with peer group	G1=67(43.2%),G2=32(21%),G3=56(36.1%)	D1=13(35.1%),D2=8(21.6%),D3=16(43.2%)	
Motivating peer group to use similar products	G1=56(36.1%),G2=26(16.7%),U3=73(47%)	D1=16(43.2%),D2=7(19%),D3=14(37.8%)	
Promote the product by narrating benefits, pleasure and contentment derived	G1=59(38%),G2=25(16.1%),G3=71(45.8%)	D1=14(37.8%),D2=4(10.8%),D3=19(51.3%)	
Green Consumer Behaviour			
Ensure to be eco-friendly	U1=71(25.8%),U2=39(14.1%),U3=165(60%)	P1=44(23.5%),P2=26(14%),P3=117(62.5%)	2.15 (.092)
Eco-friendly packaging	U1=87(31.6%),U2=54(19.6%),U3=134(48.7%)	P1=52(27.8%),P2=30(16%),P3=105(56.1%)	1.66 (.174)
Contributes least amount of pollution	U1=114(41.4%),U2=54(19.6%),U3=107(38.9%)	P1=64(34.2%),P2=45(24%),P3=78(41.7%)	1.06 (.362)
Products with no	U1=101(36.7%),U2=40(14.5%),U3=134(48.7%)	P1=58(31%),P2=35(18.7%),P3=94(50.2%)	3.30 (.020)

harm to environment			
Ensure to be eco-friendly	G1=46(29.6%),G2=22(14.1%),G3=87(56.1%)	D1=5(13.5%),D2=3(8.1%),D3=29(78.3%)	
Eco-friendly packaging	G1=53(34.1%),G2=29(18.7%),G3=73(47%)	D1=7(19%),D2=8(21.6%),D3=22(59.4%)	
Contributes least amount of pollution	G1=64(41.2%),G2=26(16.7%),G3=65(42%)	D1=12(32.4%),D2=5(13.5%),D3=20(54%)	
Products with no harm to environment	G1=68(43.8%),G2=35(22.5%),G3=52(33.5%)	D1=13(35.1%),D2=8(21.6%),D3=16(43.2%)	

(At 95% level of confidence)

The p values of three variables of ‘attitude’ namely, ‘wise idea’, ‘responsibility towards environment’, and ‘promote green living’ are 0.966, 0.459, and 0.066 respectively, are more than 0.05, hence, the null hypothesis of no association between three variables of ‘attitude’ and educational qualifications is failed to be rejected proving an insignificant association between them. Also, the p values of three variables of ‘subjective norms’ namely, ‘normative social influence’, ‘perceived social pressure’, and ‘peer pressure’ are 0.584, 0.077, and 0.970 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘subjective norms’ and educational qualifications is failed to be rejected proving an insignificant association between them. As far as ‘green consumer intentions’ is concerned, the p values of four variables, namely ‘purchase intentions’, ‘willingness to pay premium’, ‘motivating peer group to use similar products’, and ‘promote the product by narrating benefits, pleasure and contentment derived’ are 0.065, 0.252, 0.098, and 0.821 respectively are greater than 0.05, hence, the null hypothesis of no association between four variables of ‘green consumer intentions’ and educational qualifications is failed to be rejected proving an insignificant association between them. But, the p values of two variables of ‘green consumer intentions’ namely ‘repurchase intentions’ and ‘sharing post purchase experience with peer group’ are **0.046** and **0.022** respectively, are less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between two variables of ‘green consumer intentions’ and educational qualifications. Similarly, the p values of three variables of ‘green consumer behaviour’ namely, ‘ensure to be eco-friendly’, ‘eco-friendly packaging’, and ‘contributes least amount of pollution’ are 0.092, 0.174, and 0.362 respectively are greater than 0.05, hence, the null hypothesis of no association between three variables of ‘green consumer behaviour’ and educational qualifications is failed to be rejected proving an insignificant association between them. But the p value of one variable of

‘green consumer behaviour’ namely ‘products with no harm to environment’ is **0.020** which is less than 0.05, hence, the null hypothesis of no association stands rejected stating a significant association between one variable of ‘green consumer behaviour’ and educational qualifications.

5.2.4 Association between Factors and Occupational Status

H₀₄: There is no association between **factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) and **Occupational status** of consumers.

For the purpose of analysing the association between **Factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) vs **Occupation**, one way ANOVA was run as shown in Tables 5.22, 5.23, 5.24, 5.25, 5.26 where the options Strongly Disagree, Disagree, Somewhat Disagree have been merged and represented by 1, Undecided is represented by 2, and Somewhat Agree, Agree, Strongly Agree have been merged and represented by 3 for each statement of the questionnaire:

Table 5.22: F Statistic with p-values for association of Psychographic Factors and Occupational Status

Factors (Variables)	Groups		F Statistic (P Value)
	Student (denpted by S) 350 (53.5%) Homemaker (denoted by H) 45 (6.9%) Own business (denoted by O) 60 (9.2%)	In service (denoted by I) 131 (20%) Professionals (denoted by P) 68 (10.4%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Environmental Concern			
Quality of Life	S1=122(34.8%),S2=55(15.7%),S3=173(49.4%)	I1=54(41.2%),I2=7(5.3%),I3=70(53.4%)	.987 (.414)
Willingness to pay more	S1=138(39.4%),S2=44(12.5%),S3=168(48%)	I1=44(33.5%),I2=19(14.5%),I3=68(51.9%)	1.54 (.188)
Environmental belief	S1=138(39.4%),S2=56(16%),S3=156(44.5%)	I1=41(31.2%),I2=22(16.7%),I3=68(51.9%)	4.70(.001)
Preference for green product	S1=129(36.8%),S2=47(13.4%),S3=174(49.7%)	I1=51(38.9%),I2=22(16.7%),I3=58(44.2%)	.592 (.668)

Quality of Life	H1=21(46.6%),H2=5(11.1%),H3=19(42.2%)	P1=29(42.6%),P2=8(11.7%),P3=31(45.5%)	
Willingness to pay more	H1=23(51.1%),H2=3(6.6%),H3=19(42.2%)	P1=24(35.2%),P2=10(14.7%),P3=34(50%)	
Environmental belief	H1=25(55.5%),H2=6(13.3%),H3=14(31.1%)	P1=33(48.5%),P2=14(20.5%),P3=21(30.8%)	
Preference for green product	H1=17(37.7%),H2=10(22.2%),H3=18(40%)	P1=27(39.7%),P2=10(14.7%),P3=31(45.5%)	
Quality of Life	O1=28(46.6%),O2=7(11.6%),O3=25(41.6%)		
Willingness to pay more	O1=29(48.3%),O2=9(15%),O3=22(36.6%)		
Environmental belief	O1=35(58.3%),O2=6(10%),O3=19(30.5%)		
Preference for green product	O1=16(26.6%),O2=14(23.3%),O3=30(50%)		
Health Consciousness			2.82 (.024) 1.78 (.131) 2.31 (.057)
Health benefits	S1=111(31.7%),S2=49(14%),S3=190(54.2%)	I1=41(31.2%),I2=10(7.6%),I3=80(61%)	
Health concern	S1=119(34%),H2=42(12%),H3=189(54%)	I1=42(32%),I2=22(16.7%),I3=67(51.1%)	
Healthy lifestyle	S1=128(36.5%),S2=54(15.4%),S3=168(48%)	I1=50(38.1%),I2=19(14.5%),I3=62(47.3%)	
Health benefits	H1=23(51.1%),H2=7(15.5%),H3=15(33.3%)	P1=20(29.4%),P2=10(14.7%),P3=38(55.8%)	
Health concern	H1=25(55.5%),H2=3(6.6%),H3=17(37.7%)	P1=27(39.7%),P2=4(5.8%),P3=37(54.4%)	.621 (.648) .928 (.447) .914 (.455) 2.13 (.075)
Healthy lifestyle	H1=23(51.1%),H2=6(13.2%),H3=16(35.5%)	P1=34(50%),P2=5(7.3%),P3=29(42.6%)	
Health benefits	O1=23(38.3%),O2=10(16.6%),O3=27(45%)		
Health concern	O1=22(36.6%),O2=10(16.6%),O3=28(46.6%)		
Healthy lifestyle	O1=31(51.6%),O2=9(15%),O3=20(33.3%)		
Personality			
Consideration of future consequences	S1=131(37.4%),S2=43(12.2%),S3=176(50.2%)	I1=41(31.2%),I2=20(15.2%),I3=70(53.4%)	
Extraversion	S1=144(41.1%),S2=40(11.4%),S3=166(47.4%)	I1=41(31.2%),I2=22(16.7%),I3=68(51.9%)	
Conscientiousness	S1=115(32.8%),S2=41(11.7%),S3=194(55.4%)	I1=47(35.8%),I2=16(12.2%),I3=68(51.9%)	
Openness to experience	S1=135(38.5%),S2=32(9.1%),S3=183(52.2%)	I1=33(25.1%),I2=15(11.4%),I3=83(63.3%)	
Consideration of future consequences	H1=18(40%),H2=9(20%),H3=18(40%)	P1=26(38.2%),P2=10(14.7%),P3=32(47%)	
Extraversion	H1=21(46.6%),H2=3(6.6%),H3=21(46.6%)	P1=24(35.2%),P2=9(13.2%),P3=35(51.4%)	
Conscientiousness	H1=17(37.7%),H2=9(20%),H3=19(42.2%)	P1=29(42.6%),P2=4(5.8%),P3=35(51.4%)	
Openness to experience	H1=18(40%),H2=4(8.8%),H3=23(51.1%)	P1=20(29.4%),P2=7(10.2%),P3=41(60.2%)	
Consideration of future consequences	O1=23(38.3%),O2=9(15%),O3=28(46.6%)		
Extraversion	O1=26(43.3%),O2=8(13.3%),O3=26(43.3%)		
Conscientiousness	O1=25(41.6%),O2=7(11.6%),O3=28(46.6%)		
Openness to experience	O1=22(36.6%),O2=9(15%),O3=29(48.3%)		
Lifestyle			
Adopt ecological lifestyle	S1=135(38.5%),S2=51(14.5%),S3=164(46.8%)	I1=53(40.4%),I2=25,I3=53(40.4%)	
Need for respect	S1=133(38%),S2=52(14.8%),S3=165(47.1%)	I1=52(39.6%),I2=24(18.3%),I3=55(41.9%)	.391 (.815) .336 (.854) 1.00 (.405) .449 (.773)
Need for achievement	S1=135(38.5%),S2=57(16.2%),S3=158(45.1%)	I1=47(35.8%),I2=29(22.1%),I3=55(41.9%)	
Involvement in environmental issues	S1=139(39.7%),S2=53(15.1%),S3=158(45.1%)	I1=47(35.8%),I2=23(17.5%),I3=61(46.5%)	

Adopt ecological lifestyle	H1=20(44.4%),H2=2(4.4%),H3=23(51.1%)	P1=22(32.3%),P2=14(20.5%),P3=32(47%)	
Need for respect	H1=18(39.1%),H2=7(15.5%),H3=20(44.4%))	P1=23(33.8%),P2=11(16.1%),P3=34(50%)	
Need for achievement	H1=14(31.1%),H2=6(13.3%),H3=25(55.5%)	P1=26(38.2%),P2=7(10.2%),P3=35(51.4%)	
Involvement in environmental issues	H1=20(44.4%),H2=3(6.6%),H3=22(48.8%)	P1=28(41.1%),P2=11(16.1%),P3=29(42.6%)	
Adopt ecological lifestyle	O1=21(35%),O2=10(16.6%),O3=29(48.3%)		
Need for respect	O1=23(38.3%),O2=6(10%),O3=31(51.6%)		
Need for achievement	O1=15(25%),O2=14,(23.3%)O3=31(51.6%)		
Involvement in environmental issues	O1=17(28.3%),O2=14(23.3%),O3=29(48.3%)		

(At 95% level of confidence)

The results indicate that p values of three variables of ‘environmental concern’, namely ‘quality of life’, ‘willingness to pay more’ and ‘preference for green product’ are 0.414, 0.188, and 0.668, respectively are more than 0.05, hence, the null hypotheses of no association between three variables of ‘environmental concern’ and occupational status is failed to be rejected stating an insignificant association between them. But, the p value of one variable of ‘**environmental concern**’ namely ‘**environmental belief**’ is **0.001** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between environmental belief and occupational status. Moreover, p values of two variables of ‘health consciousness’ namely, ‘health concern’, and ‘healthy lifestyle’ are 0.131 and 0.057, respectively are more than 0.05, hence, the null hypotheses of no association between two variables of ‘health consciousness’ and occupational status is failed to be rejected stating an insignificant association between them. But, the p value of one variable of ‘**health consciousness**’ namely ‘**health benefits**’ is **0.024** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘health benefits’ and occupational status. Similarly, p values of four variables of ‘personality’ namely, ‘consideration of future consequences’, ‘extraversion’, ‘conscientiousness’, and ‘openness to experience’ are 0.648, 0.447, 0.455, and 0.075, respectively are more than 0.05, hence, the null hypothesis of no association between all variables of ‘personality’ and occupational status is failed to be rejected proving an insignificant association between them. As far as ‘lifestyle’ is concerned, the p values of four variables namely, ‘adopt ecological lifestyle’, ‘need for respect’, ‘need for achievement’, and ‘involvement in environmental issues’ are 0.815, 0.854, 0.405, and 0.773 respectively more than 0.05, hence, the null hypothesis of no association between all variables of ‘lifestyle’ and occupational status is failed to be rejected proving an insignificant association between them.

Table 5.23: F Statistic with p-values for association of Green Marketing Factors and Occupational Status

Factors (Variables)	Groups		F Statistic (P Value)
	Student (denpted by S) 350 (53.5%) Homemaker (denoted by H) 45 (6.9%) Own business (denoted by O) 60 (9.2%)	In service (denoted by I) 131 (20%) Professionals (denoted by P) 68 (10.4%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Green Product			
Product Reliability	S1=119(34%),S2=51(14.5%),S3=180(51.4%)	I1=36(27.4%),I2=19(14.5%),I3=76(58%)	.715 (.582)
Solution of environment problems	S1=111(31.7%),S2=57(16.2%),S3=182(52%)	I1=38(29%),I2=16(12.2%),I3=77(58.7%)	.856 (.490)
Beneficial for health	S1=102(29.1%),S2=57(16.2%),S3=191(54.5%)	I1=30(22.9%),I2=25(19%),I3=76(58%)	1.06 (.373)
Product Reliability	H1=17(37.7%),H2=7(15.5%),H3=21(46.6%)	P1=25(36.7%),P2=6(8.8%),P3=37(54.4%)	
Solution of environment problems	H1=17(37.7%),H2=6(13.3%),H3=22(48.8%)	P1=26(38.2%),P2=11(16.1%),P3=31(45.5%)	
Beneficial for health	H1=16(35.5%),H2=9(20%),H3=20(44.4%)	P1=25(36.7%),P2=8(11.7%),P3=35(51.4%)	
Product Reliability	O1=18(30%),O2=10(16.6%),O3=32(53.3%)		
Solution of environment problems	O1=19(31.6%),O2=12(20%),O3=29(48.3%)		
Beneficial for health	O1=15(25%),H2=16(26.6%),H3=29(48.3%)		
Green Place			
Ease in availability	S1=129(36.8%),S2=61(17.4%),S3=160(45.7%)	I1=42(32%),I2=24(18.3%),I3=65(49.6%)	.738 (.567)
Regular availability	S1=137(39.1%),S2=48(13.7%),S3=165(47.1%)	I1=52(39.6%),I2=20(15.2%),I3=59(45%)	.457 (.768)
Clean stores	S1=97(27.7%),S2=82(23.4%),S3=171(48.8%)	I1=43(32.8%),I2=18(13.7%),I3=70(53.4%)	507 (.731)
Ease in availability	H1=19(42.2%),H2=11(24.4%),H3=15(33.3%)	P1=25(36.7%),P2=11(16.1%),P3=32(47%)	
Regular availability	H1=21(46.6%),H2=7(15.5%),H3=17(37.7%)	P1=22(32.3%),P2=15(22%),P3=31(45.5%)	
Clean stores	HI=15(33.3%),H2=12(26.6%),H3=18(40%)	P1=23(33.8%),P2=10(14.7%),P3=35(51.4%)	
Ease in availability	O1=22(36.6%),O2=11(18.3%),O3=27(45%)		
Regular availability	O1=21(35%),O2=16(26.6%),O3=23(38.3%)		
Clean stores	O1=23(38.3%),O2=9(15%),O3=28(46.6%)		
Green Price			
Justifiable price	S1=115(32.8%),S2=69(19.7%),S3=166(47.4%)	I1=39(29.7%),I2=16(12.2%),I3=76(58%)	1.93 (.103)
Reasonable price	S1=141(40.2%),S2=60(17.2%),S3=149(42.5%)	I1=38(29%),I2=17(12.9%),I3=76(58%)	2.82(.024)
Proportionate to quality	S1=110(31.4%),S2=62(17.7%),S3=178(50.8%)	I1=31(23.6%),I2=23(17.5%),I3=77(58.7%)	2.93(.020)
Justifiable price	H1=18(40%),H2=5(11.1%),H3=22(48.8%)	P1=25(36.7%),P2=16(23.5%),P3=27(39.7%)	
Reasonable price	H1=20(44.4%),H2=8(17.7%),H3=17(37.7%)	P1=28(41.1%),P2=12(17.6%),P3=28(41.1%)	
Proportionate to quality	H1=14(31.1%),H2=11(24.4%),H3=20(44.4%)	P1=24(35.2%),P2=8(11.7%),P3=36(52.9%)	
Justifiable price	O1=26(43.3%),O2=12(20%),O3=22(36.6%)		
Reasonable price	O1=28(46.6%),O2=8(13.3%),O3=24(40%)		
Proportionate to quality	O1=30(50%),O2=7(11.6%),O3=23(38.3%)		
Green Promotion			
Guides consumers to make informed decisions	S1=127(36.2%),S2=59(16.8%),S3=164(46.8%)	I1=46(35.1%),I2=17(12.9%),I3=68(51.9%)	.473 (.756)

Enhances awareness	S1=132(37.7%),S2=48(13.7%),S3=170(48.5%)	I1=35(26.7%),I2=18(13.7%),I3=78(59.5%)	1.58(.177) .815 (.516)
Enhances knowledge	S1=107(30.5%),S2=45(12.8%),S3=198(56.5%)	I1=45(34.3%),I2=28(21.3%),I3=58(44.2%)	
Guides consumers to make informed decisions	H1=18(40%),H2=5(11.1%),H3=22(48.8%)	P1=27(39.7%),P2=11(16.1%),P3=30(44.1%)	
Enhances awareness	H1=19(42.2%),H2=5(11.1%),H3=21(46.6%)	P1=23(33.8%),P2=13(19.1%),P3=32(47%)	
Enhances knowledge	H1=16(35.5%),H2=5(11.1%),H3=24(53.3%)	P1=24(35.2%),P2=7(10.2%),P3=37(54.4%)	
Guides consumers to make informed decisions	O1=18(30%),O2=10(16.6%),O3=32(53.3%)		
Enhances awareness	O1=21(35%),O2=8(13.3%),O3=31(51.6%)		
Enhances knowledge	O1=17(28.3%),O2=11(18.3%),O3=32(53.3%)		

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘green product’ namely, ‘product reliability’, ‘solution of environmental problems’, and ‘beneficial for health’ are 0.582, 0.490, and 0.373 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green product’ and occupational status is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of ‘green place’, namely ‘ease in availability’, ‘regular availability’ and ‘clean stores’ are 0.567, 0.768, and 0.531 respectively, are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green place’ and occupational status is failed to be rejected proving an insignificant association between them. But, p value of one variables of ‘green price’, namely ‘justifiable price’ is 0.103 which is greater than 0.05, hence, the null hypothesis of no association between ‘justifiable price’ and occupational status is failed to be rejected proving an insignificant association between them. Also, p values of two variables of ‘green price’ namely ‘reasonable price’ and ‘proportionate to quality’ are **0.024** and **0.020** respectively, are less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between two variables of ‘green price’ and occupational status. As far as ‘green promotion’ is concerned, the p values of three variables namely, ‘guides consumers to make informed decisions’, ‘enhances awareness’, and ‘enhances knowledge’ are 0.556, 0.177 and 0.516 respectively more than 0.05, hence, the null hypothesis of no association between three variables of ‘green promotion’ and occupational status is failed to be rejected proving an insignificant association between them.

Table 5.24: F Statistic with p-values for association of Reference Group Influence and Occupational Status

Factors (Variables)	Groups		F Statistic (P Value)
	Student (denoted by S) 350 (53.5%) Homemaker (denoted by H) 45 (6.9%) Own business (denoted by O) 60 (9.2%)	In service (denoted by I) 131 (20%) Professionals (denoted by P) 68 (10.4%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Social Influence			
Conformity with social groups	S1=98(28%),S2=67(19.1%),S3=185(52.8%)	I1=33(25.1%),I2=21(16%),I3=77(58.7%)	.536 (.709)
Social persuasion	S1=121(34.5%),S2=58(16.5%),S3=171(48.8%)	I1=43(32.8%),I2=19(14.5%),I3=69(52.6%)	3.51 (.008)
Honouring social norm	S1=121(34.5%),S2=55(15.7%),S3=174(49.7%)	I1=40(30.5%),I2=21(16%),I3=70(53.4%)	1.02 (.391)
Conformity with social groups	H1=14(31.1%),H2=10(22.2%),H3=21(46.6%)	P1=25(36.7%),P2=4(5.8%),P3=39(57.3%)	
Social persuasion	H1=26(57.7%),H2=9(20%),H3=10(22.2%)	P1=28(41.1%),P2=9(13.2%),P3=31(45.5%)	
Honouring social norm	H1=22(47.8%),H2=4(8.8%),H3=19(42.2%)	P1=22(32.3%),P2=15(22%),P3=31(45.5%)	
Conformity with social groups	O1=19(31.6%),O2=10(16.6%),O3=31(51.6%)		
Social persuasion	O1=22(36.6%),O2=11(18.3%),O3=27(45%)		
Honouring social norm	O1=16(26.6%),O2=14(23.3%),O3=30(50%)		
Peer influence			
Guidance from reference group	S1=103(29.4%),S2=69(19.7%),S3=178(50.8%)	I1=28(21.3%),I2=15(11.4%),I3=88(67.1%)	3.89 (.004)
Green knowledge from peer group	S1=103(29.4%),S2=41(11.7%),S3=206(58.8%)	I1=35(26.7%),I2=16(12.2%),I3=80(61%)	1.37 (.242)
Peer endorsement of green agenda	S1=128(36.5%),S2=52(14.8%),S3=170(48.5%)	I1=36(27.4%),I2=18(13.7%),I3=77(58.7%)	2.25 (.062)
Parents as value setters	S1=89(25.4%),S2=53(15.1%),S3=208(59.4%)	I1=36(27.4%),I2=18(13.7%),I3=77(58.7%)	1.15 (.329)
Guidance from reference group	H1=20(44.4%),H2=8(17.7%),H3=17(37.7%)	P1=22(32.3%),P2=5(7.3%),P3=41(60.2%)	
Green knowledge from peer group	H1=18(40%),H2=9(20%),H3=18(40%)	P1=21(30.8%),P2=9(13.2%),P3=38(55.8%)	
Peer endorsement of green agenda	H1=21(46.6%),H2=6(13.3%),H3=18(40%)	P1=29(42.6%),P2=10(14.7%),P3=29(42.6%)	
Parents as value setters	H1=16(35.5%),H2=10(22.2%),H3=19(42.2%)	P1=20(29.4%),P2=4(5.8%),P3=44(64.7%)	
Guidance from reference group	O1=23(38.3%),O2=8(13.3%),O3=29(48.3%)		
Green knowledge from peer group	O1=20(33.3%),O2=7(11.6%),O3=33(55%)		
Peer endorsement of green agenda	O1=25(41.6%),O2=6(16.6%),O3=29(48.3%)		
Parents as value setters	O1=14(23.3%),O2=8(13.3%),O3=38(63.3%)		

(At 95% level of confidence)

The findings indicate that p values of two variables of ‘social influence’ namely, ‘conformity with social group’, and ‘honouring social norm’ are 0.709 and 0.391 respectively are greater

than 0.05, hence, the null hypothesis of no association between two variables of ‘social influence’ and occupational status is failed to be rejected proving an insignificant association between them. But, the p value of one variable of ‘**social influence**’ namely ‘**social persuasion**’ is **0.008** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘social persuasion’ and occupational status. Similarly p values of three variables of ‘peer influence’, namely ‘green knowledge from peer group’, ‘peer endorsement of green agenda’, and ‘parents as value setters’ are 0.242, 0.062, and 0.329 respectively are greater than 0.05, hence, the null hypothesis of no association between three variables of ‘peer influence’ and occupational status is failed to be rejected proving an insignificant association between them. But, the p value of one variable of ‘**peer influence**’ ‘**guidance from reference group**’ is **0.004** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘guidance from reference group’ and occupational status.

Table 5.25: F Statistic with p-values for association of Post Purchase Behaviour and Occupational Status

Factors (Variables)	Groups		F Statistic (P Value)
	Student (denpted by S) 350 (53.5%) Homemaker (denoted by H) 45 (6.9%) Own business (denoted by O) 60 (9.2%)	In service (denoted by I) 131 (20%) Professionals (denoted by P) 68 (10.4%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Repurchase intentions			3.39 (.009)
Fulfills consumers’ expectations	S1=105(30%),S2=62(17.7%),S3=183(52.2%)	I1=25(19%),I2=18(13.7%),I3=88(67.1%)	
Product attachment	S1=120(34.2%),S2=54(15.4%),S3=176(50.2%)	I1=37(28.2%),I2=14(10.6%),I3=80(61%)	1.95 (.099)
Past experience of using green products	S1=76(21.7%),S2=42(12%),S3=232(66.2%)	I1=28(21.3%),I2=18(13.7%),I3=85(64.8%)	1.95 (.100)
Fulfills consumers’ expectations	H1=18(40%), H2=9(20%),H3=18(40%)	P1=21(30.8%),P2=11(16.1%),P3=36(52.9%)	
Product attachment	H1=18(40%), H2=13(28.8%),H3=14(31.1%)	P1=24(35.2%),P2=5(7.3%),P3=39(57.3%)	
Past experience of using green products	H1=17(37.7%) ,H2=4(8.8%),H3=24(53.3%)	P1=19(27.9%),P2=10(14.7%),P3=39(57.3%)	
Fulfills consumers’ expectations	O1=18(30%),O2=12(20%),O3=30(50%)		
Product attachment	O1=22(36.6%),O2=7(11.6%),O3=31(51.6%)		
Past experience of using green products	O1=19(31.6%),O2=7(11.6%),O3=34(56.6%)		

Product Endorsement intentions			
Encourage peer group	S1=85(24.2%),S2=49(14%),S3=216(61.7%)	I1=20(15.2%),I2=12(9.1%),I3=99(75.5%)	3.05(.016)
Recommendation to family	S1=68(19.4%),S2=42(12%),S3=240(68.5%)	I1=26(19.8%),I2=9(6.8%),I3=96(73.2%)	2.39 (.050)
Positive words of mouth	S1=75(21.4%),S2=39(11.1%),S3=236(67.4%)	I1=21(16%),I2=11(8.3%),I3=99(75.5%)	3.62 (.006)
Encourage peer group	H1=16(35.5%),H2=4(8.8%),H3=25(55.5%)	P1=16(23.5%),P2=5(7.3%),P3=47(69.1%)	
Recommendation to family	H1=17(37.7%),H2=5(11.1%),H3=23(51.1%)	P1=17(24%),P2=6(8.8%),P3=45(66.1%)	
Positive words of mouth	H1=17(37.7%),H2=4(8.8%),H3=24(53.3%)	P1=17(24%),P2=6(8.8%),P3=45(66.1%)	
Encourage peer group	O1=19(31.6%),O2=6(10%),O3=35(58.3%)		
Recommendation to family	O1=16(26.6%),O2=6(10%),O3=38(63.3%)		
Positive words of mouth	O1=18(30%),O2=11(18.3%),O3=31(51.3%)		
Switching over intentions			
Scepticism	S1=153(43.7%),S2=49(14%),S3=148(42.2%)	I1=52(39.6%),I2=29(22.1%),I3=50(38.1%)	1.54 (.187)
Post purchase regret	S1=196(56%),S2=39(11.1%),S3=115(32.8%)	I1=53(40.4%),I2=25(19%),I3=53(40.4%)	4.26 (.002)
Experienced deception in packaging	S1=168(48%),S2=71(20.2%),S3=111(31.7%)	I1=63(48%),I2=20(15.2%),I3=48(36.6%)	1.72 (.143)
Scepticism	H1=26(57.7%),H2=7(15.5%),H3=12(26.6%)	P1=30(44.1%),P2=14(20.5%),P3=24(35.2%)	
Post purchase regret	H1=31(68.8%),H2=9(20%),H3=5(11.1%)	P1=35(51.4%),P2=13(20%),P3=20(29.4%)	
Experienced deception in packaging	H1=30(66.6%),H2=5(11.1%),H3=10(22.5%)	P1=34(50%),P2=11(16.1%),P3=23(33.8%)	
Scepticism	O1=24(40%),O2=5(8.3%),O3=31(51.3%)		
Post purchase regret	O1=25(41.6%),O2=12(20%),O3=23(38.3%)		
Experienced deception in packaging	O1=24(40%),O2=12(20%),O3=24(40%)		

(At 95% level of confidence)

The findings indicate that p values of two variables of ‘repurchase intentions’ namely, ‘product attachment’, and ‘past experience of using green products’ are 0.099 and 0.100 respectively are greater than 0.05, hence, the null hypothesis of no association between two variables of ‘repurchase intentions’ and occupational status is failed to be rejected proving an insignificant association between them. But, the p value of one variable of ‘**repurchase intentions**’ namely ‘**fulfils consumers’ expectations**’ is **0.009** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘fulfils consumers’ expectations’ and occupational status. Similarly p values of three variables of ‘**product endorsement intentions**’, namely ‘**encourage peer group**’,

‘recommendation to family’ and ‘positive words of mouth’ are **0.016**, **0.050** and **0.006** which are less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘product endorsement intentions’ and occupational status of consumers. As far as ‘switching over intentions’ is concerned, the p values of two variables namely, ‘scepticism’ and ‘experienced deception in packaging’ are 0.187 and 0.143 respectively, are more than 0.05, hence, the null hypothesis of no association between two variables of ‘switching over intentions’ and occupational status is failed to be rejected proving an insignificant association between them. But the p value of one variable of ‘switching over intentions’ namely ‘post purchase regret’ is **0.002** which is less than 0,05, hence, the null hypothesis of no association is rejected stating a significant association between ‘post purchase regret’ and occupational status.

Table 5.26: F Statistic with p-values for association of Theoretical Model and Occupational Status

Factors (Variables)	Groups		F Statistic (P Value)
	Student (denpted by S) 350 (53.5%) Homemaker (denoted by H) 45 (6.9%) Own business (denoted by O) 60 (9.2%)	In service (denoted by I) 131 (20%) Professionals (denoted by P) 68 (10.4%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Attitude			
Wise idea	S1=92(26.2%),S2=57(16.2%),S3=201(57.4%)	I1=38(29%),I2=13(9.9%),I3=80(61%)	1.62 (.166)
Responsibility towards environment	S1=116(33.1%),S2=45(12.8%),S3=189(54%)	I1=35(26.7%),I2=15(11.4%),I3=81(61.8%)	1.29 (.273)
Promote green living	S1=119(34%),S2=56(16%),S3=175(50%)	I1=39(29.7%),I2=29(22.1%),I3=63(48%)	1.29 (.272)
Wise idea	H1=16(35.5%),H2=9(20%),H3=20(44.4%)	P1=24(35.2%),P2=10(14.7%),P3=34(50%)	
Responsibility towards environment	H1=20(44.4%),H2=4(8.8%),H3=21(46.6%)	P1=24(35.2%),P2=8(11.7%),P3=36(53%)	
Promote green living	H1=20(44.4%),H2=7(15.5%),H3=18(40%)	P1=21(30.8%),P2=9(13.2%),P3=38	
Wise idea	O1=25(41.6%),O2=4(6.6%),O3=31(51.4%)		
Responsibility towards environment	O1=16(26.6%),O2=13(21.6%),O3=31(51.4%)		
Promote green living	O1=16(26.6%),O2=8(13.3%),O3=36(60%)		
Subjective Norms			
Normative social influence	S1=103(29.4%),S2=76(21.7%),S3=171(48.8%)	I1=38(29%),I2=30(22.9%),I3=63(48%)	2.78(.026)
Perceived social pressure	S1=119(34%),S2=69(19.7%),S3=162(46.2%)	I1=39(29.7%),I2=25(19%),I3=67(51.1%)	1.04 (.385)
Peer pressure	S1=126(36%),S2=54(15.4%),S3=170(48.5%)	I1=36(27.4%),I2=23(17.5%),I3=72(54.9%)	1.71 (.145)

Normative social influence	H1=23(51.1%),H2=8(17.7%),H3=14(31.1%)	P1=26(38.2%),P2=14(20.5%),P3=28(41.1%)	
Perceived social pressure	H1=20(44.4%),H2=9(20%),H3=16(35.5%)	P1=25(37%),P2=11(16.1%),P3=32(47%)	
Peer pressure	H1=21(46.6%),H2=8(17.7%),H3=16(35.5%)	P1=25(37%),P2=12(17.5%),P3=31(46%)	
Normative social influence	O1=17(28.3%),O2=9(15%),O3=34(56.6%)		
Perceived social pressure	O1=20(33.3%),O2=9(15%),O3=31(51.3%)		
Peer pressure	O1=23(38.3%),O2=9(15%),O3=28(46.6%)		
Green Consumer Intentions			
Purchase intentions	S1=83(23.7%),S2=50(14.2%),S3=217(62%)	I1=25(19%),I2=12(9%),I3=94(71.7%)	4.75 (.001)
Repurchase intentions	S1=101(28.8%),S2=67(19.1%),S3=182(52%)	I1=24(18.3%),I2=21(16%),I3=86(65.6%)	3.72 (.005)
Willingness to pay premium	S1=143(40.8%),S2=67(19.1%),S3=140(40%)	I1=31(23.6%),I2=41(31.2%),I3=59(45%)	2.36 (.052)
Sharing post purchase experience with peer group	S1=132(37.7%),S2=53(15.1%),S3=165(47.1%)	I1=38(29%),I2=26(19.8%),I3=67(51.1%)	.770 (.545)
Motivating peer group to use similar products	S1=108(30.8%),S2=73(20.8%),S3=169(48.2%)	I1=37(28.2%),I2=29(22.1%),I3=65(49.6%)	.209 (.933)
Promote the product by narrating benefits, pleasure and contentment derived	S1=132(37.7%),S2=73(20.8%),S3=145(41.4%)	I1=52(39.6%),I2=24(18.3%),I3=55(41.9%)	.327 (.860)
Purchase intentions	H1=19(42.2%),H2=8(17.7%),H3=18(40%)	P1=14(20.5%),P2=13(19.1%),P3=41(60.2%)	
Repurchase intentions	H1=17(37.7%),H2=9(20%),H3=19(42.2%)	P1=20(29.4%),P2=14(20.5%),P3=34(50%)	
Willingness to pay premium	H1=22(48.85%),H2=8(17.7%),H3=15(33.3%)	P1=23(33.8%),P2=19(27.9%),P3=26(38.2%)	
Sharing post purchase experience with peer group	H1=19(42.2%),H2=8(17.7%),H3=18(40%)	P1=23(33.8%),P2=15(22%),P3=30(44.1%)	
Motivating peer group to use similar products	H1=12(26.6%),H2=9(20%),H3=24(53.3%)	P1=22(32.3%),P2=13(19.1%),P3=33(48.5%)	
Promote the product by narrating benefits, pleasure and contentment derived	H1=21(46.6%),H2=6(13.3%),H3=18(40%)	P1=26(38.2%),P2=10(14.7%),P3=32(47%)	
Purchase intentions	O1=22(36.6%),O2=8(13.3%),O3=30(50%)		
Repurchase intentions	O1=24(40%),O2=9(15%),O3=27(45%)		
Willingness to pay premium	O1=26(43.3%),O2=13(21.6%),O3=21(35%)		
Sharing post purchase experience with peer group	O1=20(33.3%),O2=12(20%),O3=28(46.6%)		
Motivating peer group to use similar products	O1=22(36.6%),O2=8(13.3%),O3=30(50%)		

Promote the product by narrating benefits, pleasure and contentment derived	O1=21(35%),O2=11(18.3%),O3=28(46.6%)		
Green Consumer Behaviour			
Ensure to be eco-friendly	S1=85(24.2%),S2=50(14.2%),S3=215(61.4%)	I1=25(19%),I2=11(8.3%),I3=95(72.5%)	4.73 (.001)
Eco-friendly packaging	S1=105(30%),S2=69(19.7%),S3=176(50.2%)	I1=28(21.3%),I2=23(17.5%),I3=80(61%)	2.78 (.026)
Contributes least amount of pollution	S1=143(40.8%),S2=64(18.2%),S3=143(40.8%)	I1=36(27.4%),I2=32(24.4%),I3=63(48%)	2.26 (.061)
Products with no harm to environment	S1=136(38.8%),S2=57(16.2%),S3=157(44.8%)	I1=38(29%),I2=30(22.9%),I3=63(48%)	.770 (.545)
Ensure to be eco-friendly	H1=19(42.2%),H2=8(17.7%),H3=18(40%)	P1=15(22%),P2=13(19.1%),P3=40(58.8%)	
Eco-friendly packaging	H1=18(40%),H2=9(20%),H3=18(40%)	P1=25(36.7%),P2=9(13.2%),P3=34(50%)	
Contributes least amount of pollution	H1=23(51.1%),H3=6(13.3%),H3=16(35.5%)	P1=24(35.2%),P2=17(25%),P3=27(39.7%)	
Products with no harm to environment	H1=20(44.4%),H2=7(15.5%),H3=18(40%)	P1=25(36.7%),P2=13(19.1%),P3=30(44.1%)	
Ensure to be eco-friendly	O1=22(36.6%),O2=8(13.3%),O3=30(50%)		
Eco-friendly packaging	O1=23(38.3%),O2=11(18.3%),O3=26(43.3%)		
Contributes least amount of pollution	O1=28(46.6%),O2=11(18.3%),O3=21(35%)		
Products with no harm to environment	O1=21(35%),O2=11(18.3%),O3=28(46.6%)		

(At 95% level of confidence)

The p values of three variables of ‘attitude’ namely, ‘wise idea’, ‘responsibility towards environment’ and ‘promote green living’ are 0.166, 0.273, and 0.272 respectively more than 0.05, hence, the null hypothesis of no association between three variables of ‘attitude’ and occupational status is failed to be rejected proving an insignificant association between them. Moreover, the p values of two variables of ‘subjective norms’ namely, ‘perceived social pressure’, and ‘peer pressure’ are 0.385 and 0.145 respectively are greater than 0.05, hence, the null hypothesis of no association between two variables of ‘subjective norms’ and occupational status is failed to be rejected proving an insignificant association between them. But, the p value of one variable of ‘**subjective norms**’ namely ‘**normative social influence**’ is **0.026** which is less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between ‘normative social influence’ and occupational status. As far as ‘green consumer intentions’ is concerned, the p values of four variables, namely

‘willingness to pay premium, ‘sharing post purchase experience with peer group’, ‘motivating peer group to use similar products’, and ‘promote the product by narrating benefits, pleasure and contentment derived’ are 0.052, 0.545, 0.933, and 0.860 respectively are greater than 0.05, hence, the null hypothesis of no association between four variables of ‘green consumer intentions’ and occupational status is failed to be rejected proving an insignificant association between them. But, the p values of two variables of ‘**green consumer intentions**’ namely ‘**purchase intentions**’ and ‘**repurchase intentions**’ are **0.001** and **0.005** respectively, are less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between two variables of ‘green consumer intentions’ and occupational status. Similarly, the p values of two variables of ‘green consumer behaviour’ namely, ‘contributes least amount of pollution’, and ‘products with no harm to environment’ are 0.061 and 0.545 respectively are greater than 0.05, hence, the null hypothesis of no association between two variables of ‘green consumer behaviour’ and occupational status is failed to be rejected proving an insignificant association between them. But, the p values of two variables of ‘**green consumer behaviour**’ namely ‘**ensure to be eco-friendly**’ and ‘**eco-friendly packaging**’ are **0.001** and **0.026** respectively, are less than 0.05, hence, the null hypothesis of no association is rejected stating a significant association between two variables of ‘green consumer behaviour’ and occupational status.

5.2.5 Association between Factors and Marital Status

H₀₅: There is no association between **factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) and **Marital status** of consumers.

For the purpose of analysing the association between **Factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) vs **Marital status**, t test statistic was run as shown in Tables 5.27, 5.28, 5.29, 5.30, 5.31 where the options Strongly Disagree, Disagree, Somewhat Disagree have been merged and represented by 1, Undecided is

represented by 2, and Somewhat Agree, Agree, Strongly Agree have been merged and represented by 3 for each statement of the questionnaire:

Table 5.27: T test Statistic with p-values for association of Psychographic Factors and Marital Status

Factors (Variables)	Groups		t-test Statistic (P Value)
	Unmarried (U) 414 (63.4%)	Married (M) 240 (36.6%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Environmental Concern			
Quality of Life,	U1=160(38.6%),U2=60(14.4%),U3=194(46.8%)	M1=94(39.1%),M2=22(9.1%),M3=124(51.6%)	.567 (.571)
Willingness to pay more	U1=152(36.7%),U2=55(13.2%),U3=207(50%)	M1=106(44.1%),M2=30(12.5%),M3=104(43.3%)	1.87 (.061)
Environmental belief	U1=163(39.3%),U2=68(16.4%),U3=183(44.2%)	M1=109(45.4%),M2=36(15%),M3=95(39.5%)	1.43 (.152)
Preference for green product	U1=152(36.7%),U2=60(14.4%),U3=202(48.7%)	M1=88(36.6%),M2=43(17.9%),M3=109(45.4%)	.449 (.653)
Health Consciousness			
Health benefits,	U1=129(31.1%),U2=55(13.2%),U3=230(55.5%)	M1=89(37%),M2=31(12.9%),M3=120(50%)	1.55 (.120)
Health concern,	U1=146(35.2%),U2=49(11.8%),U3=219(52.8%)	M1=89(37%),M2=32(13.3%),M3=119(49.5%)	.685 (.494)
Healthy lifestyle	U1=157(37.9%),U2=60(14.4%),U3=197(47.5%)	M1=109(45.4%),M2=33(13.7%),M3=98(40.8%)	1.90 (.058)
Personality			
Consideration of future consequences	U1=158(38.1%),U2=51(12.3%),U3=205(49.5%)	M1=81(33.7%),M2=40(16.6%),M3=119(49.5%)	.600 (.548)
Extraversion	U1=167(40.3%),U2=48(11.5%),U3=199(48%)	M1=89(37%),M2=34(14.1%),M3=117(48.7%)	.521 (.603)
Conscientiousness	U1=145(35%),U2=46(11.1%),U3=223(53.8%)	M1=88(36.6%),M2=31(12.9%),M3=121(50.4%)	.678 (.498)
Openness to experience	U1=154(37.1%),U2=37(8.9%),U3=223(53.8%)	M1=74(30.8%),M2=30(12.5%),M3=136(56.6%)	1.22 (.223)
Lifestyle			
Adopt ecological lifestyle	U1=155(37.4%),U2=56(13.5%),U3=203(49%)	M1=96(40%),M2=46(19.1%),M3=98(40.8%)	1.44 (.148)
Need for respect	U1=143(34.5%),U2=66(15.9%),U3=205(49.5%)	M1=106(44.1%),M2=34(14.1%),M3=100(41.1%)	2.35 (.019)
Need for achievement	U1=152(36.7%),U2=67(16%),U3=195(47.1%)	M1=85(35.4%),M2=46(19.1%),M3=109(45.4%)	.053 (.958)
Involvement in environmental issues	U1=150(36.2%),U2=68(16.2%),U3=196(47.2%)	M1=101(42%),M2=36(15%),M3=103(42.9%)	1.38 (.166)

(At 95% level of confidence)

The results indicate that p values of four variables of ‘environmental concern’, namely ‘quality of life’, ‘willingness to pay more’, ‘environmental belief’, and ‘preference for green product’ are 0.571, 0.061, 0.152, and 0.653, respectively are more than 0.05, hence, the null hypotheses of no association between all variables of ‘environmental concern’ and marital status is failed to be rejected stating an insignificant association between them. Also, p values of three variables of ‘health consciousness’ namely, ‘health benefits’, health concern’, and

‘healthy lifestyle’ are 0.120, 0.494, and 0.058, respectively are more than 0.05, hence, the null hypotheses of no association between all variables of ‘health consciousness’ and marital status is failed to be rejected stating an insignificant association between them. Similarly, p values of four variables of ‘personality’ namely, ‘consideration of future consequences’, ‘extraversion’, ‘conscientiousness’, and ‘openness to experience’ are 0.548, 0.603, 0.498, and 0.223, respectively are more than 0.05, hence, the null hypothesis of no association between all variables of ‘personality’ and marital status is failed to be rejected proving an insignificant association between them. As far as ‘lifestyle’ is concerned, the p values of three variables namely, ‘adopt ecological lifestyle’, ‘need for achievement’, and ‘involvement in environmental issues’ are 0.148, 0.958, and 0.166 respectively more than 0.05, hence, the null hypothesis of no association between all variables of ‘lifestyle’ and marital status is failed to be rejected proving an insignificant association between them. But the p value of one variable of lifestyle namely, ‘**need for respect**’ is **0.019** which is less than 0.05, hence, the null hypotheses of no association between one variable of ‘lifestyle’ and marital status is rejected stating a significant association between them.

Table 5.28: T-test Statistic with p-values for association of Green Marketing Factors and Marital Status

Factors (Variables)	Groups		t-test Statistic (P Value)
	Unmarried (U) 414 (63.4%)	Married (M) 240 (36.6%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Green Product			
Product Reliability	U1=140(33.8%),U2=56(13.5%),U3=218(52.6%)	M1=75(31.2%),M2=37(15.4%),M3=128(53.3%)	.441 (.659)
Solution of environment problems	U1=140(33.8%),U2=62(14.9%),U3=212(51.2%)	M1=71(29.5%),M2=40(16.6%),M3=129(53.7%)	.930 (.353)
Beneficial for health	U1=121(29.2%),U2=67(16.1%),U3=226(54.5%)	M1=67(27.9%),M2=48(20%),M3=125(52%)	.169 (.866)
Green Place			
Ease in availability	U1=158(38.1%),U2=72(17.3%),U3=184(44.4%)	M1=79(32.9%),M2=46(19.1%),M3=115(47.9%)	1.19 (.233)
Regular availability	U1=153(36.9%),U2=61(14.7%),U3=200(48.3%)	M1=100(41.6%),M2=45(18.7%),M3=95(39.5%)	1.81 (.070)
Clean stores	U1=120(28.9%),U2=88(21.2%),U3=206(49.7%)	M1=81(33.7%),M2=43(17.9%),M3=116(48.3%)	.871 (.384)
Green Price			
Justifiable price	U1=147(35.5%),U2=74(17.8%),U3=193(46.6%)	M1=76(31.6%),M2=44(18.3%),M3=120(50%)	.994 (.321)
Reasonable price	U1=168(40.5%),U2=66(15.9%),U3=180(43.4%)	M1=87(36.2%),M2=39(16.25%),M3=114(47.5%)	1.12 (.261)
Proportionate to quality	U1=127(30.6%),U2=81(19.5%),U3=206(49.7%)	M1=82(34.1%),M2=30(12.5%),M3=128(53.3%)	.012 (.991)

Green Promotion			
Guides consumers to make informed decisions	U1=147(35.5%),U2=72(17.3%),U3=195(47.1%)	M1=89(37%),M2=30(12.5%),M3=121(50.4%)	.235 (.814)
Enhances awareness	U1=151(36.4%),U2=59(14.2%),U3=204(49.2%)	M1=79(32.9%),M2=33(13.7%),M3=128(53.3%)	1.02 (.305)
Enhances knowledge	U1=127(30.6%),U2=60(14.4%),U3=227(54.8%)	M1=82(34.1%),M2=36(15%),M3=122(50.8%)	1.02 (.305)

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘green product’ namely, ‘product reliability’, ‘solution of environmental problems’, and ‘beneficial for health’ are 0.659, 0.353, and 0.866 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green product’ and marital status is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of ‘green place’, namely ‘ease in availability’, ‘regular availability’, and ‘clean stores’ are 0.233, 0.070, and 0.384 respectively, are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green place’ and marital status is failed to be rejected proving an insignificant association between them. Also, p values of three variables of ‘green price’, namely ‘justifiable price’, ‘reasonable price’, and ‘proportionate to quality’ are 0.321, 0.261, and 0.991 respectively, are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green price’ and marital status is failed to be rejected proving an insignificant association between them. As far as ‘green promotion’ is concerned, the p values of three variables namely, ‘guides consumers to make informed decisions’, ‘enhances awareness’, and ‘enhances knowledge’ are 0.814, 0.305, and 0.305 respectively more than 0.05, hence, the null hypothesis of no association between three variables of ‘green promotion’ and marital status is failed to be rejected proving an insignificant association between them.

Table 5.29: T-test Statistic with p-values for association of Reference Group Influence and Marital Status

Factors (Variables)	Groups		t-test Statistic (P Value)
	Unmarried (U) 414 (63.4%)	Married (M) 240 (36.6%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Social Influence			
Conformity with social groups	U1=119(28.7%),U2=70(16.9%),U3=225(54.3%)	M1=70(29.1%),M2=42(17.5%),M3=128(53.3%)	.202 (.840)
Social persuasion	U1=144(34.7%),U2=65(15.7%),U3=205(49.5%)	M1=96(40%),M2=41(17%),M3=103(42.9%)	1.60 (.110)
Honouring social norm	U1=141(34%),U2=70(16.9%),U3=203(49%)	M1=80(33.3%),M2=39(16.2%),M3=121(50.4%)	.288 (.773)
Peer influence			
Guidance from reference group	U1=122(29.4%),U2=70(16.9%),U3=222(53.6%)	M1=74(30.8%),M2=35(14.5%),M3=131(54.5%)	.056 (.955)
Green knowledge from peer group	U1=129(31.1%),U2=52(12.5%),U3=233(56.2%)	M1=68(28.3%),M2=30(12.5%),M3=142(59.1%)	.786 (.432)
Peer endorsement of green agenda	U1=151(36.4%),U2=63(15.2%),U3=200(48.3%)	M1=88(36.6%),M2=29(12%),M3=123(51.2%)	.368 (.713)
Parents as value setters	U1=106(25.6%),U2=59(14.2%),U3=249(60.1%)	M1=69(28.7%),M2=34(14.1%),M3=137(57%)	.881 (.379)

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘social influence’ namely, ‘conformity with social groups’, ‘social persuasion’, and ‘honouring social norm’ are 0.840, 0.110, and 0.773 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘social influence’ and marital status is failed to be rejected proving an insignificant association between them. Similarly p values of four variables of ‘peer influence’, namely ‘guidance from reference group’, ‘green knowledge from peer group’, ‘peer endorsement of green agenda’, and ‘parents as value setters’ are 0.955, 0.432, 0.713, and 0.379 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘peer influence’ and marital status is failed to be rejected proving an insignificant association between them.

Table 5.30: T test Statistic with p-values for association of Post Purchase Behaviour and Marital Status

Factors (Variables)	Groups		t-test Statistic (P Value)
	Unmarried (U) 414 (63.4%)	Married (M) 240 (36.6%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Repurchase intentions			
Fulfills consumers' expectations	U1=121(29.2%),U2=67(16.1%),U3=226(54.5%)	M1=66(27.5%),M2=45(18.7%),M3=129(53.7%)	.125 (.900)
Product attachment	U1=141(34%),U2=57(13.7%),U3=216(52.1%)	M1=80(33.3%),M2=36(15%),M3=124(51.6%)	.029 (.977)
Past experience of using green products	U1=96(23.1%),U2=56(13.5%),U3=262(63.2%)	M1=63(26.2%),M2=25(10.4%),M3=152(63.3%)	.436 (.663)
Product Endorsement intentions			
Encourage peer group	U1=96(23.1%),U2=53(12.8%),U3=265(64%)	M1=60(25%),M2=23(9.5%),M3=157(65.4%)	.059 (.953)
Recommendation to family	U1=81(19.5%),U2=51(12.3%),U3=282(68.1%)	M1=63(26.2%),M2=17(7%),M3=160(66.6%)	1.20 (.228)
Positive words of mouth	U1=91(21.9%),U2=45(10.8%),U3=278(67.1%)	M1=57(23.7%),M2=26(10.8%),M3=157(65.4%)	.516 (.606)
Switching over intentions			
Scepticism	U1=176(42.5%),U2=61(14.7%),U3=177(42.7%)	M1=109(45.4%),M2=43(17.9%),M3=88(36.6%)	1.20 (.227)
Post purchase regret	U1=217(52.4%),U2=53(12.8%),U3=144(34.7%)	M1=123(51.2%),M2=45(18.7%),M3=72(30%)	.493 (.622)
Experienced deception in packaging	U1=192(46.3%),U2=80(19.3%),U3=142(34.2%)	M1=127(52.9%),M2=39(16.2%),M3=74(30.8%)	1.38 (.167)

(At 95% level of confidence)

The findings indicate that p values of three variables of 'repurchase intentions' namely, 'fulfils consumers' expectations', 'product attachment', and 'past experience of using green products' are 0.900, 0.977, and 0.663 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of 'repurchase intentions' and marital status is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of 'product endorsement intentions', namely 'encourage peer group', 'recommendation to family', and 'positive words of mouth' are 0.953, 0.228, and 0.606 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of 'product endorsement intentions' and marital status is failed to be rejected proving an insignificant association between them. As far as 'switching over intentions' is concerned, the p values of three variables namely, 'scepticism', 'post purchase regret' and 'experienced deception in packaging' are 0.227, 0.622, and 0.167 respectively, are more than

0.05, hence, the null hypothesis of no association between three variables of ‘switching over intentions’ and marital status is failed to be rejected proving an insignificant association between them.

Table 5.31: T test Statistic with p-values for association of Theoretical Model and Marital Status

Factors (Variables)	Groups		t-test Statistic (P Value)
	Unmarried (U) 414 (63.4%)	Married (M) 240 (36.6%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Attitude			
Wise idea	U1=116(28%),U2=61(14.7%),U3=237(57.2%)	M1=79(32.9%),M2=32(13.3%),M3=129(53.7%)	1.16 (.245)
Responsibility towards environment	U1=135(32.6%),U2=54(13%),U3=225(54.3%)	M1=76(31.6%),M2=31(12.9%),M3=133(55.4%)	.273 (.785)
Promote green living	U1=135(32.6%),U2=76(18.3%),U3=203(49%)	M1=80(33.3%),M2=33(13.7%),M3=127(52.9%)	.434 (.664)
Subjective Norms			
Normative social influence	U1=127(30.6%),U2=88(21.2%),U3=199(48%)	M1=80(33.3%),M2=49(20.4%),M3=111(46.2%)	.630 (.529)
Perceived social pressure	U1=142(34.2%),U2=76(18.3%),U3=196(47.3%)	M1=81(33.7%),M2=47(19.5%),M3=112(46.6%)	.018 (.986)
Peer pressure	U1=144(34.7%),U2=68(16.4%),U3=202(48.7%)	M1=87(36.2%),M2=38(15.8%),M3=115(47.9%)	.318 (.750)
Green Consumer Intentions			
Purchase intentions	U1=99(23.9%),U2=59(14.2%),U3=256(61.8%)	M1=64(26.6%),M2=32(13.3%),M3=144(60%)	.661 (.509)
Repurchase intentions	U1=119(28.7%),U2=76(18.3%),U3=219(52.8%)	M1=67(27.9%),M2=44(18.3%),M3=129(53.7%)	.238 (.812)
Willingness to pay premium	U1=163(39.3%),U2=86(20.7%),U3=165(39.8%)	M1=82(34.1%),M2=62(25.8%),M3=96(40%)	.749 (.454)
Sharing post purchase experience with peer group	U1=146(35.2%),U2=66(15.9%),U3=202(48.7%)	M1=86(35.8%),M2=48(20%),M3=106(44.1%)	.709 (.478)
Motivating peer group to use similar products	U1=125(30.1%),U2=83(20%),U3=206(49.7%)	M1=76(31.6%),M2=49(20.4%),M3=115(47.9%)	.467 (.641)
Promote the product by narrating benefits, pleasure and contentment derived	U1=149(35.9%),U2=85(20.5%),U3=180(43.4%)	M1=103(42.9%),M2=39(16.2%),M3=98(40.8%)	1.31 (.190)

Green Consumer Behaviour			
Ensure to be eco-friendly	U1=101(24.3%),U2=59(14.2%),U3=254(61.3%)	M1=65(27%),M2=31(12.9%),M3=144(60%)	.579 (.562)
Eco-friendly packaging	U1=123(29.7%),U2=78(18.8%),U3=213(51.4%)	M1=76(31.6%),M2=43(17.9%),M3=121(50.4%)	.419 (.676)
Contributes least amount of pollution	U1=166(40%),U2=80(19.3%),U3=168(40.5%)	M1=88(36.6%),M2=50(20.8%),M3=102(42.5%)	.736 (.462)
Products with no harm to environment	U1=152(36.7%),U2=69(16.6%),U3=193(46.6%)	M1=88(36.6%),M2=49(20.4%),M3=103(42.9%)	.499 (.618)

(At 95% level of confidence)

The p values of three variables of ‘attitude’ namely, ‘wise idea’, ‘responsibility towards environment’, and ‘promote green living’ are 0.245, 0.785, and 0.664 respectively more than 0.05, hence, the null hypothesis of no association between three variables of ‘attitude’ and marital status is failed to be rejected proving an insignificant association between them. Also, the p values of three variables of ‘subjective norms’ namely, ‘normative social influence’, ‘perceived social pressure’, and ‘peer pressure’ are 0.529, 0.986, and 0.750 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘subjective norms’ and marital status is failed to be rejected proving an insignificant association between them. As far as ‘green consumer intentions’ is concerned, the p values of six variables, namely ‘purchase intentions’, ‘repurchase intentions’, ‘willingness to pay premium’, ‘sharing post purchase experience with peer group’, ‘motivating peer group to use similar products’ and ‘promote the product by narrating benefits, pleasure and contentment derived’ are 0.509, 0.812, 0.454, 0.478, 0.641, and 0.190 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer intentions’ and marital status is failed to be rejected proving an insignificant association between them. Similarly, the p values of four variables of ‘green consumer behaviour’ namely, ‘ensure to be eco-friendly’, ‘eco-friendly packaging’, ‘contributes least amount of pollution’, and ‘products with no harm to environment’ are 0.562, 0.676, 0.462 and 0.618 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer behaviour’ and marital status is failed to be rejected proving an insignificant association between them. .

5.2.6 Association between Factors and Monthly Income

H₀₆: There is no association between **factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social*

influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour) and **Monthly income** of consumers.

For the purpose of analysing the association between **Factors** (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Product endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) vs **Monthly income**, one way ANOVA was run as shown in Tables 5.32, 5.33, 5.34, 5.35, 5.36 where the options Strongly Disagree, Disagree, Somewhat Disagree have been merged and represented by 1, Undecided is represented by 2, and Somewhat Agree, Agree, Strongly Agree have been merged and represented by 3 for each statement of the questionnaire:

Table 5.32: F Statistic with p-values for association of Psychographic Factors and Monthly Income

Factors (Variables)	Groups		F Statistic (P Value)
	Less than Rs 40000 (A) 478 (73%) Rs 40000-Rs 80000 (B) 123 (18.8%)	More than Rs 80000 (C) 53 (8.1%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Environmental Concern			
Quality of Life	A1=182(38.1%),A2=68(14.2%),A3=228(47.7%)	C1=23(43.4%),C2=3(5.7%),C3=27(50.9%)	.034 (.967)
Willingness to pay more	A1=190(39.7%),A2=65(13.6%),A3=223(46.7%)	C1=17(32.1%),C2=3(5.7%),C3=33(62.3%)	1.70 (.182)
Environmental belief	A1=203(42.5%),A2=67(14%),A3=208(43.5%)	C1=23(43.4%),C2=11(20.8%),C3=19(35.8%)	.298 (.743)
Preference for green product	A1=181(37.9%),A2=74(15.5%),A3=223(46.7%)	C1=16(30.2%),C2=9(17%),C3=28(52.8%)	.630 (.533)
Quality of Life	B1=49(39.8%),B2=11(8.9%),B3=63(51.2%)		
Willingness to pay more	B1=51(41.5%),B2=17(13.8%),B3=55(44.7%)		
Environmental belief	B1=46(37.4%),B2=26(21.1%),B3=51(41.5%)		
Preference for green product	B1=43(35%),B2=20(16.3%),B3=60(48.8%)		
Health Consciousness			
Health benefits	A1=162(33.9%),A2=61(12.8%),A3=255(53.3%)	C1=18(34%),C2=6(11.3%),C3=29(54.7%)	.066 (.937)
Health concern	A1=177(37%),A2=59(12.3%),A3=242(50.6%)	C1=16(30.2%),C2=5(9.4%),C3=32(60.4%)	.810 (.445)
Healthy lifestyle	A1=187(39.1%),A2=68(14.2%),A3=223(46.7%)	C1=24(45.3%),C2=8(15.1%),C3=21(39.6%)	1.00(.366)

Health benefits	B1=38(30.9%),B2=19(15.4%),B3=66(53.7%)		
Health concern	B1=42(34.1%),B2=17(13.8%),B3=64(52%)		
Healthy lifestyle	B1=55(44.7%),B2=17(13.8%),B3=51(41.5%)		
Personality			
Consideration of future consequences	A1=183(38.3%),A2=65(13.6%),A3=230(48.1%)	C1=16(30.2%),C2=8(15.1%),C3=29(54.7%)	1.09 (.336)
Extraversion	A1=189(39.5%),A2=58(12.1%),A3=231(48.3%)	C1=21(39.6%),C2=6(11.3%),C3=26(49.1%)	.018 (.982)
Conscientiousness	A1=162(33.9%),A2=57(11.9%),A3=259(54.2%)	C1=20(37.7%),C2=10(18.9%),C3=23(43.4%)	1.16 (.311)
Openness to experience	A1=177(37%),A2=52(10.9%),A3=249(52.1%)	C1=15(28.3%),C2=4(7.5%),C3=34(64.2%)	2.58 (.076)
Consideration of future consequences	B1=40(32.5%),B2=18(14.6%),B3=65(52.8%)		
Extraversion	B1=46(37.4%),B2=18(14.6%),B3=59(48%)		
Conscientiousness	B1=51(41.5%),B2=10(8.1%),B3=62(50.4%)		
Openness to experience	B1=36(29.3%),B2=11(8.9%),B3=76(61.8%)		
Lifestyle			
Adopt ecological lifestyle	A1=193(40.4%),A2=69(14.4%),A3=216(45.2%)	C1=19(35.8%),C2=11(20.8%),C3=23(43.4%)	1.12 (.326)
Need for respect	A1=189(39.5%),A2=72(15.1%),A3=217(45.4%)	C1=17(32.1%),C2=8(15.1%),C3=28(52.8%)	.878 (.416)
Need for achievement	A1=183(38.3%),A2=76(15.9%),A3=219(45.8%)	C1=16(30.2%),C2=14(26.4%),C3=23(43.4%)	.889 (.412)
Involvement in environmental issues	A1=197(41.2%),A2=72(15.1%),A3=209(43.7%)	C1=23(43.4%),C2=6(11.3%),C3=24(45.3%)	4.07 (.017)
Adopt ecological lifestyle	B1=39(31.7%),B2=22(17.9%),B3=62(50.4%)		
Need for respect	B1=43(35%),B2=20(16.3%),B3=60(48.8%)		
Need for achievement	B1=38(30.9%),B2=23(18.7%),B3=62(50.4%)		
Involvement in environmental issues	B1=31(25.2%),B2=26(21.1%),B3=66(53.7%)		

(At 95% level of confidence)

The results indicate that p values of four variables of ‘environmental concern’, namely ‘quality of life’, ‘willingness to pay more’, ‘environmental belief’, and ‘preference for green product’ are 0.967, 0.182, 0.743 and 0.533, respectively are more than 0.05, hence, the null hypotheses of no association between all variables of ‘environmental concern’ and monthly income is failed to be rejected stating an insignificant association between them. Also, p values of three variables of ‘health consciousness’ namely, ‘health benefits’, health concern’, and ‘healthy lifestyle’ are 0.937, 0.445, and 0.366, respectively are more than 0.05, hence, the null hypotheses of no association between all variables of ‘health consciousness’ and monthly income is failed to be rejected a stating insignificant association between them. Similarly, p values of four variables of ‘personality’ namely, ‘consideration of future consequences’, ‘extraversion’, ‘conscientiousness’, and ‘openness to experience’ are 0.336, 0.982, 0.311, and 0.076, respectively are more than 0.05, hence, the null hypothesis of no association between

all variables of ‘personality’ and monthly income is failed to be rejected proving an insignificant association between them. As far as ‘lifestyle’ is concerned, the p values of three variables namely, ‘adopt ecological lifestyle’, ‘need for respect’ and ‘need for achievement’ are 0.326, 0.416 and 0.412 respectively more than 0.05, hence, the null hypothesis of no association between three variables of ‘lifestyle’ and monthly income is failed to be rejected proving an insignificant association between them. But the p value of one variable of **lifestyle**, namely ‘**involvement in environmental issues**’ is **0.017** which is less than 0.05, hence, the null hypothesis of no association is rejected proving a significant association between ‘involvement in environmental issues’ and monthly income.

Table 5.33: F Statistic with p-values for association of Green Marketing Factors and Monthly Income

Factors (Variables)	Groups		F Statistic (P Value)
	Less than Rs 40000 (A) 478 (73%) Rs 40000-Rs 80000 (B) 123 (18.8%)	More than Rs 80000 (C) 53 (8.1%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Green Product			
Product Reliability	A1=156(32.6%),A2=76(15.9%),A3=246(51.5%)	C1=17(32.1%),C2=4(7.5%),C3=32(60.4%)	.272 (.762)
Solution of environment problems	A1=149(31.2%),A2=73(15.3%),A3=256(53.6%)	C1=19(35.8%),C2=5(9.4%),C3=29(54.7%)	.851 (.428)
Beneficial for health	A1=148(31%),A2=74(15.5%),A3=256(53.6%)	C1=9(17%),C2=17(32.1%),C3=27(50.9%)	.667 (.513)
Product Reliability	B1=42(34.1%),B2=13(10.6%),B3=68(55.3%)		
Solution of environment problems	B1=43(35%),B2=24(19.5%),B3=56(45.5%)		
Beneficial for health	B1=31(25.2%),B2=24(19.5%),B3=68(55.3%)		
Green Place			
Ease in availability	A1=174(36.4%),A2=84(17.6%),A3=220(46%)	C1=19(35.8%),C2=9(17%),C3=25(47.2%)	.025 (.975)
Regular availability	A1=185(38.7%),A2=69(14.4%),A3=224(46.9%)	C1=20(37.7%),C2=13(24.5%),C3=20(37.7%)	.333 (.717)
Clean stores	A1=135(28.2%),A2=106(22.2%),A3=237(49.6%)	C1=16(30.2%),C2=10(18.9%),C3=27(50.9%)	1.42 (.241)
Ease in availability	B1=44(35.8%),B2=25(20.3%),B3=54(43.9%)		
Regular availability	B1=48(39%),B2=24(19.5%),B3=51(41.5%)		
Clean stores	B1=50(40.7%),B2=15(12.2%),B3=58(47.2%)		
Green Price			
Justifiable price	A1=153(32%),A2=92(19.2%),A3=233(48.7%)	C1=25(47.2%),C2=7(13.2%),C3=21(39.6%)	1.81 (.164)
Reasonable price	A1=192(40.2%),A2=73(15.3%),A3=213(44.6%)	C1=25(47.2%),C2=6(11.3%),C3=22(41.5%)	1.40 (.246)
Proportionate to quality	A1=144(30.1%),A2=85(17.8%),A3=249(52.1%)	C1=23(43.4%),C2=11(20.8%),C3=19(35.8%)	2.62 (.073)
Justifiable price	B1=45(36.6%),B2=19(15.4%),B3=59(48%)		
Reasonable price	B1=38(30.9%),B2=26(21.1%),B3=59(48%)		
Proportionate to quality	B1=42(34.1%),B2=15(12.2%),B3=66(53.7%)		

Green Promotion			
Guides consumers to make informed decisions	A1=172(36%),A2=77(16.1%),A3=229(47.9%)	C1=17(32.1%),C2=8(15.1%),C3=28(52.8%)	.279 (.756)
Enhances awareness	A1=171(35.8%),A2=60(12.6%),A3=247(51.7%)	C1=16(30.2%),C2=12(22.6%),C3=25(47.2%)	.032 (.969)
Enhances knowledge	A1=149(31.2%),A2=63(13.2%),A3=266(55.6%)	C1=18(34%),C2=9(17%),C3=26(49.1%)	1.05 (.349)
Guides consumers to make informed decisions	B1=47(38.2%),B2=17(13.8%),B3=59(48%)		
Enhances awareness	B1=43(35%),B2=20(16.3%),B3=60(48.8%)		
Enhances knowledge	B1=42(34.1%),B2=24(19.5%),B3=57(46.3%)		

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘green product’ namely, ‘product reliability’, ‘solution of environmental problems’, and ‘beneficial for health’ are 0.762, 0.428, and 0.513 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green product’ and monthly income is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of ‘green place’, namely ‘ease in availability’, ‘regular availability’, and ‘clean stores’ are 0.975, 0.717, and 0.241 respectively, are greater than 0.05, hence, the null hypothesis of no association between three variables of ‘green place’ and monthly income is failed to be rejected proving an insignificant association between them. Also, p values of three variables of ‘green price’, namely ‘justifiable price’, ‘reasonable price’, and ‘proportionate to quality’ are 0.164, 0.246, and 0.073 respectively, are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green price’ and monthly income is failed to be rejected proving an insignificant association between them. As far as ‘green promotion’ is concerned, the p values of three variables namely, ‘guides consumers to make informed decisions’, ‘enhances awareness’ and ‘enhances knowledge’ are 0.756, 0.969 and 0.349 respectively more than 0.05, hence, the null hypothesis of no association between three variables of ‘green promotion’ and monthly income is failed to be rejected proving an insignificant association between them.

Table 5.34: F Statistic with p-values for association of Reference Group Influence and Monthly Income

Factors (Variables)	Groups		F Statistic (P Value)
	Less than Rs 40000 (A) 478 (73%) Rs 40000-Rs 80000 (B) 123 (18.8%)	More than Rs 80000 (C) 53 (8.1%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Social Influence			
Conformity with social groups	A1=137(28.7%),A2=84(17.6%),A3=257(53.8%)	C1=14(26.4%),C2=10(18.9%),C3=29(54.7%)	.054 (.948)
Social persuasion	A1=172(36%),A2=77(16.1%),A3=229(47.9%)	C1=19(35.8%),C2=9(17%),C3=25(47.2%)	.367 (.693)
Honouring social norm	A1=174(36.4%),A2=78(16.3%),A3=226(47.3%)	C1=13(24.5%),C2=13(24.5%),C3=27(50.9%)	2.64(.072)
Conformity with social groups	B1=38(30.9%),B2=18(14.6%),B3=67(54.5%)		
Social persuasion	B1=49(39.8%),B2=20(16.3%),B3=54(43.9%)		
Honouring social norm	B1=34(27.6%),B2=18(14.6%),B3=71(57.7%)		
Peer influence			
Guidance from reference group	A1=151(31.6%),A2=76(15.9%),A3=251(52.5%)	C1=12(22.6%),C2=7(13.2%),C3=34(64.2%)	1.48 (.227)
Green knowledge from peer group	A1=146(30.5%),A2=57(11.9%),A3=275(57.5%)	C1=14(26.4%),C2=6(11.3%),C3=33(62.3%)	.308 (.735)
Peer endorsement of green agenda	A1=178(37.2%),A2=71(14.9%),A3=229(47.9%)	C1=12(22.6%),C2=6(11.3%),C3=35(66%)	3.24(.039)
Parents as value setters	A1=127(26.6%),A2=70(14.6%),A3=281(58.8%)	C1=13(24.5%),C2=7(13.2%),C3=33(62.3%)	.144 (.866)
Guidance from reference group	B1=33(26.8%),B2=22(17.9%),B3=68(55.3%)		
Green knowledge from peer group	B1=37(30.1%),B2=19(15.4%),B3=67(54.5%)		
Peer endorsement of green agenda	B1=49(39.8%),B2=15(12.2%),B3=59(48%)		
Parents as value setters	B1=35(28.5%),B2=16(13%),B3=72(58.5%)		

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘social influence’ namely, ‘conformity with social groups’, ‘social persuasion’, and ‘honouring social norm’ are 0.948, 0.693, and 0.072 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘social influence’ and monthly income is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of ‘peer influence’, namely ‘guidance from reference group’, ‘green knowledge from peer group’ and ‘parents as value setters’ are 0.227, 0.735, and 0.866 respectively are greater than 0.05, hence, the null hypothesis of association between three variables of ‘peer influence’ and monthly income is failed to be rejected proving an insignificant association between them. But the p value of one variable of **peer influence**, namely **peer endorsement**

of green agenda’ is **0.039** which is less than 0.05, hence, the null hypothesis of no association is rejected proving a significant association between ‘peer endorsement of green agenda’ and monthly income.

Table 5.35: F Statistic with p-values for association of Post Purchase Behaviour and Monthly Income

Factors (Variables)	Groups		F Statistic (P Value)
	Less than Rs 40000 (A) 478 (73%) Rs 40000-Rs 80000 (B) 123 (18.8%)	More than Rs 80000 (C) 53 (8.1%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Repurchase intentions			
Fulfills consumers’ expectations	A1=146(30.5%),A2=81(16.9%),A3=251(52.5%)	C1=10(18.9%),C2=8(15.1%),C3=35(66%)	2.26 (.105)
Product attachment	A1=165(34.5%),A2=73(15.3%),A3=240(50.2%)	C1=16(30.2%),C2=8(15.1%),C3=29(54.7%)	.675 (.509)
Past experience of using green products	A1=114(23.8%),A2=60(12.6%),A3=304(63.6%)	C1=14(26.4%),C2=7(13.2%),C3=32(60.4%)	.116 (.890)
Fulfills consumers’ expectations	B1=31(25.2%),B2=23(18.7%),B3=69(56.1%)		
Product attachment	B1=40(32.5%),B2=12(9.8%),B3=71(57.7%)		
Past experience of using green products	B1=31(25.2%),B2=14(11.4%),B3=78(63.4%)		
Product Endorsement intentions			
Encourage peer group	A1=122(25.5%),A2=61(12.8%),A3=295(61.7%)	C1=10(18.9%),C2=3(5.7%),C3=40(75.5%)	2.56 (.078)
Recommendation to family	A1=100(20.9%),A2=52(10.9%),A3=326(68.2%)	C1=10(18.9%),C2=6(11.3%),C3=37(69.8%)	.932 (.394)
Positive words of mouth	A1=112(23.4%),A2=53(11.1%),A3=313(65.5%)	C1=6(11.3%),C2=9(17%),C3=38(71.7%)	1.14 (.319)
Encourage peer group	B1=24(19.5%),B2=12(9.8%),B3=87(70.7%)		
Recommendation to family	B1=34(27.6%),B2=10(8.1%),B3=79(64.2%)		
Positive words of mouth	B1=30(24.4%),B2=9(7.3%),B3=84(68.3%)		
Switching over intentions			
Scepticism	A1=213(44.6%),A2=78(16.3%),A3=187(39.1%)	C1=21(39.6%),C2=4(7.5%),C3=28(52.8%)	1.03 (.357)
Post purchase regret	A1=269(56.3%),A2=65(13.6%),A3=144(30.1%)	C1=25(47.2%),C2=11(20.8%),C3=17(32.1%)	6.89 (.001)
Experienced deception in packaging	A1=249(52.1%),A2=87(18.2%),A3=142(29.7%)	C1=19(35.8%),C2=12(22.6%),C3=22(41.5%)	5.03 (.007)

Scepticism	B1=51(41.5%),B2=22(17.9%),B3=50(40.7%)		
Post purchase regret	B1=46(37.4%),B2=22(17.9%),B3=55(44.7%)		
Experienced deception in packaging	B1=51(41.5%),B2=20(16.3%),B3=52(42.3%)		

(At 95% level of confidence)

The findings indicate that p values of three variables of ‘repurchase intentions’ namely, ‘fulfils consumers’ expectations’, ‘product attachment’, and ‘past experience of using green products’ are 0.105, 0.509, and 0.890 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘repurchase intentions’ and monthly income is failed to be rejected proving an insignificant association between them. Similarly p values of three variables of ‘product endorsement intentions’, namely ‘encourage peer group’, ‘recommendation to family’, and ‘positive words of mouth’ are 0.078, 0.394, and 0.319 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘product endorsement intentions’ and monthly income is failed to be rejected proving an insignificant association between them. As far as ‘switching over intentions’ is concerned, the p values of one variable namely, ‘scepticism’ is 0.357 is more than 0.05, hence, the null hypothesis of no association between one variable of ‘switching over intentions’ and monthly income is failed to be rejected proving an insignificant association between them. But the p value of two variables of **switching over intentions**, namely ‘**post purchase regret**’ ‘**experienced deception in packaging**’ are **0.001** and **0.007** respectively are less than 0.05, hence, the null hypothesis of no association is rejected proving a significant association between ‘post purchase regret’ and ‘experienced deception in packaging’ and monthly income.

Table 5.36: F Statistic with p-values for association of Theoretical Model and Monthly Income

Factors (Variables)	Groups		F Statistic (P Value)
	Less than Rs 40000 (A) 478 (73%) Rs 40000-Rs 80000 (B) 123 (18.8%)	More than Rs 80000 (C) 53 (8.1%)	
	Responses 1=Disagree, 2=Undecided, 3=Agree	Responses 1=Disagree, 2=Undecided, 3=Agree	
Attitude			
Wise idea	A1=141(29.5%),A2=65(13.6%),A3=272(56.9%)	C1=13(24.5%),C2=12(22.6%),C3=28(52.8%)	.326 (.722)
Responsibility towards environment	A1=159(33.3%),A2=65(13.6%),A3=254(53.1%)	C1=17(32.1%),C2=6(11.3%),C3=30(56.6%)	.849 (.428)
Promote green living	A1=161(33.7%),A2=76(15.9%),A3=241(50.4%)	C1=13(24.5%),C2=7(13.2%),C3=33(62.3%)	1.58 (.206)

Wise idea	B1=41(33.3%),B2=16(13%),B3=66(53.7%)		
Responsibility towards environment	B1=35(28.5%),B2=14(11.4%),B3=74(60.2%)		
Promote green living	B1=41(33.3%),B2=26(21.1%),B3=56(45.5%)		
Subjective Norms			
Normative social influence	A1=151(31.6%),A2=94(19.7%),A3=233(48.7%)	C1=15(28.3%),C2=10(18.9%),C3=28(52.8%)	1.01(.364)
Perceived social pressure	A1=165(34.5%),A2=92(19.2%),A3=221(46.2%)	C1=17(32.1%),C2=6(11.3%),C3=30(56.6%)	.491 (.612)
Peer pressure	A1=171(35.8%),A2=80(16.7%),A3=227(47.5%)	C1=17(32.1%),C2=10(18.9%),C3=26(49.1%)	.222 (.801)
Normative social influence	B1=41(33.3%),B2=33(26.8%),B3=49(39.8%)		
Perceived social pressure	B1=41(33.3%),B2=25(20.3%),B3=57(46.3%)		
Peer pressure	B1=43(35%),B2=16(13%),B3=64(52%)		
Green Consumer Intentions			
Purchase intentions	A1=124(25.9%),A2=62(13%),A3=292(61.1%)	C1=9(17%),C2=9(17%),C3=35(66%)	.648 (.523)
Repurchase intentions	A1=136(28.5%),A2=88(18.4%),A3=254(53.1%)	C1=13(24.5%),C2=8(15.1%),C3=32(60.4%)	.590 (.555)
Willingness to pay premium	A1=190(39.7%),A2=104(21.8%),A3=184(38.5%)	C1=12(22.6%),C2=11(20.8%),C3=30(56.6%)	3.86 (.022)
Sharing post purchase experience with peer group	A1=173(36.2%),A2=77(16.1%),A3=228(47.7%)	C1=18(34%),C2=16(30.2%),C3=19(35.8%)	.471 (.625)
Motivating peer group to use similar products	A1=140(29.3%),A2=101(21.1%),A3=237(49.6%)	C1=24(45.3%),C2=9(17%),C3=20(37.7%)	2.55 (.078)
Promote the product by narrating benefits, pleasure and contentment derived	A1=191(40%),A2=88(18.4%),A3=199(41.6%)	C1=15(28.3%),C2=8(15.1%),C3=30(56.6%)	2.11 (.121)
Purchase intentions	B1=30(24.4%),B2=20(16.3%),B3=73(59.3%)		
Repurchase intentions	B1=37(30.1%),B2=24(19.5%),B3=62(50.4%)		
Willingness to pay premium	B1=44(35%),B2=33(26.8%),B3=47(38.2%)		
Sharing post purchase experience with peer group	B1=41(33.3%),B2=21(17.1%),B3=61(49.6%)		
Motivating peer group to use similar products	B1=37(30.1%),B2=22(17.9%),B3=64(52%)		
Promote the product by narrating benefits, pleasure and contentment derived	B1=46(37.4%),B2=28(22.8%),B3=49(39.8%)		

Green Consumer Behaviour			
Ensure to be eco-friendly	A1=126(26.4%),A2=62(13%),A3=290(60.7%)	C1=9(17%),C2=8(15.1%),C3=36(67.9%)	.942 (.391)
Eco-friendly packaging	A1=145(30.3%),A2=93(19.5%),A3=240(50.2%)	C1=11(20.8%),C2=7(13.2%),C3=35(66%)	2.57 (.077)
Contributes least amount of pollution	A1=195(40.8%),A2=88(18.4%),A3=195(40.8%)	C1=14(26.4%),C2=11(20.8%),C3=28(52.8%)	2.08 (.125)
Products with no harm to environment	A1=177(37%),A2=82(17.2%),A3=219(45.8%)	C1=19(35.8%),C2=15(28.3%),C3=19(35.8%)	.300 (.741)
Ensure to be eco-friendly	B1=31(25.2%),B2=20(16.3%),B3=72(58.5%)		
Eco-friendly packaging	B1=43(35%),B2=21(17.1%),B3=59(48%)		
Contributes least amount of pollution	B1=45(36.6%),B2=31(25.2%),B3=47(38.2%)		
Products with no harm to environment	B1=44(35.8%),B2=21(17.1%),B3=58(47.2%)		

(At 95% level of confidence)

The p values of three variables of ‘attitude’ namely, ‘wise idea’, ‘responsibility towards environment’, and ‘promote green living’ are 0.722, 0.428, and 0.206 respectively are more than 0.05, hence, the null hypothesis of no association between three variables of ‘attitude’ and monthly income is failed to be rejected proving an insignificant association between them. Also, the p values of three variables of ‘subjective norms’ namely, ‘normative social influence’, ‘perceived social pressure’, and ‘peer pressure’ are 0.364, 0.612, and 0.801 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘subjective norms’ and monthly income is failed to be rejected proving an insignificant association between them. As far as ‘green consumer intentions’ is concerned, the p values of five variables, namely ‘purchase intentions’, ‘repurchase intentions’, ‘sharing post purchase experience with peer group’, ‘motivating peer group to use similar products’, and ‘promote the product by narrating benefits, pleasure and contentment derived’ are 0.523, 0.555, 0.625, 0.078, and 0.121 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer intentions’ and monthly income is failed to be rejected proving an insignificant association between them. But, the p value of one variable of **green consumer intention**, namely ‘**willingness to pay premium**’ is **0.022** which is less than 0.05, hence, the null hypothesis of no association between ‘willingness to pay premium’ and monthly income is rejected proving a significant association between them. Similarly, the p values of four variables of ‘green consumer behaviour’ namely, ‘ensure to be eco-friendly’, ‘eco-friendly packaging’, ‘contributes least amount of pollution’, and

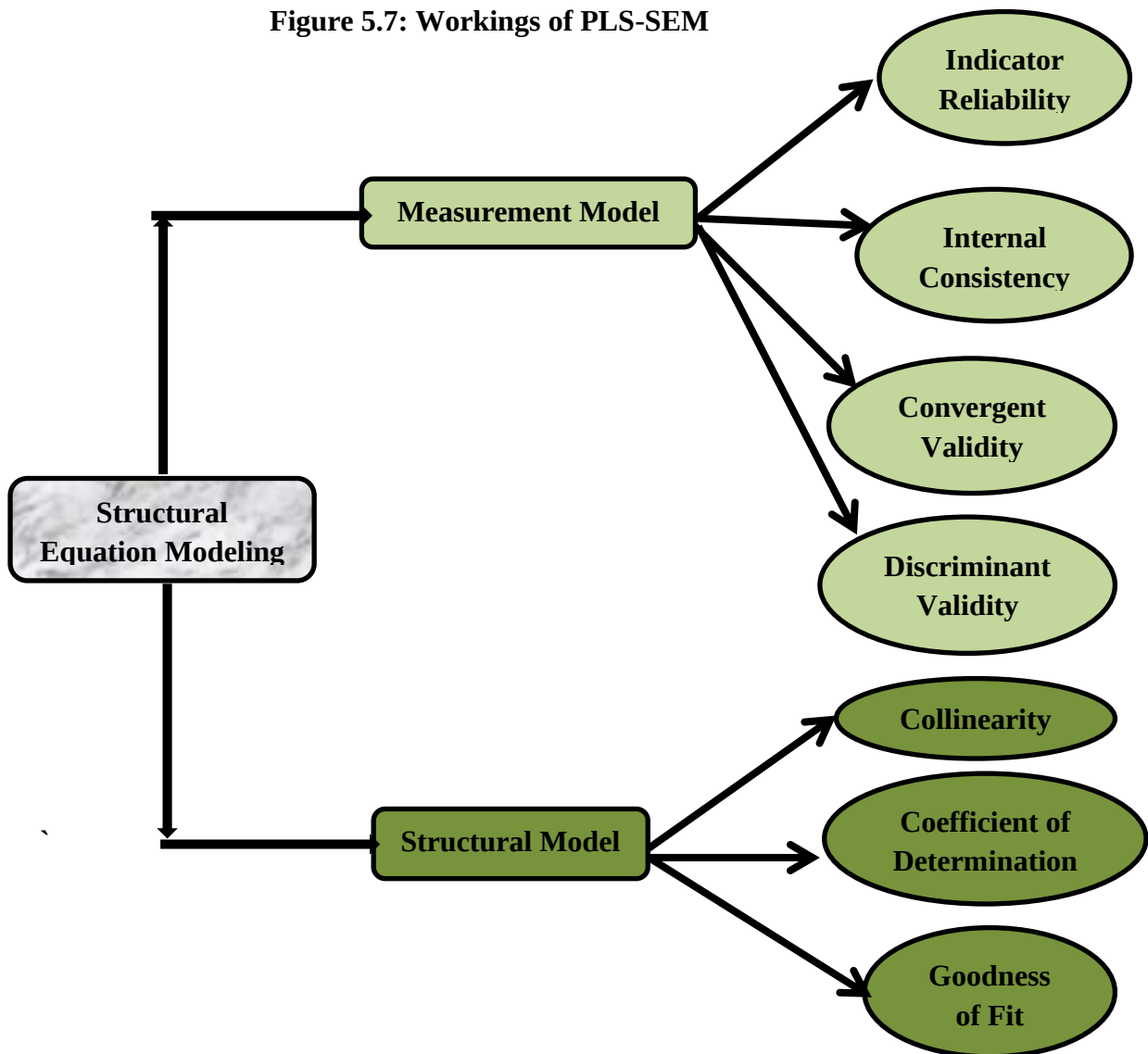
‘products with no harm to environment’ are 0.391, 0.077, 0.125, and 0.741 respectively are greater than 0.05, hence, the null hypothesis of no association between all variables of ‘green consumer behaviour’ and monthly income is failed to be rejected proving an insignificant association between them.

5.3 Partial Least Square-Structural Equation Modeling (PLS-SEM)

The present study employs the PLS-SEM technique for analysing the data and interpreting results. This technique of data analysis has been used to determine how the conceptual framework's dependent and independent constructs relate to each other (Gefen et al., 2000). SEM has been used in this study to examine the hypotheses that grew out of the conceptual model. The two approaches to SEM that have been utilised most frequently are CB-SEM (Covariance Based Structural Equation Modeling) and VB-SEM (Variance Based Structural Equation Modeling). AMOS and LISREL software are used for covariance- based, and PLS is used for variance-based SEM; however, researchers do not believe that one approach is superior to the other. Instead, these approaches facilitate researchers with a variety of pertinent and alternative options to select from, depending on the objectives of the research study and the type of data. The primary distinction between the two is that PLS-VBSEM has been viewed as prediction-oriented, whereas CB-SEM has mostly been viewed as confirmatory towards testing a strong theory or facilitating theory development. Earlier the majority of research for social science used CB-SEM. However, in many social science disciplines over the past ten years, such as Marketing Management (Hair et al., 2012), Operations Management (Peng & Lai, 2012), Human Resource Management (Ringle et al., 2020), and Management Information Systems, the trend has shifted toward using partial least square based SEM (PLS-SEM) (Ringle et al., 2012). The capacity of PLS-SEM to estimate complex models with numerous constructs, structural routes, and indicator variables without any data constraints explains the rise in popularity. The reason behind the increase in popularity is its ability to estimate complex models with many constructs, structural paths, and indicator variables without any restriction on data (Hair et al., 2019). While CBSEM has historically been a popular method, researchers now favour VBSEM due to its benefits, such as the lack of factor indeterminacy or convergence problems (Henseler, 2010), the comparably simpler distributional assumptions (Reinartz, Haenlein, & Henseler, 2009), the ability to estimate models with more variables than observations (Dijkstra & Henseler, 2012), and the fact that it can be used to develop theories or make predictions (Haenlein & Kaplan, 2004). The Partial Least Square (PLS) based software Smart PLS 3.3.9 has been utilised in

this study since it has the aforementioned benefits of Smart PLS. The data have been evaluated using the Measurement Model and the Structural Model (See Figure 5.7). Smart PLS-SEM was created by Ringle, Wende & Will (2005). PLS-SEM, being a non-parametric analysis method, is very valuable for causal investigation in behavioural research. Regarding sample size, measurement scales, and residual distributions, PLS SEM's presumptions are lax (Monecke & Leisch, 2012).

Figure 5.7: Workings of PLS-SEM



5.3.1 Data Normality

PLS-SEM, being a non-parametric estimating method does not mandate data normality as a prerequisite. The researcher can use the estimating technique following the kurtosis and skewness of the data, and the data should be taken from the continuous and multivariate normal population (Kumar, 2015).

Table: 5.37: Descriptive Statistics of Variables

	Mean	Standard Deviation	Skewness	Kurtosis
EC1	4.90	1.767	-0.564	-0.827
EC2	4.51	1.817	-0.428	-1.001
EC3	4.47	1.810	-0.354	-1.001
EC4	4.51	1.843	-0.424	-0.988
HC1	4.36	1.841	-0.276	-1.098
HC2	4.56	1.823	-0.356	-1.027
HC3	4.33	1.784	-0.210	-1.046
PER1	4.51	1.680	-0.432	-0.714
PER2	4.37	1.801	-0.228	-1.109
PER3	4.45	1.768	-0.345	-1.054
PER4	4.22	1.940	-0.173	-1.383
LS1	4.21	1.821	-0.082	-1.162
LS2	4.21	1.790	-0.112	-1.137
LS3	4.23	1.755	-0.120	-1.082
LS4	4.14	1.792	-0.127	-1.130
GP1	4.84	1.870	-0.628	-0.814
GP2	4.84	1.814	-0.642	-0.742
GP3	4.83	1.880	-0.653	-0.814
GPL1	4.63	1.802	-0.487	-0.826
GPL2	4.67	1.831	-0.447	-1.005
GPL3	4.65	1.865	-0.499	-0.950
GPR1	4.61	1.785	-0.462	-0.879
GPR2	4.63	1.799	-0.455	-0.837
GPR3	4.72	1.786	-0.538	-0.767
GPRO1	4.23	2.096	-0.246	-1.474
GPRO2	4.30	2.124	-0.284	-1.465

GPRO3	4.50	2.172	-0.403	-1.399
SI1	4.54	2.121	-0.492	-1.263
SI2	4.20	2.048	-0.217	-1.511
SI3	4.38	2.104	-0.279	-1.453
PI1	4.78	1.767	-0.672	-0.717
PI2	4.89	1.809	-0.752	-0.631
PI3	4.77	1.752	-0.624	-0.669
PI4	4.88	1.769	-0.812	-0.500
RPI1	4.06	1.993	0.030	-1.435
RPI2	3.93	1.910	0.091	-1.468
RPI3	4.01	1.965	0.188	-1.412
PEI1	4.53	1.880	-0.208	-1.380
PEI2	4.57	1.879	-0.260	-1.355
PEI3	4.49	1.885	-0.174	-1.409
SOI1	3.74	2.006	0.152	-1.362
SOI2	3.48	2.010	0.400	-1.274
SOI3	3.54	2.024	0.288	-1.359
AT1	4.82	1.743	-0.829	-0.399
AT2	4.71	1.700	-0.733	-0.660
AT3	4.72	1.726	-0.523	-0.758
SN1	4.34	1.872	-0.258	-1.280
SN2	4.22	1.939	-0.234	-1.333
SN3	4.23	1.980	-0.232	-1.367
GCI1	4.87	1.796	-0.727	-0.764
GCI2	4.50	1.836	-0.450	-1.064
GCI3	4.12	1.835	-0.141	-1.102
GCI4	4.44	1.802	-0.304	-1.082
GCI5	4.48	1.847	-0.328	-1.082
GCI6	4.38	2.025	-0.330	-1.158

GCB1	4.67	1.860	-0.517	-1.072
GCB2	4.29	1.769	-0.137	-0.891
GCB3	4.12	1.651	-0.082	-0.679
GCB4	4.11	1.800	0.022	-1.085

(Source: Author's Calculations)

Table 5.37 provides the descriptive statistics for the variables being studied. The highest mean value, 4.90, with a standard deviation (SD) of 1.767, is represented by the variable EC1 (Quality of life). The variable SOI2 (Post-purchase regret) has the lowest mean value of 3.48 with a standard deviation of 2.010. Kurtosis and skewness values, according to Cameron (2007), should be between +2 and -2. Otherwise, higher numbers point to data that is not normally distributed. Standard deviation, skewness, and kurtosis displayed in Table 5.37 reveal that no variable in the table has a value that exceeds the threshold limit. Therefore, the data does not demonstrate a particularly extreme non-normality. The findings are discussed in detail as follows:

The mean scores of all 4 items of environmental concern, 3 items of health consciousness, 4 items of personality, and 4 items of lifestyle are more than 4 which shows that the consumers are inclined to agree with all the 15 items of psychographic factors. But EC1 (quality of life) has the highest mean score of 4.90 which shows that the **consumers believe that conditions of environment affect the quality of their life**. Similarly, the mean scores of all 3 items of green product, 3 items of green place, 3 items of green price and, 3 items of green promotion are greater than 4 which reveal that consumers tend to agree with all 12 items of green marketing factors. But among all the 12 variables of green marketing factors GP1 (product reliability) and GP2 (solution of environmental problems) have the highest mean scores of 4.84 revealing that **consumers prefer green personal care products as these products are reliable and one of the solutions of environmental issues**. The mean scores of all 3 items of social influence and 4 items of peer influence are also greater than 4 highlighting that the consumers tend to agree with all items of reference group influence. But among all 7 variables of reference group influence PI2 (green knowledge from peer group) has the highest mean score of 4.89 stating that the **consumers derive the knowledge and information relating to green personal care products from their peer group**.

As far as repurchase intentions are concerned, the mean scores of 2 items are more than 4 (RPI 1=4.06 RPI 3=4.01) and 1 item is between 3 and 4 (RPI2=3.93), which proves that the

consumers tend to agree with two variables (fulfils consumers' expectations and past experience of using green product) and are undecided with regard to one variable (product attachment) of repurchase intentions. The mean scores of all 3 items of product endorsement intentions are more than 4 revealing the inclination of consumers for agreeing with product endorsement intentions. Furthermore, the mean scores of 3 items of switching over intentions are between 3 and 4 which highlights that consumers tend to disagree or are undecided about switching over intentions. Among all 9 variables of post-purchase behaviour of consumers, PEI 2 (recommendation to family) has the highest mean score of 4.57 revealing that **the users of green personal care products suggest their families to use such products.**

The mean scores of all 3 items of attitude, all 3 items of subjective norms, all 6 items of green consumer intentions and all four items of green consumer behaviour are more than 4 highlighting that the consumers tend to agree with all items of theoretical underpinnings. Among all 16 items of theoretical factors, GCI1 (purchase intentions) has the highest mean score of 4.87 revealing that **consumers have purchase intentions for green personal care products.**

5.3.2 Measurement Model (Outer Model) Evaluation

At the outset, the measurement model (outer model) is analysed using Smart PLS to determine whether the loadings of the indicators (items) on the corresponding theoretically developed constructs are appropriate. The reliability of the instrument is determined by evaluating the outer model to confirm that the items measure the construct they are intended to assess. Additionally, the goal of the outer model is to determine how the observable and underlying structures relate to one another. To ensure adequate operationalization of a particular construct, it is crucial to identify the right indicators (Churchill, 1979). This requires the assessment of construct validity, which can be supported in SEM by content validity, convergent validity, and discriminant validity (Hair et al., 2010).

According to (Chin & Newsted 1999), the measurement model makes it simple to define the association between latent variables and indicator variables. Convergent validity, discriminant validity, indicator reliability, and internal consistency reliability are the most crucial metrics of the measurement model.

5.3.2.1 Reliability of Indicators

Reliability ensures the scale's correctness and consistency, which prevents the chance of biases. Accurate validity of multiple constructs is also crucial to the survey process. According to (McDaniel & Gates 2006), there are numerous methods for determining reliability, including test-retest, Cronbach's coefficient, and split-half.

Table 5.38: Reliability of Indicators

Outer Loadings		
Attitude	AT1	0.763
	AT2	0.734
	AT3	0.790
Environmental Concern	EC1	0.742
	EC2	0.759
	EC3	0.769
	EC4	0.718
Green Consumer Behaviour	GCB1	0.875
	GCB2	0.786
	GCB3	0.749
	GCB4	0.792
Green Consumer Intentions	GCI1	0.860
	GCI2	0.823
	GCI3	0.768
	GCI4	0.766
	GCI5	0.719
	GCI6	0.730
Health Consciousness	HC1	0.791
	HC2	0.826
	HC3	0.799
Lifestyle	LS1	0.733
	LS2	0.779

	LS3	0.785
	LS4	0.765
Product Endorsement Intentions	PEI1	0.834
	PEI2	0.851
	PEI3	0.791
Personality	PER1	0.795
	PER2	0.730
	PER3	0.781
	PER4	0.704
Peer Influence	PI1	0.822
	PI2	0.835
	PI3	0.805
	PI4	0.854
Repurchase Intentions	RPI1	0.783
	RPI2	0.736
	RPI3	0.780
Social Influence	SI1	0.701
	SI2	0.779
	SI3	0.760
Subjective Norms	SN1	0.747
	SN2	0.775
	SN3	0.764
Switching Over Intentions	SOI1	0.788
	SOI2	0.720
	SOI3	0.798

(Source: Author's Calculations)

Table 5.38 takes into account indicator reliability. In their study, (Hair Jr et al., 2021) found that to use reflective measurement models, relationships between variables and their

indicators must be estimated. As depicted in the table, the outer loadings of all the indicators are higher than the minimum threshold value of 0.7.

5.3.2.2 Internal Consistency Reliability

To conduct additional research and analysis, it is important to evaluate both the reliability and the validity of each variable (Osman et al., 2012). One method of evaluating reliability is to determine internal consistency, which is based on the results of the analysis. Internal consistency has been assessed in the current study using Composite Reliability (CR) and Cronbach's alpha. In their study, (Hair Jr et al., 2016) noted that Cronbach's alpha is a key metric for gauging internal consistency since it provides an approximation of internal reliability. Tabachnick & Fidell, 2007 stated that Cronbach's alpha is the most appropriate and effectively used method to assess the output's reliability in various studies. On the other hand, Hair Jr et al., 2016 indicated that it is preferable to employ composite reliability for verifying the internal consistency to make the research study technically acceptable. To measure internal consistency, Composite dependability is also examined. According to Fornell & Larcker, 1981, the CR value must be equal to or higher than 0.70 to achieve internal consistency. Similar requirements apply to Cronbach's alpha, where the value must be at least as high as the threshold value of 0.70 (Cronbach, 1951). Internal consistency of the constructs has been assessed in Table 5.39 using both Cronbach's Alpha and Composite reliability. The findings show that all of the constructs' values for both Cronbach's Alpha and Composite reliability are greater than 0.7, indicating that the present study has no problems with internal consistency or dependability.

Table 5.39: Internal Consistency Reliability

	Cronbach's Alpha	Composite Reliability
Environmental Concern	0.835	0.835
Health Consciousness	0.847	0.847
Lifestyle	0.850	0.850
Product Endorsement Intention	0.865	0.865
Personality	0.838	0.840
Peer Influence	0.898	0.898
Repurchase Intention	0.810	0.811
Social Influence	0.823	0.830
Switching Over Intention	0.781	0.780

(Source: Author's Calculations)

However, the internal consistency and composite reliability have been determined to be appropriate, therefore these measurements are taken into account for further analysis.

5.3.2.3 Convergent Validity

The degree to which a variable interacts favourably with other variables of a related construct is known as convergent validity. According to Hair Jr et al., 2016, it is recommended to use a variety of indicators to assess how closely the measures of the same constructs correlate with one another. In a reflective measurement model, reliability, as well as validity, must be taken into account. According to Yahaya & Onukwube (2019), testing the measures is one of the most crucial processes for obtaining accurate results of analysis. The convergent validity assessment is the third stage of the measurement model. Each indicator's loading must be squared to determine the mean value, which is then used to evaluate the data using the extracted Average Variance Extracted (AVE). AVE is regarded as a construct that describes more than 50% of the variation of its indicators if it is 0.50 or above. The minimum threshold for average variance extracted for all the constructs should be above 0.5 (Fornell & Larcker, 1981; Hair et al., 1998).

Table 5.40: Convergent Validity

Construct	Average Variance Extracted (AVE)
Environmental Concern	0.558
Health Consciousness	0.649
Lifestyle	0.586
Product Endorsement Intentions	0.682
Personality	0.568
Peer Influence	0.688
Repurchase Intentions	0.588
Social Influence	0.556
Switching Over Intentions	0.542

(Source: Author's Calculations)

The value of AVE for all the constructs and sub-constructs have exceeded the minimum criterion of 0.50 as depicted in Table 5.40 which proves that the variable of constructs closely interacts with other variables of the same construct.

5.3.2.4: Discriminant Validity

As per Hair Jr et al., 2016, discriminant validity refers to how much one construct differs from another. According to Awang, 2015, before executing the measurement model, the

constructions must be free of redundant items. A construct must be distinct, and none of its components may represent another construct. Therefore, discriminant validity has been used to evaluate the differences between various constructs.

5.3.2.4.1 Discriminant Validity through Fornell-Larcker Criterion

All of the diagonal numbers (shown in bold) are the square roots of AVE, whereas the other values represent the correlation between the various constructs. The discriminant validity for all constructs is attained when the diagonal values are higher than those of its row and column. It has been discovered, with reference to Table 5.41, that discriminant validity is attained.

Table 5.41: Discriminant Validity through Fornell-Larcker Criterion

	AT	EC	GCB	GCI	HC	LS	PER	PI	PEI	RPI	SI	SN	SOI
AT	0.730												
EC	0.498	0.747											
GCB	0.702	0.353	0.757										
GCI	0.613	0.426	0.732	0.734									
HC	0.322	0.501	0.283	0.294	0.806								
LS	0.253	0.463	0.268	0.270	0.468	0.766							
PER	0.515	0.462	0.321	0.393	0.398	0.395	0.753						
PI	0.623	0.345	0.573	0.698	0.268	0.200	0.452	0.829					
PEI	0.706	0.339	0.732	0.713	0.241	0.188	0.338	0.642	0.826				
RPI	0.652	0.285	0.438	0.554	0.187	0.182	0.310	0.593	0.475	0.767			
SI	0.367	0.396	0.414	0.345	0.274	0.167	0.468	0.412	0.398	0.428	0.525		
SN	0.401	0.236	0.526	0.384	0.239	0.194	0.365	0.402	0.426	0.529	0.454	0.530	
SOI	0.409	0.132	0.279	0.292	0.111	0.077	0.145	0.396	0.256	0.269	0.461	0.316	0.736

5.3.2.4.2 Discriminant Validity through HTMT:

The HTMT contrasts the geometric mean of the average correlations for the items spreading over the same construct with the mean value of correlations of items scattered over constructs. According to inferences drawn from earlier studies, the discriminant validity issue won't exist as long as HTMT is low. According to (Henseler et al. 2015), the HTMT cut-off value for structural models is 0.90. All the HTMT values, as displayed in table 5.42, are far less than the highest value allowed.

Table 5.42: Heterotrait-Monotrait (HTMT) Ratio of the Correlations

	AT	EC	GCB	GCI	HC	LS	PER	PI	PEI	RPI	SI	SN
AT												
EC	0.499											
GCB	0.705	0.357										
GCI	0.829	0.432	0.868									
HC	0.321	0.500	0.288	0.297								
LS	0.254	0.462	0.273	0.273	0.467							
PER	0.518	0.463	0.326	0.399	0.399	0.394						
PI	0.833	0.345	0.575	0.701	0.268	0.200	0.456					
PEI	0.707	0.340	0.739	0.832	0.243	0.189	0.342	0.642				
RPI	0.651	0.285	0.440	0.557	0.187	0.182	0.312	0.593	0.475			
SI	0.888	0.398	0.633	0.752	0.281	0.170	0.475	0.708	0.713	0.632		
SN	0.699	0.237	0.526	0.690	0.240	0.193	0.369	0.798	0.629	0.528	0.672	
SOI	0.406	0.132	0.273	0.292	0.111	0.077	0.147	0.395	0.254	0.268	0.474	0.316

5.3.2.4.3 Discriminant Validity through Cross Loadings

Cross loadings aim to find whether an item related to a particular construct loads strongly onto its parent construct as compared to other constructs. Vinzi et al., 2010 discovered that cross-loadings can also be used to evaluate discriminant validity. The loadings of one construct must be higher than the loadings of other constructs to achieve discriminant validity. Table 5.43 shows that the loadings of all the items of the underlying constructs are stronger than the loadings of the remaining constructs. Therefore, discriminant validity is attained in the evaluation of cross-loadings.

Table 5.43: Discriminant Validity through Cross-loadings

	AT	EC	GCB	GCI	HC	LS	PEI	PER	PI	RPI	SI	SN	SOI
AT1	0.851	0.320	0.501	0.564	0.219	0.179	0.483	0.365	0.621	0.473	0.503	0.397	0.287
AT2	0.840	0.334	0.475	0.549	0.241	0.156	0.487	0.346	0.570	0.438	0.465	0.371	0.260
AT3	0.796	0.343	0.443	0.524	0.187	0.177	0.467	0.321	0.534	0.371	0.435	0.363	0.243
EC1	0.402	0.859	0.257	0.316	0.321	0.251	0.270	0.344	0.285	0.209	0.302	0.177	0.132
EC2	0.292	0.805	0.222	0.267	0.353	0.354	0.220	0.318	0.207	0.173	0.179	0.100	0.083
EC3	0.328	0.804	0.284	0.312	0.376	0.355	0.248	0.321	0.241	0.201	0.226	0.134	0.079
EC4	0.288	0.803	0.210	0.241	0.328	0.314	0.205	0.282	0.243	0.184	0.165	0.108	0.056

GCB1	0.550	0.293	0.898	0.731	0.228	0.216	0.557	0.270	0.461	0.348	0.390	0.340	0.232
GCB2	0.471	0.215	0.840	0.664	0.184	0.159	0.538	0.201	0.428	0.278	0.344	0.303	0.163
GCB3	0.456	0.232	0.821	0.630	0.180	0.189	0.525	0.218	0.430	0.320	0.361	0.289	0.222
GCB4	0.380	0.239	0.710	0.490	0.201	0.189	0.439	0.198	0.312	0.241	0.271	0.231	0.116
GCI1	0.624	0.325	0.694	0.880	0.224	0.201	0.648	0.327	0.554	0.418	0.439	0.417	0.212
GCI2	0.571	0.275	0.685	0.887	0.207	0.189	0.698	0.271	0.543	0.405	0.404	0.404	0.197
GCI3	0.499	0.260	0.668	0.851	0.185	0.177	0.654	0.206	0.488	0.359	0.404	0.364	0.220
GCI4	0.492	0.304	0.526	0.707	0.204	0.190	0.611	0.281	0.425	0.306	0.364	0.342	0.118
HC1	0.235	0.343	0.249	0.251	0.872	0.327	0.214	0.313	0.215	0.159	0.189	0.163	0.065
HC2	0.258	0.380	0.203	0.214	0.874	0.382	0.194	0.294	0.225	0.145	0.189	0.156	0.119
HC3	0.191	0.384	0.181	0.180	0.879	0.333	0.134	0.276	0.173	0.103	0.115	0.106	0.052
LS1	0.167	0.312	0.203	0.200	0.299	0.831	0.177	0.243	0.163	0.125	0.094	0.147	0.060
LS2	0.157	0.351	0.172	0.173	0.327	0.817	0.099	0.296	0.150	0.123	0.089	0.102	0.074
LS3	0.221	0.331	0.198	0.213	0.330	0.821	0.164	0.320	0.150	0.139	0.123	0.117	0.044
LS4	0.137	0.301	0.186	0.166	0.363	0.854	0.098	0.249	0.116	0.114	0.069	0.074	0.030
PEI1	0.518	0.273	0.590	0.721	0.174	0.150	0.895	0.262	0.516	0.363	0.427	0.408	0.183
PEI2	0.534	0.244	0.565	0.699	0.154	0.146	0.901	0.261	0.523	0.371	0.433	0.376	0.203
PEI3	0.486	0.252	0.521	0.660	0.225	0.134	0.866	0.246	0.467	0.325	0.414	0.356	0.175
PER1	0.355	0.343	0.214	0.254	0.294	0.280	0.237	0.867	0.316	0.197	0.245	0.226	0.093
PER2	0.262	0.293	0.181	0.235	0.287	0.254	0.214	0.810	0.278	0.136	0.204	0.179	0.036
PER3	0.328	0.303	0.208	0.253	0.287	0.323	0.205	0.843	0.307	0.228	0.253	0.192	0.116
PER4	0.425	0.334	0.297	0.334	0.235	0.237	0.299	0.761	0.395	0.284	0.327	0.213	0.144
PI1	0.603	0.246	0.460	0.559	0.169	0.127	0.536	0.336	0.879	0.448	0.527	0.490	0.300
PI2	0.598	0.269	0.426	0.514	0.232	0.142	0.467	0.322	0.883	0.456	0.554	0.470	0.279
PI3	0.607	0.236	0.427	0.515	0.197	0.164	0.464	0.344	0.855	0.408	0.533	0.469	0.299
PI4	0.624	0.291	0.446	0.533	0.220	0.177	0.515	0.375	0.882	0.458	0.592	0.528	0.283
RPI1	0.468	0.196	0.302	0.414	0.156	0.135	0.360	0.237	0.476	0.847	0.386	0.329	0.195
RPI2	0.415	0.179	0.304	0.346	0.114	0.147	0.315	0.211	0.405	0.836	0.323	0.286	0.166
RPI3	0.436	0.224	0.326	0.385	0.125	0.105	0.342	0.206	0.411	0.871	0.356	0.281	0.185

SI1	0.466	0.235	0.304	0.342	0.142	0.087	0.355	0.268	0.541	0.352	0.813	0.524	0.227
SI2	0.350	0.172	0.281	0.341	0.111	0.065	0.335	0.186	0.408	0.280	0.653	0.389	0.165
SI3	0.390	0.158	0.326	0.368	0.153	0.091	0.344	0.209	0.391	0.258	0.676	0.422	0.263
SN1	0.355	0.126	0.241	0.298	0.121	0.065	0.329	0.243	0.423	0.249	0.537	0.766	0.167
SN2	0.261	0.116	0.225	0.312	0.113	0.079	0.302	0.172	0.328	0.218	0.420	0.669	0.138
SN3	0.359	0.102	0.304	0.381	0.116	0.138	0.298	0.121	0.448	0.287	0.396	0.724	0.139
SOI1	0.317	0.086	0.271	0.220	0.071	0.061	0.217	0.077	0.310	0.193	0.251	0.180	0.836
SOI2	0.242	0.106	0.127	0.166	0.060	0.034	0.146	0.120	0.264	0.194	0.238	0.152	0.830
SOI3	0.232	0.075	0.165	0.177	0.096	0.060	0.160	0.100	0.253	0.146	0.270	0.181	0.835

(Source: Author's Calculations)

As shown in Table 5.43, each construct has a higher loading on its measurements compared to other constructs, indicating that discriminant validity has been established.

5.3.3 Structural Model Evaluation

Once the measurement model's validity and reliability have been established, the next stage is to evaluate the results of the linear connection. For this purpose, the structural model is investigated to determine the acceptance/ rejection of hypotheses. The structural model represents the relationships between latent variables and this connection can be seen between the independent and dependent variables (Chin, 1998). In Smart-PLS, the structural model is evaluated using R^2 and path coefficients, where R^2 should be more than 0.19 and the path coefficients should be above 0.1. Bootstrapping is used to find whether the association between constructs is significant. In the present study, bootstrapping is run at a 0.05 significance level with 5000 samples.

5.3.3.1 Multicollinearity Check for Indicators

As a first step, checking for Multicollinearity is indicative before going through the structural model. Variance Inflation Factor (VIF) is employed to determine multicollinearity in the indicators (Fornell & Bookstein, 1982). There are no issues of multicollinearity if the value of VIF for indicators is less than 5 (Hair et al., 2016). The VIF values of indicators have been presented in Table 5.44 depicting no multicollinearity issues as the VIF values of all indicators are below the threshold limit. The coefficient of determination should be checked next after justifying that collinearity is not an issue.

Table 5.44: Multicollinearity Statistics (VIF) for Indicators

Item	Variance Inflation Factor (VIF)
AT1	1.687
AT2	1.652
AT3	1.469
EC1	2.292
EC2	1.827
EC3	1.904
EC4	1.847
GCB1	2.620
GCB2	2.099
GCB3	1.841
GCB4	1.477
GCI1	2.593
GCI2	2.897
GCI3	2.180
GCI4	1.426
GCI5	2.044
GCI6	2.087
HC1	2.131
HC2	2.190
HC3	2.108
LS1	2.025
LS2	1.885
LS3	1.904
LS4	2.204
PEI1	2.398
PEI2	2.496

PEI3	2.046
PER1	2.292
PER2	1.842
PER3	2.113
PER4	2.024
PI1	1.626
PI2	2.540
PI3	2.619
PI4	2.210
RPI1	2.694
RPI2	1.783
RPI3	1.753
SI1	1.969
SI2	1.458
SI3	1.198
SN1	1.206
SN2	1.201
SN3	1.120
SOI1	1.590
SOI2	1.633
SOI3	1.702

5.3.3.2 Coefficient of Determination (R^2)

Environmental Concern, Health Consciousness, Personality, Lifestyle, Repurchase Intentions, Product Endorsement Intentions, Switching over Intentions, Social Influence, Peer Influence, Attitude, Subjective Norms, Green Consumer Intentions, and Green Consumer Behaviour are assumed to be zero order reflective constructs and measured with its items. The structural model is developed assuming Psychographics, Post Purchase Behaviour, Reference Group Influence, Attitude, Subjective Norms, Green Consumer Intentions as exogenous and Green

Consumer Behaviour as endogenous. Figure 5.8 depicts the structural model, while Table 5.45 lists the path coefficients and their t-values. The bootstrapping technique has produced the t-values.

R square, being one of the fundamental criteria for investigating structural models, analyses the association between explained variance and overall variance of latent variables by exhibiting the percentage of variance explained by exogenous (independent) variables for the endogenous (dependent) variables. According to Henseler et al., 2009 and Hair et al., 2011, the R^2 value of 0.25, 0.50, 0.70, and 0.90 evidence a weak, moderate, substantial and problematic relation, respectively, between the variables. Figure 5.8 shows that the determinants of attitude (psychographics and post-purchase behaviour) explain 50% of attitude towards green consumer intentions, indicating a moderate relationship. Similarly, reference group influence explains 40.5% of subjective norms of consumers, indicating a weak to a moderate relationship. Further, green consumer intentions are 49.7% explained by attitude and subjective norms indicating a moderate relationship. At last, green consumer intentions explains 57.1% of green consumer behaviour highlighting a moderate to substantial relation between the two.

5.4 Examining the effect of different factors of Structural Model on Green Consumer Behaviour

Hypothesis (H1): There is a significant effect of different factors (of the Structural Model) on green consumer behaviour.

Table 5.45: Hypotheses testing using PLS-SEM

Hypotheses		Path Coefficients (β)	Sample Mean (M)	Standard Deviation	T Statistics (P Values)	Conclusion
H1a: Attitude has a significant effect on Green Consumer Intentions	AT -> GCI	0.587	0.584	0.027	21.498 (0.000)	Supported
H1b: Green Consumer Intentions have a significant effect on Green Consumer behaviour	GCI -> GCB	0.756	0.753	0.024	31.97 (0.000)	Supported
H1c: Post Purchase Behaviour has a significant effect on Attitude	PPB -> AT	0.589	0.588	0.026	22.791 (0.000)	Supported
H1d: Post Purchase	PPB -> PEI	0.811	0.811	0.017	48.824	Supported

Behaviour has a significant effect on Product Endorsement Intentions					(0.000)	
H1e: Post Purchase Behaviour has a significant effect on Repurchase Intentions	PPB -> RPI	0.775	0.774	0.018	42.167 (0.000)	Supported
H1f: Post Purchase Behaviour has a significant effect on Switch Over Intentions	PPB -> SOI	0.546	0.548	0.045	12.233 (0.000)	Supported
H1g: Psychographics have a significant effect on Attitude	PSY -> AT	0.235	0.236	0.035	6.711 (0.000)	Supported
H1h: Psychographics have a significant effect on Environmental concern	PSY -> EC	0.77	0.766	0.02	38.357 (0.000)	Supported
H1i: Psychographics have a significant effect on Health Consciousness	PSY -> HC	0.711	0.71	0.024	29.283 (0.000)	Supported
H1j: Psychographics have a significant effect on Lifestyle	PSY -> LS	0.729	0.731	0.019	37.788 (0.000)	Supported
H1k: Psychographics have a significant effect on Personality	PSY -> PER	0.71	0.708	0.025	27.887 (0.000)	Supported
H1l: Reference Group Influence has a significant effect on Peer Influence	RGI -> PI	0.959	0.959	0.003	341.587 (0.000)	Supported
H1m: Reference Group Influence has a significant effect on Social Influence	RGI -> SI	0.822	0.825	0.014	60.187 (0.000)	Supported
H1n: Reference Group Influence has a significant effect on Subjective Norms	RGI -> SN	0.636	0.633	0.025	25.221 (0.000)	Supported
H1o: Subjective Norms have a significant effect on Green Consumer Intentions	SN -> GCI	0.206	0.207	0.033	6.202 (0.000)	Supported

Significant at 5% level

H1a: “Consumer Attitude has a significant effect on Green Consumer Intentions”

The hypothesis predicts that consumers’ attitude significantly affects green consumer intentions and as such, with the empirical data results ($\beta=0.587$, T statistics=21.498, and p-value=0.000) ($p<0.05$), the hypothesis suggesting consumer attitude affects the green consumer intentions is accepted.

H1b: “Green Consumer Intentions have a significant effect on Green Consumer Behaviour”

The hypothesis predicts that Green Consumer Intentions significantly affect Green Consumer Behaviour and as such, with the empirical data results ($\beta=0.756$, T statistics=31.97, and p-value=0.000) ($p<0.05$), the hypothesis suggesting Green Consumer Intentions affect the Green Consumer Behaviour is accepted.

H1c: “Post Purchase Behaviour has a significant effect on Attitude”

The hypothesis predicts that Post Purchase Behaviour significantly affects Attitude and as such, with the empirical data results ($\beta=0.589$, T statistics=22.791, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Post Purchase Behaviour of consumers affects attitude is accepted.

H1d: “Post Purchase Behaviour has a significant effect on Product Endorsement Intentions”

The hypothesis predicts that Post Purchase Behaviour significantly affects Product Endorsement Intentions and as such, with the empirical data results ($\beta=0.811$, T statistics=48.824, and p-value=0.000) ($p<0.05$), the hypothesis giving the inference that Post Purchase Behaviour of consumer affects the Product Endorsement Intentions is accepted.

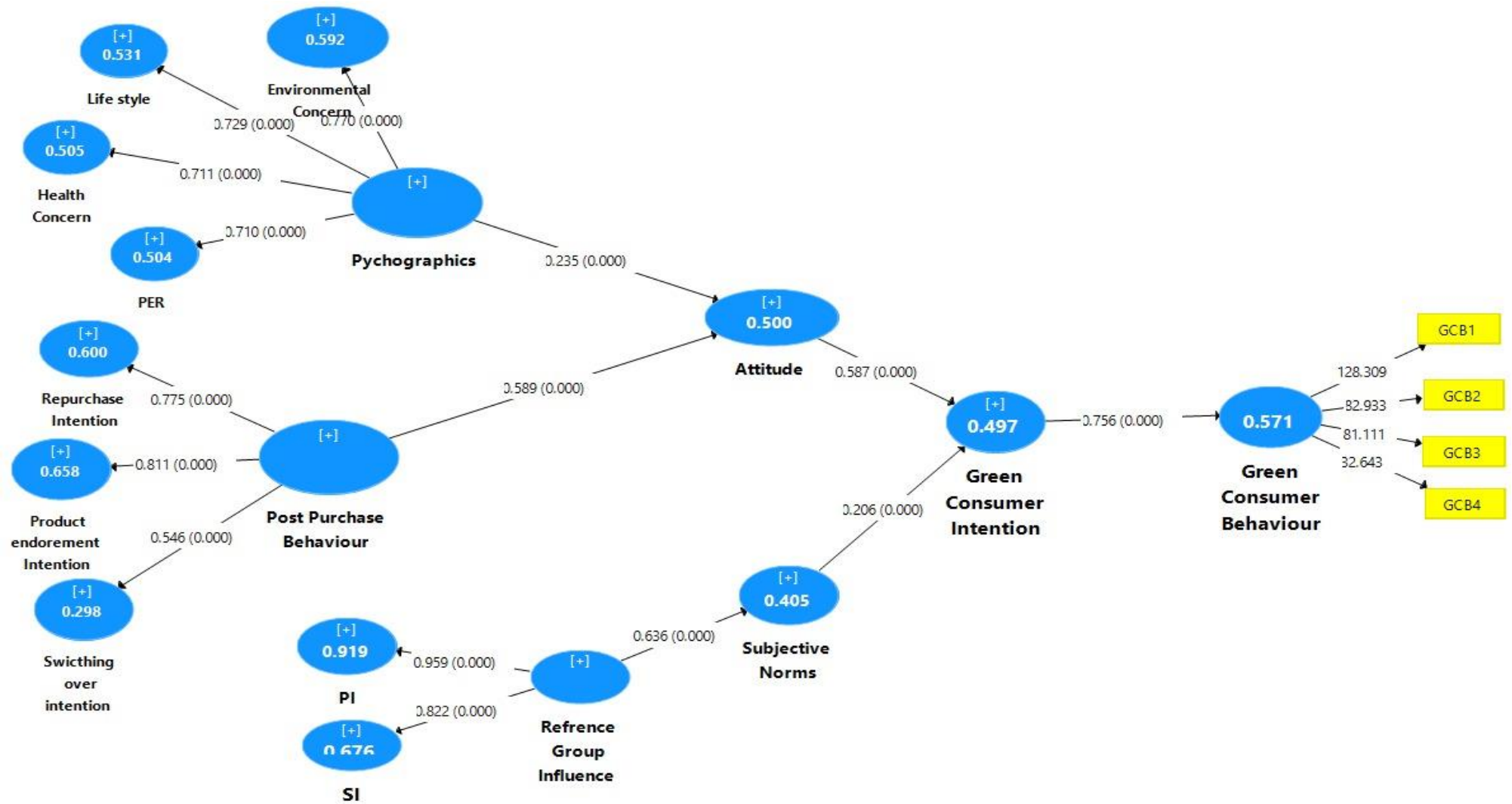
H1e: “Post Purchase Behaviour has a significant effect on Repurchase Intention”

The hypothesis predicts that Post Purchase Behaviour significantly affects the Repurchase Intentions and as such, with the empirical data results ($\beta=0.775$, T statistics=42.167, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Post Purchase Behaviour of consumers affects Repurchase Intentions is accepted.

H1f: “Post Purchase Behaviour has a significant effect on Switching over Intentions”

The hypothesis predicts that Post Purchase Behaviour significantly affects the Switching over Intentions and as such, with the empirical data results ($\beta=0.546$, T statistics=12.223, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Post Purchase Behaviour of consumers affects the Switching over Intentions is accepted.

Figure 5.8: Structural Model explaining all hypothesized relationships



H1g: “Psychographics have a significant effect on Attitude”

The hypothesis predicts that Psychographics significantly affect Attitude and as such, with the empirical data results ($\beta=0.235$, T statistics=6.711, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers’ Psychographics affect Attitude is accepted.

H1h: “Psychographics have a significant effect on Environmental Concern”

The hypothesis predicts that Psychographics significantly affect the Environmental Concern and as such, with the empirical data results ($\beta=0.77$, T statistics=38.357, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers’ Psychographics affect Environmental Concern is accepted.

H1i: “Psychographics have a significant effect on Health Consciousness”

The hypothesis predicts that Psychographics significantly affect the Health Consciousness and as such, with the empirical data results ($\beta=0.711$, T statistics=29.283, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers’ Psychographics affect Health Consciousness is accepted.

H1j: “Psychographics have a significant effect on Lifestyle”

The hypothesis predicts that Psychographics significantly affect Lifestyle and as such, with the empirical data results ($\beta=0.729$, T statistics=37.788, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers’ Psychographics affect Lifestyle is accepted.

H1k: “Psychographics have a significant effect on Personality”

The hypothesis predicts that Psychographics significantly affect Personality and as such, with the empirical data results ($\beta=0.71$, T statistics=27.887, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumer’s Psychographics affect Personality is accepted.

H1l: “Reference Group Influence has a significant effect on Peer Influence”

The hypothesis predicts that Reference Group Influence significantly affects Peer Influence and as such, with the empirical data results ($\beta=0.959$, T statistics=341.587, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Reference Group Influence affects Peer Influence is accepted.

H1m: “Reference Group Influence has a significant effect on Social Influence”

The hypothesis predicts that Reference Group Influence significantly affects Social Influence and as such, with the empirical data results ($\beta=0.822$, T statistics=60.187, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Reference Group Influence affects Social Influence is accepted.

H1n: “Reference Group Influence has a significant effect on Subjective Norms”

The hypothesis predicts that Reference Group Influence significantly affects Subjective Norms and as such, with the empirical data results ($\beta=0.636$, T statistics=25.221, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Reference Group Influence affects Subjective Norms is accepted.

H1o: “Subjective Norms have a significant effect on Green Consumer Intentions”

The hypothesis predicts that Subjective Norms have significant effect on Green Consumer Intentions and as such, with the empirical data results ($\beta=0.206$, T statistics=6.202, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Subjective Norms affect Green Consumer Intentions is accepted.

5.5 Examining the effect of Psychographic factors on Green Consumer Behaviour

Psychographics are divided into four categories- *Environmental Concern, Health Consciousness, Personality, and Lifestyle*. Environmental Concern is measured with four items (EC1, EC2, EC3, EC4), Health Consciousness with three items (HC1, HC2, HC3), Personality with four items (PER1, PER2, PER3, PER4), and Lifestyle with four items (LS1, LS2, LS3, LS4) and Green Consumer Behaviour is measured with four items (GCB1, GCB2, GCB3, GCB4). Environmental Concern, Health Consciousness, Personality and Lifestyle, and Green Consumer Behaviour are assumed to be zero order reflective constructs and measured with their items. The Structural Model is developed assuming Psychographics as an exogenous (independent) variable and Green Consumer Behaviour as an endogenous (dependent) variable. The value of the coefficient of determination (R^2) as depicted in Figure 5.9 is 0.13 revealing that the endogenous variable green consumer behaviour is 13% explained by psychographic factors indicating a weak relation. According to Falk and Miller (1992), for the adequate variance explanation of a specific endogenous construct, the R^2 value should be equal to or greater than 0.10. This highlights that regardless of psychographic

factors significantly impacting green consumer behaviour, they are explaining less as compared to other constructs in the variation of green consumer behaviour.

Hypothesis (H2): There is a significant effect of Psychographics factors on Green Consumer Behaviour.

Table5.46: Hypotheses testing of impact of Psychographic factors on Green Consumer Behaviour

Hypotheses		Path Coefficients (β)	Sample Mean (M)	Standard Deviation	T Statistics (P Values)	Conclusion
H2a: Psychographics have a significant effect on Environmental Concern	PSY -> EC	0.767	0.768	0.019	40.319 (0.000)	Supported
H2b: Psychographics have a significant effect on Green Consumer Behaviour	PSY-> GCB	0.361	0.361	0.037	9.680 (0.000)	Supported
H2c: Psychographics have a significant effect on Health Concern	PSY -> HC	0.714	0.713	0.023	30.700 (0.000)	Supported
H2d: Psychographics have a significant effect on Lifestyle	PSY -> LS	0.735	0.735	0.021	35.061 (0.000)	Supported
H2e: Psychographics have a significant effect on Personality	PSY -> PER	0.703	0.701	0.027	26.152 (0.000)	Supported

Significant at 5% level

H2a: “Psychographics have a significant effect on Environmental Concern”

The hypothesis predicts that Psychographics significantly affect Environmental Concern and as such, with the empirical data results ($\beta=0.767$, T statistics=40.319, and p-value=0.000) ($p<0.05$), the hypothesis giving the inference that consumers’ Psychographics affect Environmental Concern is accepted.

H2b: “Psychographics have a significant effect on Green Consumer Behaviour”

The hypothesis predicts that Psychographics significantly affect the Green Consumer Behaviour and as such, with the empirical data results ($\beta=0.361$, T statistics=9.680, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers' Psychographics affect Green Consumer Behaviour is accepted.

H2c: "Psychographics have a significant effect on Health Consciousness"

The hypothesis predicts that Psychographics significantly affect Health Consciousness and as such, with the empirical data results ($\beta=0.714$, T statistics=30.700, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers' Psychographics affect Health Consciousness is accepted.

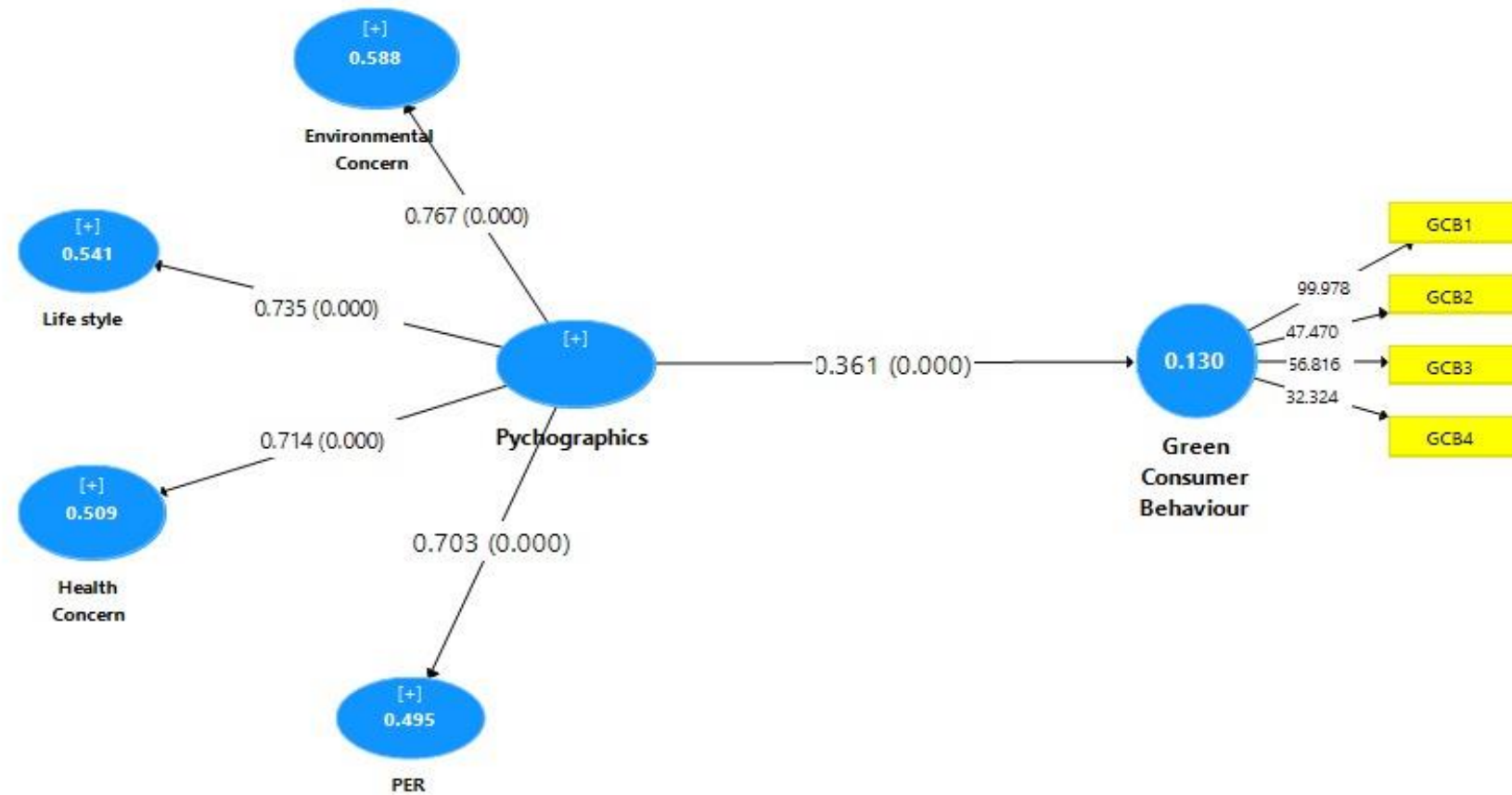
H2d: "Psychographics have a significant effect on Lifestyle"

The hypothesis predicts that Psychographics significantly affect Lifestyle and as such, with the empirical data results ($\beta=0.735$, T statistics=35.061, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers' Psychographics affect Lifestyle is accepted.

H2e: "Psychographics have a significant effect on personality"

The hypothesis predicts that Psychographics significantly affect personality and as such, with the empirical data results ($\beta=0.703$, T statistics=26.152, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers' Psychographics affect Personality is accepted.

Figure 5.9: Structural Model explaining effect of Psychographic factors on Green Consumer Behaviour



5.6 Examining the relationship of Socio-demographic factors and Green Consumer Behaviour

The study aimed to explore the difference, if any, persists between the respondents' green behaviour measured with four dimensions (variables) namely, 'ensure to be eco-friendly', 'eco-friendly packaging', 'contribute least amount of pollution,' and 'products with no harm to environment' across the socio-demographic factors of consumers (gender, age, educational qualifications, occupational status, marital status, and monthly income). This association between green consumer behaviour and socio-demographic factors has been determined by applying chi-square and t-test (for two groups) and one-way ANOVA (for more than two groups). Respondents' gender, age, educational qualifications, occupational status, marital status, and monthly income were adopted as socio-demographic factors. The hypotheses for every socio-demographic variable were formulated to test the differences in green consumer behaviour.

The following tables depict the relationship of each socio-demographic feature of respondents with variables of green consumer behaviour by giving information relating to crosstabs of groups in each socio-demographic feature, chi-square statistic and t-test statistic/ F test statistic along with their p-values.

Hypothesis (H3): There is a significant difference between different socio-demographic groups of consumers while determining relation with green consumer behaviour.

5.6.1 Examining the association between Gender and Green Consumer Behaviour

Group 1: Female 465 (71.1%), Group 2: Males 189 (28.9%)

H3a: There is a significant difference between different groups of gender of consumers while determining relation with green consumer behaviour.

H3a₁: There is a significant difference between different groups of gender of consumers while determining relation with '*ensure to be eco-friendly*'.

H3a₂: There is a significant difference between different groups of gender of consumers while determining relation with '*eco-friendly packaging*'.

H3a₃: There is a significant difference between different groups of gender of consumers while determining relation with '*contributes least amount of pollution*'.

H3a₄: There is a significant difference between different groups of gender of consumers while determining relation with ‘*products with no harm to environment*’.

Table 5.47: T test Statistic with p-values for association of Green Consumer Behaviour vs Gender

Variables	Groups	Responses			Chi Square Statistic (p value)	T test Statistic (p value)
		1 (Disagree)	2 (Undecided)	3 (Agree)		
Ensure to be eco-friendly	Female	117 (25.1%)	61 (13.1%)	287 (61.7%)	.712	.507
	Male	49 (26%)	29 (15.3%)	111 (58.7%)	(.700)	(.613)
Eco-friendly packaging	Female	144 (31%)	85 (18.2%)	236 (50.7%)	.229	.391
	Male	55 (29.1%)	36 (19%)	98 (51.8%)	(.892)	(.696)
Contribute least amount of pollution	Female	190 (40.8%)	80 (17.2%)	195 (42%)	7.645	.614
	Male	64 (33.8%)	50 (26.4%)	75 (39.6%)	(.22)	(.539)
Products with no harm to environment	Female	175 (37.6%)	86 (18.4%)	204 (43.8%)	1.253	1.035
	Male	65 (34.3%)	32 (17%)	92 (48.6%)	(.534)	(.301)

Significant at 5% level

Interpretation: There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘ensure to be eco-friendly’ across different groups of gender. Hence, H3a₁ is rejected (chi-square value=.712, p-value=.700) (t-test statistic=.507, p-value=.613) ($p > .05$). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘eco-friendly packaging’ across different groups of gender. Hence, H3a₂ is rejected (chi-square value=.229, p-value=.892) (t-test statistic=.391, p-value=.696) ($p > .05$). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘contribute least amount of pollution’ across different groups of gender. Hence, H3a₃ is rejected (chi-square value=7.645, p-value= 0.22) (t-test statistic=.614, p-value=.539) ($p > .05$). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘products with no harm to environment’ across different groups of gender. Hence, H3a₄ is rejected (chi-square value=.1.253, p-value=.534) (t-test statistic=1.035, p-value=.301) ($p > .05$)).

5.6.2 Examining the relationship of Age and Green Consumer Behaviour

Group 1: 15-25 Years 352 (53.8%), Group 2: 26-40 Years 192 (29.35%), Group 3: 41-50 Years 74 (11.31%), Group 4: 51-59 Years 36 (5.5%)

H3b: There is a significant difference among different groups of age of consumers while determining relation with green consumer behaviour.

H3b₁: There is a significant difference among different groups of age of consumers while determining relation with '*ensure to be eco-friendly*'.

H3b₂: There is a significant difference among different groups of age of consumers while determining relation with '*eco-friendly packaging*'.

H3b₃: There is a significant difference among different groups of age of consumers while determining relation with '*contributes least amount of pollution*'.

H3b₄: There is a significant difference among different groups of age of consumers while determining relation with '*products with no harm to environment*'.

Table 5.48: F Statistic with p-values for association of Green Consumer Behaviour and Age

Variables	Groups	Responses			Chi Square Statistic (p value)	F Statistic (p value)
		1 (Disagree)	2 (Undecided)	3 (Agree)		
Ensure to be eco-friendly	15-25 years	88 (25%)	53 (15%)	211(60%)	9.165 (.165)	2.379 (.069)
	26-40 years	42 (21.8%)	21 (10.9%)	129 (67.1%)		
	41-50 years	23 (31%)	9 (12.1%)	42 (56.7%)		
	51-59 years	13 (36.11%)	7 (19.4%)	16 (44.4%)		
Eco-friendly packaging	15-25 years	105 (29.8%)	67 (19%)	180 (51.1%)	3.601 (.731)	1.033 (.377)
	26-40 years	53 (27.6%)	35 (18.2%)	104 (54.1%)		
	41-50 years	28 (37.8%)	12 (16.2%)	34 (46%)		
	51-59 years	13 (36.1%)	7 (19.4%)	16 (44.4%)		
Contributes least amount of pollution	15-25 years	142 (40.3%)	68 (19.3%)	142 (40.3%)	2.462 (.873)	.582 (.627)
	26-40 years	76 (39.5%)	37 (19.2%)	79 (41.1%)		

	41-50 years	23 (31%)	17 (23%)	34 (46%)		
	51-59 years	13 (36.1%)	8 (22.2%)	15 (41.6%)		
Products with no harm to environment	15-25 years	134 (38%)	56 (16%)	162 (46%)	9.357 (.154)	1.697 (.166)
	26-40 years	66 (34.3%)	35 (18.2%)	91 (47.3%)		
	41-50 years	31 (41.8%)	19 (25.6%)	24 (32.4%)		
	51-59 years	9 (25%)	8 (22.2%)	19 (52.7%)		

Significant at 5% level

Interpretation: There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘ensure to be eco-friendly’ across different groups of age. Hence, H3b₁ is rejected (chi-square value=9.165, p-value=.165) (F statistic=2.379, p-value=.069) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘eco-friendly packaging’ across different groups of age. Hence, H3b₂ is rejected (chi-square value=3.601, p-value=.731) (F statistic=1.033, p-value=.377) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘contributes least amount of pollution’ across different groups of age. Hence, H3b₃ is rejected (chi-square value=2.462, p-value=.873) (F statistic=.582, p-value=.627) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘products with no harm to environment’ across different groups of age. Hence, H3b₄ is rejected (chi-square value=9.357, p-value=.154) (F statistic=1.697, p-value=.166) (p>.05)).

5.6.3 Examining the relationship of Educational Qualification and Green Consumer Behaviour

Group 1: Undergraduate 275 (42%), Group 2: Graduate 155 (23.7%), Group 3: Post-graduate 187 (28.6%), Group 4: Doctorate 37 (5.7%)

H3c: There is a significant difference among different groups of educational qualifications of consumers while determining relation with green consumer behaviour.

H3c₁: There is a significant difference among different groups of educational qualifications of consumers while determining relation with ‘*ensure to be eco-friendly*’.

H3c₂: There is a significant difference among different groups of educational qualifications of consumers while determining relation with ‘*eco-friendly packaging*’.

H3C₃: There is a significant difference among different groups of educational qualifications of consumers while determining relation with ‘*contributes least amount of pollution*’.

H3C₄: There is a significant difference among different groups of educational qualifications of consumers while determining relation with ‘*products with no harm to environment*’.

Table 5.49: F Statistic with p-values of association between Green Consumer Behaviour and Educational Qualifications

Variables	Groups	Responses			Chi Square Statistic (p value)	F Statistic (p value)
		1 (Disagree)	2 (Undecided)	3 (Agree)		
Ensure to be eco-friendly	Undergraduate	71 (25.8%)	39 (14.1%)	165 (60%)	6.931 (.327)	2.154 (.092)
	Graduate	46 (29.6%)	22 (14.1%)	87 (56.1%)		
	Postgraduate	44 (23.5%)	26 (14%)	117 (62.5%)		
	Doctorate	5 (13.5%)	3 (8.1%)	29 (78.3%)		
Eco-friendly packaging	Undergraduate	87 (31.6%)	54 (19.6%)	134 (48.7%)	6.117 (.410)	1.664 (.174)
	Graduate	53 (34.1%)	29 (18.7%)	73 (47%)		
	Postgraduate	52 (27.8%)	30 (16%)	105 (56.1%)		
	Doctorate	7 (19%)	8 (21.6%)	22 (59.4%)		
Contributes least amount of pollution	Undergraduate	114 (41.4%)	54 (19.6%)	107 (39%)	7.164 (.306)	1.069 (.362)
	Graduate	64 (41.2%)	26 (16.7%)	65 (42%)		
	Postgraduate	64 (34.2%)	45 (24%)	78 (41.7%)		
	Doctorate	12 (32.4%)	5 (13.5%)	20 (54%)		
Products with no harm to environment	Undergraduate	101 (36.7%)	40 (14.5%)	134 (48.7%)	14.283 (.027)	3.309 (.020)
	Graduate	68 (43.8%)	35 (22.5%)	52 (33.5%)		
	Postgraduate	58 (31%)	35 (18.7%)	94 (50.2%)		
	Doctorate	13 (35.1%)	8 (21.6%)	16 (43.2%)		

Significant at 5% level

Interpretation: There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘ensure to be eco-friendly’ across different groups of educational qualifications. Hence, H3C₁ is rejected (chi-square value=6.931, p-value=.327) (F statistic=2.154, p-value=.092) ($p > .05$). There is no significant difference in green

consumer behaviour of respondents measured with the dimension ‘eco-friendly packaging’ across different groups of educational qualifications. Hence, H3c₂ is rejected (chi-square value=6.117, p-value=.410) (F statistic=1.664, p-value=.174) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘contributes least amount of pollution’ across different groups of educational qualifications. Hence, H3c₃ is rejected (chi-square value=7.164, p-value=.306) (F statistic=1.069, p-value=.362) (p>.05)). There is significant difference in green consumer behaviour of respondents measured with the dimension ‘*products with no harm to environment*’ across different groups of educational qualifications. **Hence, H3c₄ is accepted (chi-square value=14.283, p-value=.027) (F statistic=3.309, p-value=.020) (p<.05)).**

5.6.4 Examining the relationship of Occupational Status and Green Consumer Behaviour

Group 1: Student 350 (53.5%), Group 2: Homemaker 45 (6.9%), Group 3: Own Business 60 (9.2%), Group 4: In service 131 (20%), Group 5: Professionals 68 (10.4%)

H3d: There is a significant difference among different groups of occupational status of consumers while determining relation with green consumer behaviour.

H3d₁: There is a significant difference among different groups of occupational status of consumers while determining relation with ‘*ensure to be eco-friendly*’.

H3d₂: There is a significant difference among different groups of occupational status of consumers while determining relation with ‘*eco-friendly packaging*’.

H3d₃: There is a significant difference among different groups of occupational status of consumers while determining relation with ‘*contributes least amount to pollution*’.

H3d₄: There is a significant difference among different groups of occupational status of consumers while determining relation with ‘*products with no harm to environment*’.

Table 5.50: F Statistic with p-values of association between Green Consumer Behaviour and Occupational Status

Variables	Groups	Responses			Chi Square Statistic (p value)	F Statistic (p value)
		1 (Disagree)	2 (Undecided)	3 (Agree)		
Ensure to be eco-friendly	Student	85 (24.2%)	50 (14.2%)	215 (61.4%)	22.681 (.004)	4.73 (.001)
	Homemaker	19 (42.2%)	8 (17.7%)	18 (40%)		
	Own Business	22 (36.6%)	8 (13.3%)	30 (50%)		
	In Service	25 (19%)	11(8.3%)	95 (72.5%)		
	Professional	15 (22%)	13 (19.1%)	40 (58.8%)		
Eco-friendly packaging	Student	105 (30%)	69 (19.7%)	176 (50.2%)	12.856 (.017)	2.78 (.026)
	Homemaker	18 (40%)	9 (20%)	18 (40%)		
	Own Business	23 (38.3%)	11 (18.3%)	26 (43.3%)		
	In Service	28 (21.3%)	23 (17.5%)	80 (61%)		
	Professional	25 (36.7%)	9 (13.2%)	34 (50%)		
Contributes least amount of pollution	Student	143 (40.8%)	64 (18.2%)	143 (40.8%)	13.838 (.086)	2.26 (.061)
	Homemaker	23 (51.1%)	6 (13.3%)	16 (35.5%)		
	Own Business	28 (46.6%)	11 (18.3%)	21 (35%)		
	In Service	36 (27.4%)	32 (24.4%)	63 (48%)		
	Professional	24 (35.2%)	17 (25%)	27 (39.7%)		
Products with no harm to environment	Student	136 (38.8%)	57 (16.2%)	157 (44.8%)	6.417 (.601)	.770 (.545)
	Homemaker	20 (44.4%)	7 (15.5%)	18 (40%)		
	Own Business	21(35%)	11(18.3%)	28 (46.6%)		
	In Service	38 (29%)	30 (23%)	63 (48%)		
	Professional	25 (36.7%)	13 (19.11%)	30 (44.1%)		

Significant at 5% level

Interpretation: There is a significant difference in green consumer behaviour of respondents measured with the dimension '*ensure to be eco-friendly*' across different groups of occupational status. Hence, H3d₁ is accepted (chi-square value=22.681, p-value=.004) (F statistic=4.73, p-value=.001) (p<.05)). There is significant difference in green consumer behaviour of respondents measured with the dimension '*eco-friendly packaging*' across

different groups of occupational status. Hence, H3d₂ is accepted (chi-square value=12.856, p-value=.017) (F statistic=2.78, p-value=.026) (p<.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘contributes least amount of pollution’ across different groups of occupational status. Hence, H3d₃ is rejected (chi-square value=13.838, p-value=.086) (F statistic=2.26, p-value=.061) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘products with no harm to environment’ across different groups of occupational status. Hence, H3d₄ is rejected (chi-square value=6.417, p-value=.601) (F statistic=.770, p-value=.545) (p>.05)).

5.6.5 Examining the relationship of Marital Status and Green Consumer Behaviour

Group 1: Unmarried 414 (63.4%), Group 2: Married 240 (36.6%)

H3e: There is a significant difference between different groups of marital status of consumers determining relation with green consumer behaviour.

H3e₁: There is a significant difference between different groups of marital status of consumers determining relation with ‘*ensure to be eco-friendly*’.

H3e₂: There is a significant difference between different groups of marital status of consumers determining relation with ‘*eco-friendly packaging*’.

H3e₃: There is a significant difference between different groups of marital status of consumers determining relation with ‘*contributes least amount of pollution*’.

H3e₄: There is a significant difference between different groups of marital status of consumers determining relation with ‘*products with no harm to environment*’.

Table 5.51: T test Statistic with p-values of association between Green Consumer Behaviour and Marital Status

Variables	Groups	Responses			Chi Square Statistic (p value)	T test Statistic (p value)
		1 (Disagree)	2 (Undecided)	3 (Agree)		
Ensure to be eco-friendly	Unmarried	101 (24.3%)	59 (14.2%)	254 (61.3%)	.675	.579
	Married	65 (27%)	31 (13%)	144 (60%)	(.714)	(.562)

Eco-friendly packaging	Unmarried	123 (29.7%)	78 (18.8%)	213 (51.4%)	.293	.419
	Married	76 (31.6%)	43 (18%)	121 (50.4%)	(.864)	(.676)
Contribute least amount of pollution	Unmarried	166 (40%)	80 (19.3%)	168 (40.7%)	.770	.736
	Married	88 (36.6%)	50 (20.8%)	102 (42.5%)	(.680)	(.462)
Products with no harm to environment	Unmarried	152 (36.7%)	69 (16.6%)	193 (46.6%)	1.644	.499
	Married	88 (36.6%)	49 (20.4%)	103 (43%)	(.440)	(.618)

Significant at 5% level

Interpretation: There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘ensure to be eco-friendly’ across different groups of marital status. Hence, H3e₁ is rejected (chi-square value=.675, p-value=.714) (t-test statistic=.579, p-value=.562) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘eco-friendly packaging’ across different groups of marital status. Hence, H3e₂ is rejected (chi-square value=.293, p-value=.864) (t-test statistic=.419, p-value=.676) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘contribute least amount of pollution’ across different groups of marital status. Hence, H3e₃ is rejected (chi-square value=.770, p-value=.680) (t-test statistic=.736, p-value=.462) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘products with no harm to environment’ across different groups of marital status. Hence, H3e₄ is rejected (chi-square value=1.644, p-value=.440) (t-test statistic=.499, p-value=.618) (p>.05)).

5.6.6 Examining the relationship of Monthly Income and Green Consumer Behaviour

Group 1: < Rs 40000, 478 (73%), Group 2: Between Rs 40000 and Rs 80000, 123 (18.8%), Group 3: > Rs 80000, 53 (8.1%)

H3f: There is a significant difference among different groups of monthly income of consumers while determining relation with green consumer behaviour.

H3f₁: There is a significant difference among different groups of monthly income of consumers while determining relation with ‘ensure to be eco-friendly’.

H3f₂: There is a significant difference among different groups of monthly income of consumers while determining relation with ‘*eco-friendly packaging*’.

H3f₃: There is a significant difference among different groups of monthly income of consumers while determining relation with ‘*contributes least amount of pollution*’.

H3f₄: There is a significant difference among different groups of monthly income of consumers while determining relation with ‘*products with no harm to environment*’.

Table 5.52: F Statistic with p-values of association between Green Consumer Behaviour and Monthly Income

Variables	Groups	Responses			Chi Square Statistic (p value)	F Statistic (p value)
		1 (Disagree)	2 (Undecided)	3 (Agree)		
Ensure to be eco-friendly	Less than Rs 40000	126 (26.4%)	62 (13%)	290 (60.7%)	3.046 (.550)	.942 (.391)
	Rs 40000-80000	31(25.2%)	20 (16.3%)	72 (58.5%)		
	More than Rs80000	9 (17%)	8 (15.1%)	36 (67.9%)		
Eco-friendly packaging	Less than Rs 40000	145 (30.3%)	93 (19.5%)	240 (50.2%)	6.261 (.180)	2.57 (.077)
	Rs 40000-80000	43 (35%)	21 (17.1%)	59 (48%)		
	More than Rs80000	11 (20.8%)	7 (13.2%)	35 (66%)		
Contribute least amount of pollution	Less than Rs 40000	195 (40.8%)	88 (18.4%)	195 (40.8%)	7.052 (.133)	2.08 (.125)
	Rs 40000-80000	45 (36.6%)	31 (25.2%)	47 (38.2%)		
	More than Rs80000	14 (26.4%)	11 (20.8%)	28 (52.8%)		
Products with no harm to environment	Less than Rs 40000	177 (37%)	82 (17.2%)	219 (45.8%)	4.585 (.333)	.300 (.741)
	Rs 40000-80000	44 (35.8%)	21 (17.1%)	58 (47.2%)		
	More than Rs80000	19 (35.8%)	15 (28.3%)	19 (35.8%)		

Significant at 5% level

Interpretation: There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘ensure to be eco-friendly’ across different groups of monthly income. Hence, H3f₁ is rejected (chi-square value=3.046, p-value=.550) (F statistic=.942, p-value=.391) (p>.05)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘eco-friendly packaging’ across different groups of monthly income. Hence, H3f₂ is rejected (chi-square value=6.261, p-

value=.180) (F statistic=2.57, p-value=.077) ($p>.05$)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘contribute least amount of pollution’ across different groups of monthly income. Hence, H3f₃ is rejected (chi-square value=7.052, p-value=.133) (F statistic=2.08, p-value=.125) ($p>.05$)). There is no significant difference in green consumer behaviour of respondents measured with the dimension ‘products with no harm to environment’ across different groups of monthly income. Hence, H3f₄ is rejected (chi-square value=4.585, p-value=.333) (F statistic=.300, p-value=.741) ($p>.05$)).

5.6 Determining the moderating effect of Green Marketing Mix variables on the relationship between Green Consumer Intentions and Green Consumer Behaviour

Green marketing mix includes the 4Ps of green marketing. Green product is measured with three items (GP1, GP2, GP3), green place with three items (GPL1, GPL2, GPL3), green price with three items (GPR1, GPR2, GPR3) and green promotion is also measured with three items (GPRO1, GPRO2, GPRO3).

Hypothesis (H4): Green marketing mix variables have a moderating effect on the relationship between Green Consumer Intentions and Green Consumer Behavior.

The moderating effect of green marketing mix variable on the relationship between green consumer intentions and green consumer behaviour has come significant as shown in Figure 5.10. The coefficient of determination (R^2) value is 0.583 stating that green consumer behaviour is 58.3% explained by green consumer intentions when this association is being significantly moderated by green marketing factors. But in Figure 5.8, the green consumer behaviour is 57.1% explained by green consumer intentions without the moderating effect of green marketing factors. Hence, it is proved that when green marketing factors are added as moderators, the value of R^2 increases from 0.571 to 0.583, which is good and significant too.

Table 5.53: Hypotheses testing of impact of Green marketing mix on Green Consumer Behaviour

Hypotheses		Path Coefficients (β)	Sample Mean (M)	Standard Deviation	T Statistics (P Values)	Conclusion
H4a: Attitude has a significant effect on Green Consumer Intentions	AT-> GCI	0.585	0.584	0.032	18.294 (0.000)	Supported

H4b: Green Consumer Intentions have a significant effect on Green Consumer Behaviour	GCI-> GCB	0.714	0.715	0.030	23.460 (0.000)	Supported
H4c: Green marketing mix has a significant effect on Green product	GMM-> GP	0.876	0.876	0.010	86.908 (0.000)	Supported
H4d: Green marketing mix has a significant effect on Green place	GMM-> GPL	0.909	0.909	0.008	119.557 (0.000)	Supported
H4e: Green marketing mix has a significant effect on Green price	GMM-> GPR	0.858	0.859	0.012	71.900 (0.000)	Supported
H4f: Green marketing mix has a significant effect on Green promotion	GMM->GPRO	0.875	0.875	0.011	81.609 (0.000)	Supported
H4g: Green marketing mix has a significant effect on Green Consumer Behaviour	GMM-> GCB	0.101	0.099	0.043	2.362 (0.019)	Supported
H4h: Moderating Effect 1-> Green Consumer Behaviour		0.092	0.090	0.033	2.768 (0.006)	Supported
H4i: Subjective Norms have a significant effect on Green Consumer Intentions	SN-> GCI	0.212	0.214	0.031	6.806 (0.000)	Supported

Significant at 5% level

H4a: “Attitude has a significant effect on Green Consumer Intentions”

The hypothesis predicts that Attitude significantly affects Green Consumer Intentions and as such, with the empirical data results ($\beta=0.585$, T statistics=18.294, and p-value=0.000) ($p<0.05$), the hypothesis giving the inference that consumers’ Attitude affects Green Consumer Intention is accepted.

H4b: “Green Consumer Intentions have a significant effect on Green Consumer Behaviour”

The hypothesis predicts that Green Consumer Intentions significantly affect the Green Consumer Behaviour and as such, with the empirical data results ($\beta=0.714$, T statistics=

23.460, and p-value=0.000) ($p < 0.05$), the hypothesis giving inference that Green Consumer Intentions affect Green Consumer Behaviour is accepted.

H4c: “Green marketing mix has a significant effect on Green Product”

The hypothesis predicts that Green marketing mix significantly affects Green Product and as such, with the empirical data results ($\beta = 0.876$, T statistics=86.908, and p-value=0.000) ($p < 0.05$), the hypothesis giving inference that Green marketing mix affects Green Product is accepted.

H4d: “Green marketing mix has a significant effect on Green Place”

The hypothesis predicts that Green marketing mix significantly affects Green Place and as such, with the empirical data results ($\beta = 0.909$, T statistics=119.557, and p-value=0.000) ($p < 0.05$), the hypothesis giving inference that Green marketing mix affects Green place is accepted.

H4e: “Green marketing mix has a significant effect on Green Price”

The hypothesis predicts that Green marketing mix significantly affects Green Price and as such, with the empirical data results of ($\beta = 0.858$, T statistics=71.900, and p-value=0.000) ($p < 0.05$), the hypothesis giving inference that Green marketing mix affects Green price is accepted.

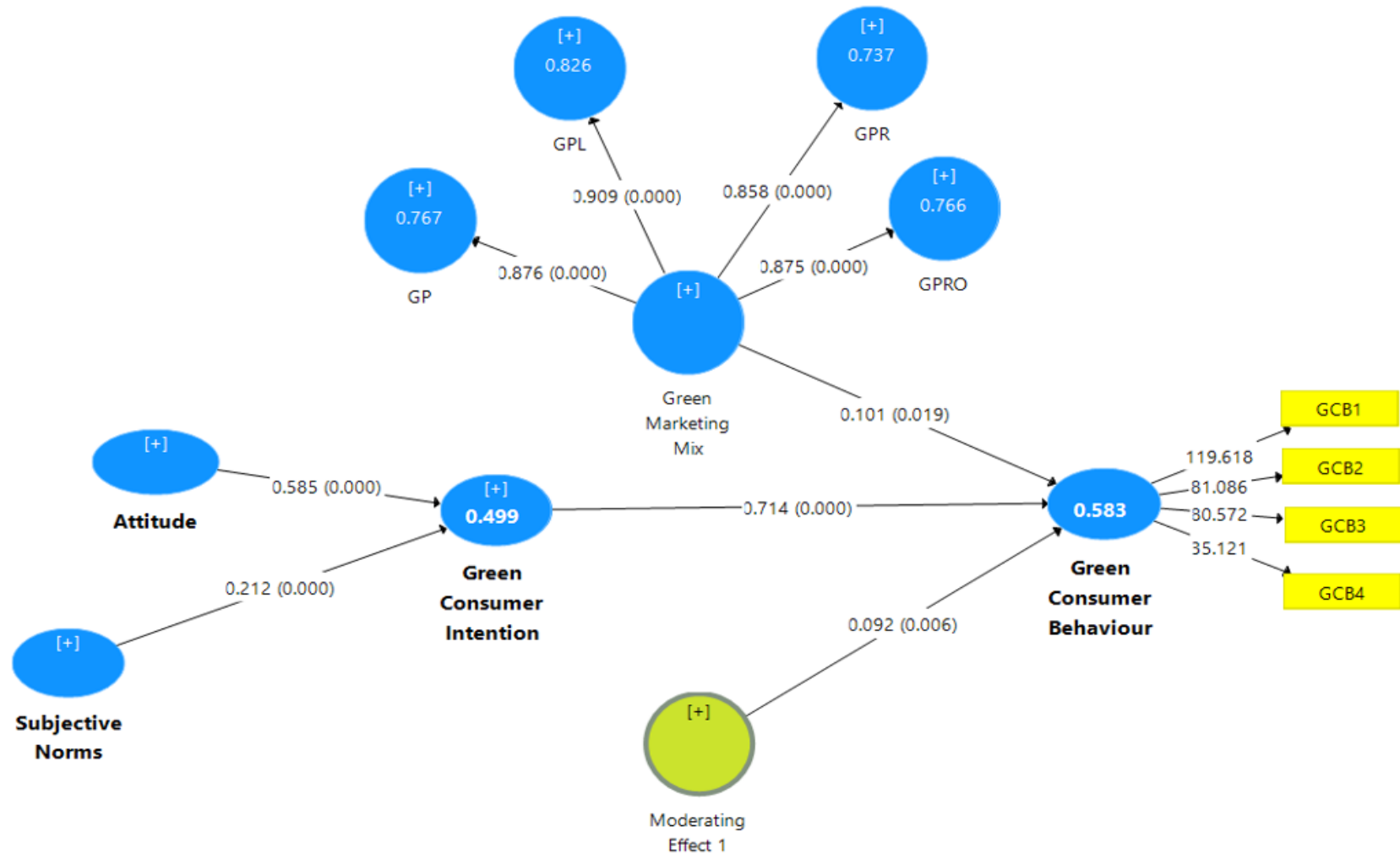
H4f: “Green marketing mix has a significant effect on Green Promotion”

The hypothesis predicts that Green marketing mix significantly affects Green Promotion and as such, with the empirical data results ($\beta = 0.875$, T statistics=81.609, and p-value=0.000) ($p < 0.05$), the hypothesis giving inference that Green Marketing mix affects Green promotion is accepted.

H4g: “Green marketing mix has a significant effect on Green Consumer Behaviour”

The hypothesis predicts that Green marketing mix significantly affects Green Consumer Behaviour and as such, with the empirical data results ($\beta = 0.101$, T statistics=2.362, and p-value=0.019) ($p < 0.05$), the hypothesis giving inference that Green marketing mix affects Green consumer behaviour is accepted.

Figure 5.10: Structural Model explaining the moderating effect of Green Marketing Mix on the relationship between Green Consumer Intention and Green Consumer Behaviour



H4h: “Green marketing mix has a moderating effect on association between Green Consumer Intentions and Green Consumer Behaviour”

The hypothesis predicts that Green marketing mix has moderating effect on association between Green Consumer Intentions and Green Consumer Behaviour and as such, with the empirical data results ($\beta=0.092$, T statistics=2.768, and p-value=0.006) ($p<0.05$), the hypothesis giving inference that Green marketing mix has moderating effect on association between Green Consumer Intentions and Green Consumer Behaviour is accepted.

H4i: “Subjective Norms have a significant effect on Green Consumer Intentions”

The hypothesis predicts that Subjective Norms significantly affect Green Consumer Intentions and as such, with the empirical data results ($\beta=0.212$, T statistics=6.806, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that consumers’ Subjective norms affect Green Consumer Intentions is accepted.

5.7 Examining the impact of Reference Group Influence on Green Consumer Behaviour

Reference Group Influence is divided into two categories-Social Influence and Peer Influence and further Social Influence is measured with three items (SI1, SI2, SI3) and Peer Influence is measured with four items (PI1, PI2, PI3, PI4); Green Consumer Behaviour is measured with four items (GCB1, GCB2, GCB3, GCB4). Social Influence and Peer Influence and Green Consumer Behaviour are assumed to be zero order reflective constructs and measured with its items. The Structural Model is developed assuming Reference Group Influence as an exogenous and Green Consumer Behaviour as endogenous. As it can be seen in Figure 5.11, the value of coefficient of determination (R^2) is 0.270, revealing that determinants of reference group influence (social influence and peer influence) explain 27% of green consumer behaviour.

Hypothesis (H5): There is a significant effect of Reference Group influence on green consumer behaviour.

Table 5.54: Hypotheses testing of impact of Reference Group Influence on Green Consumer Behaviour

Hypotheses		Path Coefficients (β)	Sample Mean (M)	Standard Deviation	T Statistics (P Values)	Conclusion
H5a: Reference Group Influence has a significant effect on Green Consumer	RGI-> GCB	0.520	0.523	0.031	16.629 (0.000)	Supported

Behaviour						
H5b: Reference Group Influence has a significant effect on Peer Influence	RGI-> PI	0.962	0.962	0.003	338.149 (0.000)	Supported
H5c: Reference Group Influence has a significant effect on Social Influence	RGI-> SI	0.816	0.815	0.016	50.359 (0.000)	Supported

Significant at 5% level

H5a: “Reference Group Influence has a significant effect on Green Consumer Behaviour”

The hypothesis predicts that Reference Group Influence significantly affects Green Consumer Behaviour and as such, with the empirical data results ($\beta=0.520$, T statistics=16.629, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Reference Group Influence affects Green Consumer Behaviour is accepted.

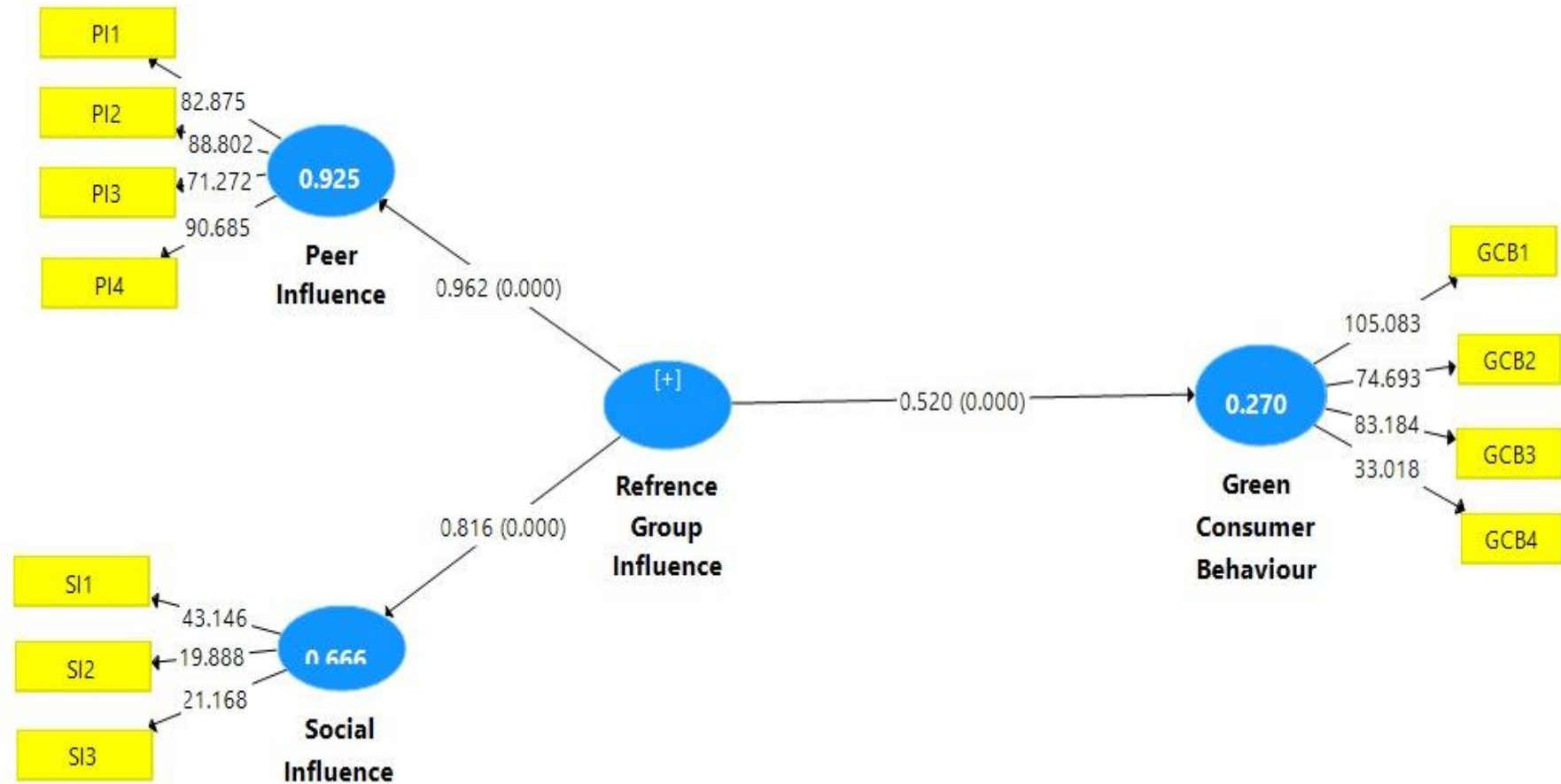
H5b: “Reference Group Influence has a significant effect on Peer Influence”

The hypothesis predicts that Reference Group Influence significantly affects Peer Influence and as such, with the empirical data results ($\beta=0.962$, T statistics=338.149, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Reference Group Influence affects Peer Influence is accepted.

H5c: “Reference Group Influence has a significant effect on Social Influence”

The hypothesis predicts that Reference Group Influence significantly affects Social Influence and as such, with the empirical data results ($\beta=0.816$, T statistics=50.359, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Reference Group Influence affects Social Influence is accepted.

Figure5.11: Structural Model depicting the impact of Reference Group Influence on Green Consumer Behaviour



5.8 Examining the impact of Post Purchase Behaviour on Green Consumer Behaviour

Post Purchase Behaviour is divided into three dimensions- Repurchase Intentions, Product Endorsement Intentions, and Switching over Intentions where Repurchase Intentions are measured with three items (RPI1, RPI2, RPI3), Product Endorsement Intentions are measured with three items (PEI1, PEI2, PEI3), and Switching over Intentions are measured with three items (SOI1, SOI2, SOI3); Green Consumer Behaviour is measured with four items (GCB1, GCB2, GCB3, GCB4). Repurchase Intentions, Product Endorsement Intentions, Switching over Intentions and, Green Consumer Behaviour are assumed to be zero order reflective constructs and measured with its items. The Structural Model is developed assuming Post Purchase Behaviour as exogenous and Green Consumer Behaviour as endogenous. The coefficient of determination (R^2) value is found to be 0.367 as seen in Figure 5.12 revealing that the determinants of post-purchase behaviour (repurchase intentions, product endorsement intentions, and switching over intentions) are explaining 36.7% of green consumer behaviour indicating a weak to a moderate relationship.

Hypothesis (H6): There is a significant effect of Post Purchase Behaviour on green consumer behaviour

Table 5.55: Hypotheses testing of impact of Post Purchase Behaviour on Green Consumer Behaviour

Hypotheses		Path Coefficients (β)	Sample Mean (M)	Standard Deviation	T Statistics (P Values)	Conclusion
H6a: Post Purchase Behaviour has a significant effect on Green Consumer Behaviour	PPB -> GCB	0.606	0.608	0.028	21.409 (0.001)	Supported
H6b: Post Purchase Behaviour has a significant effect on Product Endorsement Intentions	PPB -> PEI	0.828	0.828	0.013	62.263 (0.001)	Supported
H6c: Post Purchase Behaviour has a significant effect on Repurchase Intentions	PPB -> RPI	0.762	0.762	0.021	35.822 (0.001)	Supported
H6d: Post Purchase Behaviour has a	PPB-> SOI	0.536	0.539	0.047	11.384	Supported

significant effect on Switch Over Intentions					(0.002)	
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Significant at 5% level

H6a: “Post Purchase Behaviour has a significant effect on Green Consumer Behaviour”

The hypothesis predicts that Post Purchase Behaviour significantly affects Green Consumer Behaviour and as such, with the empirical data results ($\beta=0.606$, T statistics=21.409, and p-value=0.000) ($p<0.05$), the hypothesis suggesting Post Purchase Behaviour of consumers affects Green Consumer Behaviour is accepted.

H6b: “Post Purchase Behaviour has a significant effect on Product Endorsement Intentions”

The hypothesis predicts that Post Purchase Behaviour significantly affects Product Endorsement Intentions and as such, with the empirical data results ($\beta=0.828$, T statistics=62.263, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Post Purchase Behaviour of consumers affects the Product Endorsement Intentions is accepted.

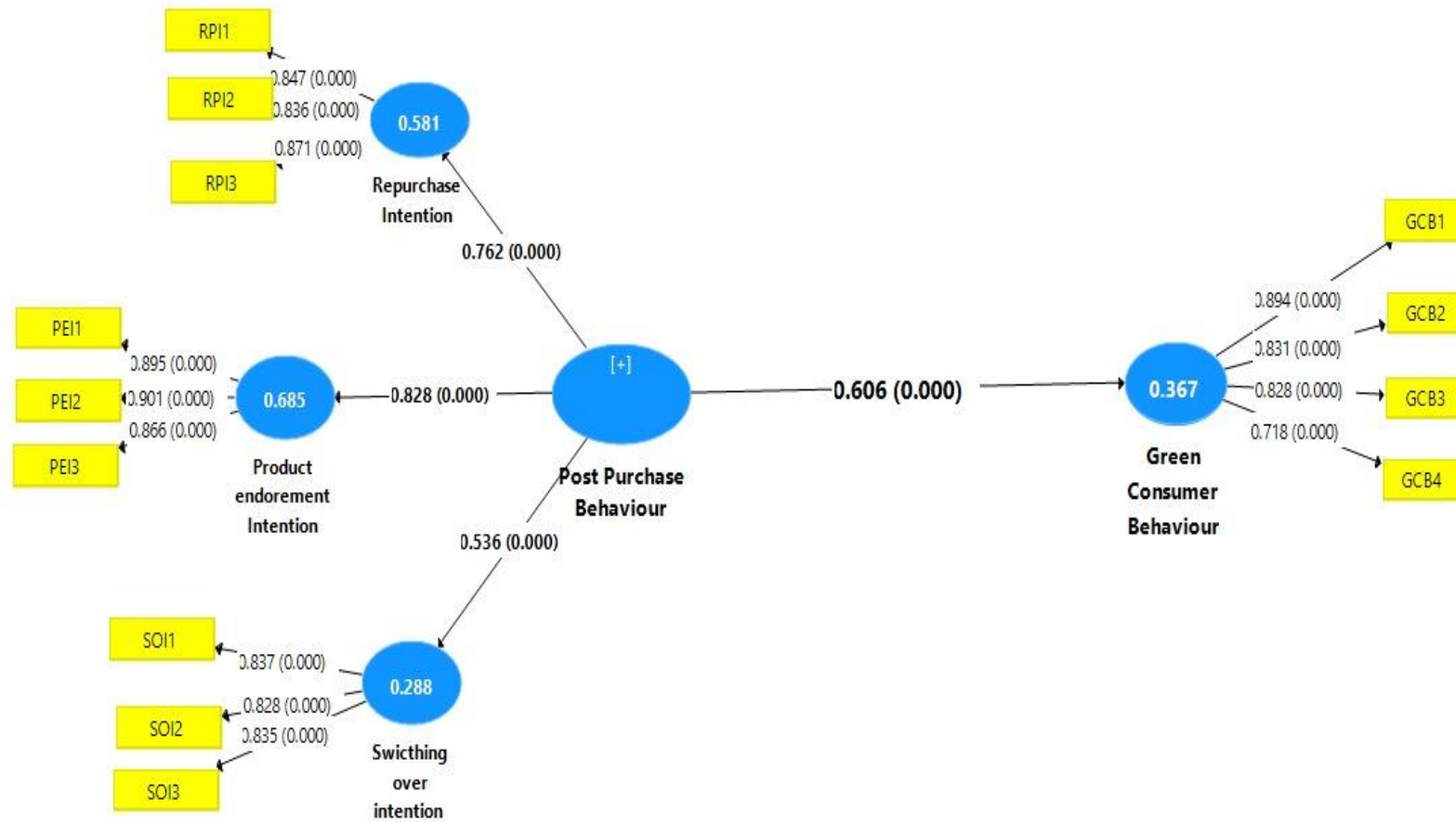
H6c: “Post Purchase Behaviour has a significant effect on Repurchase Intentions”

The hypothesis predicts that Post Purchase Behaviour significantly affects Repurchase Intentions and as such, with the empirical data results ($\beta=0.762$, T statistics=35.822, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Post Purchase Behaviour of consumers affects Repurchase Intentions is accepted.

H6d: “Post Purchase Behaviour has a significant effect on Switching-over Intentions”

The hypothesis predicts that Post Purchase Behaviour significantly affects Switching Over Intention and as such, with the empirical data results ($\beta=0.536$, T statistics=11.384, and p-value=0.000) ($p<0.05$), the hypothesis giving inference that Post Purchase Behaviour of consumers affects Switching over Intentions is accepted.

Figure 5.12: Structural Model explaining effect of Post Purchase Behaviour on Green Consumer Behaviour



CHAPTER-6

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.1 Major findings of the Study

6.1.1 Respondents' Profile (Descriptive Statistics)

Gender: The analysis of respondents' profiles using descriptive statistics reveals that green personal care products are more used by females than male consumers. This result is consistent with earlier research investigations where 62.4% (Liao et al., 2020), 75.2% (Jaini et al., 2020), 57% (Qi et al., 2020), 75.3% (Choi and Johnson, 2019), 57.7% (Chen et al., 2018), 60% (Trivedi et al., 2018), 62.2% (Zou and Chan, 2018), 63.4% (Sharaf and Isa, 2017), 70% (Witek and Kuzniar, 2021), 78.65% (Zollo et al., 2021) and 67% (Mamun et al., 2020) are females respondents in the total sample. But different profiles of respondents have been found in a research investigation undertaken by Singh A (2020) which evidenced that only 12.1% of females and 87.89% of males purchased green products. Also, a research investigation performed by Bagher et al, 2018 aimed to find consumers' buying intentions towards organic food in Iran highlighted the reverse demographic profile of respondents and detected 77.7% of males and 22.5% of females purchased organic food products.

Age: Green personal care products are more consumed by young consumers, lesser by millennials, still less by middle-aged consumers, and very less by older ones. A similar result was found by Chin et al., 2018 where the researchers conducted a study to find purchase intentions of consumers concerning green skin care products in Indonesia which depicted that 76.4% of respondents fall in the age category of 21-30 years, 12.4% are 31-40 years old and 11.2% are above 40 years of age. The research study conducted by Rani L (2020) in Andhra Pradesh (India) also found similar results where 51.3% of respondents were from age category 18-25 years, whereas, 69% of respondents belonged to 15-25 years and 26% were from 26-30 years of age group in Chaudhary and Bisai, 2018. The demographic profile of respondents in Amin and Tarun, 2020 revealed that more than 50% participants were younger (less than 30 years), which evidences that younger population is more concerned about ecological choice behaviour and environmental sustainability. In Zahid et al., 2018, 54 % of respondents belonged to the age group of 20-29 years and in Kumar, 2021, 49% of respondents fell in the age category of 20-30 yrs. In Liao et al., 2020, 41.7% of respondents

were less than 25 years of age and 46.1% belonged to the 26-35 years of age group. Moreover, a similar age profile has been found in a few more past studies: 82.3% of respondents were 18-27 years of age (Mamun et al., 2020), 69.5% were 18-35 years of age (Zollo et al., 2021), 43.38% in 18-23 years age group (Sharma et al., 2020), 64% in 20-30 years age group (Patel et al., 2017), 52 % respondents in less than 25 years age group (Zhang et al., 2019), 42.6%, 34.5%, 13.4% and 9.65% in 18-25 years, 26-35 years, 36-45 years and above 46 years old respectively (Yogananda and Nair, 2019), 75% were under 29 years (Wang et al., 2018), 49.9% in 18-26 years age group (Shukla 2019), 53.9% and 32.7% in 18-24 years and 25-34 years age group respectively (Jaiswal and Singh, 2017). Young people from emerging economies generally comprised the sample framework in the majority of earlier studies (Kautish and Sharma, 2019). According to researchers, young people readily accept novel ideas like using green products (Uddin and Khan, 2016). In contrast, a study undertaken by Bagher et al, 2018 aiming to find customers' purchase intentions concerning organic food in Iran highlighted that the consumers of the age group 31-50 years are 82% of the total sample size.

Educational Qualifications: It is found that students and highly qualified respondents are more attracted to green personal care products which reveal that educated consumers and those still pursuing education are more aware of environmental and health benefits of such products. A similar demographic profile of respondents have been seen in Chaudhary and Bisai, 2018, where 44% of respondents were undergraduate, 21% postgraduate, and 35% were pursuing a PhD. More than 60% of respondents were graduate students in a research study conducted by Kautish and Sharma, 2019 on green behavioural intentions of Indian consumers. Also, the majority of respondents (56.7%) had the undergraduate level of education in a research investigation conducted by Liao et al., 2020. Moreover, there were 44.7%, 46.03%, and 4.32%, graduate, postgraduate and doctorate respondents respectively (Sharma et al., 2020) and 58% undergraduate and graduate respondents (Shukla, 2019) in previous studies.

Occupational Status: Students and those busy in service are found to buy green personal care products more than homemakers and those pursuing business and profession. Similar findings have been evidenced in earlier studies where 65% of respondents were students in Kumar et al., 2021, 68% of respondents were students, 21% were in service and 11% were self-employed in Prakash et al., 2019, 63.7% of respondents were students, 10.2% in service and

9.3% in business in Jaiswal and Singh, 2017, 42.68% were students, 31% in service, 13.39% in business, 7% homemaker and 6.14% professionals in Sharma et al., 2020.

Marital Status: The description of the profile of respondents corroborates that unmarried consumers are using green personal care products more than married consumers. A similar profile has been found in previous studies where 86% (Mamun et al., 2020), 66% (Patel et al., 2017), and 63.22% (Waris and Hameed, 2019) respondents were unmarried. In contrast, Bagher et al., 2018 revealed 16.2% of respondents were unmarried and 83.8% were married.

Monthly Income: The association between an increase in income and buying habits of respondents for green personal care products is determined to be indirect. As income of the respondents increase, they are found to purchase fewer green personal care products. A similar income profile of consumers was found in Rani L (2020) where out of the total respondents, 51.8% had a monthly income upto Rs 25000, 36% had an income more than Rs 25000 and less than Rs 50000 and only 12.3% had a monthly income of more than Rs 50000. Also in a research study conducted by Kautish and Sharma, 2019, 69.7% of respondents had a monthly income below Rs 50000 and 39.7% had above Rs 50000. Moreover, in Pudaruth et al., 2015, 54 % of respondents had a monthly income of less than Rs 20000, 42% between Rs 20000 and 50000, and only 4% of respondents had a monthly income of more than Rs 50000.

6.1.2 Association between Factors and Socio-demographics of respondents

The present research study has analysed the association between identified factors of the conceptual model (*Environmental concern, Health consciousness, Personality, Lifestyle, Green product, Green place, Green price, Green promotion, Social influence, Peer influence, Repurchase intentions, Peer endorsement intentions, Switching over intentions, Attitude, Subjective norms, Green consumer intentions, and Green consumer behaviour*) and six socio-demographics (*gender, age, educational qualifications, occupational status, marital status, and monthly income*) of respondents. The findings of such association are detailed as follows:

6.1.2.1 Association between Factors and Gender

An insignificant association is found between all variables of environmental concern (quality of life, willingness to pay more, environmental belief, and preference for green product), health consciousness (health benefits, health concern, and healthy lifestyle), personality (consideration of future consequences, extraversion, conscientiousness, and openness to experience) and lifestyle (adopt ecological lifestyle, need for respect, need for achievement,

and involvement in environmental issues) and gender of consumers. **Hence, it is found that there are no significant differences between male and female consumers concerning psychographic factors (environmental concern, health consciousness, personality, and lifestyle).**

An insignificant association is found between all variables of green product (product reliability, solution of environmental problems, and beneficial for health), green place (ease in availability, regular availability, and clean stores), green price (justifiable price, reasonable price, and proportionate to quality) and two variables of green promotion (guides consumers to make informed decisions and enhances knowledge) and significant association between one variable of green promotion (**enhances awareness**) and gender of consumers, therefore, it is concluded that there exists a significant difference between males and females concerning green promotion. **Hence, it is revealed that there exists no significant differences between male and female consumers concerning green marketing factors but a significant difference is found with regard to one variable of green promotion (enhances awareness).**

An insignificant association is found between all variables of social influence (conformity with social groups, social persuasion, and honouring social norm) and peer influence (guidance from reference group, green knowledge from peer group, peer endorsement of green agenda, and parents as value setters) and gender of consumers. **Hence, it is found that there exist no significant differences between consumers belonging to different gender groups with regard to reference group influence (social influence and peer influence).**

An insignificant association is found between all variables of repurchase intentions (fulfils consumers' expectations, product attachment, and past experience of using green products), product endorsement intentions (encourage peer group, recommendations to family, and positive words of mouth), and one variable of switching over intentions (scepticism) and significant association between two variables (**post-purchase regret and experienced deception in packaging**) of switching over intentions and gender of consumers. **Hence, it is found that there exist no significant differences between male and female consumers concerning post-purchase behaviour (repurchase intentions and product endorsement intentions) but a significant difference is found in female and male consumers with regard to two variables of switching over intentions (post-purchase regret and experienced deception in packaging).**

An insignificant association is found between one variable (wise idea) and a significant association between two variables (**responsibility towards environment and promote green living**) of attitude and gender of consumers, an insignificant association between all variables of subjective norms (normative social influence, perceived social pressure, and peer pressure), green consumer intentions (purchase intentions, repurchase intentions, willingness to pay premium, sharing post-purchase experience with peer group, motivate peer group to use similar products, promote the product by narrating benefits, pleasure and contentment derived), and green consumer behaviour (ensure to be eco-friendly, eco-friendly packaging, contributes least amount of pollution, and products with no harm to environment) and gender of consumers. **Hence, it is found that there exist no significant differences between male and female consumers concerning subjective norms, green consumer intentions, and green consumer behaviour but a significant difference is found relating to two variables of attitude (responsibility towards environment and promote green living).**

6.1.2.2 Association between Factors and Age

An insignificant association is found between three variables (quality of life, environmental belief, preference for green product) and a significant association with one variable (**willingness to pay more**) of environmental concern and age of consumers, an insignificant association between two variables (health benefits, health concern) and a significant association with one variable (**healthy lifestyle**) of health consciousness and age of consumers, an insignificant association between three variables (consideration of future consequences, extraversion, conscientiousness) and significant association with one variable (**openness to experience**) of personality and age of consumers, and insignificant association between all variables of lifestyle (adopt ecological lifestyle, need for respect, need for achievement, involvement in environmental issues) and age of consumers. **It is therefore revealed that there exists a significant difference among various age-groups concerning one variable of environmental concern (willingness to pay more), one variable of health consciousness (healthy lifestyle), and one variable of personality (openness to experience) but no significant difference is found among different age-groups as far as variables of lifestyle are concerned.**

An insignificant association is found between all variables of green product (product reliability, solution of environmental problems, beneficial for health), green place (ease in availability, regular availability, and clean stores), green price (justifiable price, reasonable

price, proportionate to quality) and green promotion (guides consumers to make informed decisions, enhances awareness, enhances knowledge) and age of consumers. **It is found that there exist no significant differences among age-groups with regard to green marketing factors.**

An insignificant association is found between all variables of social influence (conformity with social groups, social persuasion, and honouring social norm) and peer influence (guidance from reference group, green knowledge from peer group, peer endorsement of green agenda, parents as value setters) and age of consumers. **It is revealed that there exist no significant differences among age groups with regard to reference group influence (social influence and peer influence).**

An insignificant association is found between two variables (product attachment and past experience of using green products) and significant association between one variable (**fulfils consumers' expectations**) of repurchase intentions and age of consumers, an insignificant association between one variable (recommendations to family) and a significant association between two variables (**encourage peer group and positive words of mouth**) of product endorsement intentions and age of consumers, and insignificant association between all variables of switching over intentions and age of consumers. **Hence, it is highlighted that there exists a significant difference among age groups relating to one variable of repurchase intentions (fulfils consumers' expectations), two variables of product endorsement intentions (encourage peer group and positive words of mouth), and no significant difference is found among different groups of age with regard to switching over intentions.**

An insignificant association is found between two variables (responsibility towards environment and promote green living) and significant association between one variable (**wise idea**) of attitude and age of consumers, an insignificant association between all variables of subjective norms (normative social influence, perceived social pressure, peer pressure), green consumer intentions (purchase intention, repurchase intention, willingness to pay premium, sharing post-purchase experience with peer group, motivating peer group to use similar products, promote the product by narrating benefits, pleasure and contentment derived) and green consumer behaviour (ensure to be eco-friendly, eco-friendly packaging, contributes least amount of pollution, products with no harm to environment) and age of consumers. **Hence, it is found that there exist no significant differences among**

consumers of different groups of age with regard to subjective norms, green consumer intentions, and green consumer behaviour but a significant difference is found relating to one variable of attitude (wise idea).

6.1.2.3 Association between Factors and Educational Qualifications

An insignificant association is found between all variables of environmental concern (quality of life, willingness to pay more, environmental belief, preference for green product) and educational qualifications of consumers, an insignificant association between two variables (health concern and healthy lifestyle) and a significant association between one variable (**health benefits**) of health consciousness and educational qualifications of consumers, an insignificant association between two variables (consideration of future consequences and conscientiousness) and significant association between two variables (**extraversion and openness to experience**) of personality and educational qualifications of consumers, and an insignificant association between all variables of lifestyle (adopt ecological lifestyle, need for respect, need for achievement, involvement in environmental issues) and educational qualifications of consumers. **It is therefore revealed that there exists a significant difference among various groups of educational qualifications with regard to one variable of health consciousness (health benefits) and two variables of personality (extraversion and openness to experience) but no significant difference is found as far as variables of environmental concern and lifestyle are concerned.**

An insignificant association is found between all variables of green product (product reliability, solution of environmental problems, beneficial for health) and educational qualifications of consumers, an insignificant association between two variables (regular availability and clean stores), and a significant association between one variable (**ease in availability**) of green place and educational qualifications of consumers, an insignificant association between all variables of green price (justifiable price, reasonable price and proportionate to quality), and green promotion (guides consumers to make informed decisions, enhances awareness, and enhances knowledge) and educational qualifications of consumers. **Hence, it is found that there exists a significant difference among consumers of various groups of educational qualifications relating to one variable of green place (ease in availability) whereas no significant difference is seen with regard to green product, green price and green promotion.**

An insignificant association is found between all variables of social influence (conformity with social groups, social persuasion, and honouring social norm) and peer influence (guidance from reference group, green knowledge from peer group, peer endorsement of green agenda, parents as value setters) and educational qualifications of consumers. **It is therefore revealed that there exists no significant difference among consumers belonging to different groups of educational qualifications with regard to reference group influence (social influence and peer influence).**

A significant association is found between all variables of repurchase intentions (**fulfils consumers' expectations, product attachment, and past experience of using green products**) and educational qualifications of consumers, an insignificant association between two variables (recommendations to family and positive words of mouth) and significant association between one variable (**encourage peer group**) of product endorsement intentions and educational qualifications of consumers, and an insignificant association between all variables of switching over intentions (scepticism, post-purchase regret and experienced deception in packaging) and educational qualifications of consumers. **Hence, it is found that there exist significant differences among groups of educational qualifications relating to all variables of repurchase intentions (fulfils consumers' expectations, product attachment, and past experience of using green products), one variable of product endorsement intentions (encourage peer group) and no significant difference is found among different age groups concerning switching over intentions.**

Insignificant association is found between all variables of attitude (wise idea, responsibility towards environment, and promote green living) and subjective norms (normative social influence, perceived social pressure, and peer pressure) and educational qualifications of consumers, insignificant association between four variables (purchase intention, willingness to pay premium, motivating peer group to use similar products, promote the product by narrating benefits, pleasure and contentment derived) and significant association between two variables (**repurchase intention and sharing post purchase experience with peer group**) of green consumer intentions and educational qualifications of consumers, insignificant association between three variables (ensure to be eco-friendly, eco-friendly packaging, and contributes least amount pollution) and significant association between one variable (**products with no harm to environment**) of green consumer behaviour and educational qualifications of consumers. **It is therefore, highlighted that there exists no significant difference among consumers of different groups of educational qualifications with**

regard to attitude and subjective norms but a significant difference is found with regard to two variables of green consumer intentions (repurchase intention and sharing post-purchase experience with peer group) and one variable of green consumer behaviour (products with no harm to environment).

6.1.2.4 Association between Factors and Occupational Status

Insignificant association is found between three variables (quality of life, willingness to pay more, and preference for green product) and a significant association between one variable (**environmental belief**) of environmental concern and occupational status of consumers, an insignificant association between two variables (health concern and healthy lifestyle) and significant association between one variable (**health benefits**) of health consciousness and occupational status of consumers, insignificant association between all variables of personality (considerations of future consequences, extraversion, conscientiousness and openness to experience) and lifestyle (adopt ecological lifestyle, need for respect, need for achievement, and involvement in environmental issues) and occupational status of consumers. **It is therefore, found that there exists a significant difference among different groups of occupational status concerning one variable of environmental concern (environmental belief) and one variable of health consciousness (health benefits) but no significant difference is found as far as variables of personality and lifestyle are concerned.**

An insignificant association is found between all variables of green product (product reliability, solution of environmental problems, and beneficial for health), and green place (ease in availability, regular availability, and clean stores) and occupational status of consumers, insignificant association between one variable (justifiable price) and significant association between two variables (**reasonable price and proportionate to quality**) of green price and occupational status of consumers and insignificant association between all variables of green promotion (guides consumers to make informed decisions, enhances awareness, and enhances knowledge) and occupational status of consumers. **Hence, it is found that there exist significant differences among consumers belonging to different groups of occupational status relating to two variables of green price (reasonable price and proportionate to quality) whereas no significant difference is seen with regard to other three factors of green marketing.**

An insignificant association is found between two variables (conformity with social groups and honouring social norm) and significant association between one variable (**social persuasion**) of social influence and occupational status of consumers and an insignificant association between three variables (green knowledge from peer group, peer endorsement of green agenda and parents as value setters) and a significant association between one variable (**guidance from reference group**) of peer influence and occupational status of consumers. **It is therefore revealed that a significant difference is found among consumers belonging to different groups of occupational status with regard to one variable of social influence (social persuasion) and one variable of peer influence (guidance from reference group).**

An insignificant association is found between two variables (product attachment and past experience of using green products) and significant association between one variable (**fulfils consumers' expectations**) of repurchase intentions and occupational status of consumers, a significant association between all variables (**encourage peer group, recommendation to family, and positive words of mouth**) of product endorsement intentions and an insignificant association between two variables (scepticism and experienced deception in packaging) and significant association between one variable (**post-purchase regret**) of switching over intentions and occupational status of consumers. **Hence, it is concluded that there exist significant differences among groups of occupational status relating to one variable of repurchase intentions (fulfils consumers' expectations), all variables of product endorsement intentions (encourage peer group, recommendation to family, and positive words of mouth) and one variable of switching over intentions (post-purchase regret).**

An insignificant association is found between all variables of attitude (wise idea, responsibility towards environment, promote green living) and occupational status of consumers, insignificant association between two variables (perceived social pressure and peer pressure) and significant association between one variable (**normative social influence**) of subjective norms and occupational status of consumers, insignificant association between four variables (willingness to pay premium, sharing post purchase experience with peer group, motivating peer group to use similar products and promote the product by narrating benefits, pleasure and contentment derived) and significant association between two variables (**purchase intentions and repurchase intentions**) of green consumer intentions and occupational status of consumers, and insignificant association between two variables (contributes least amount of pollution and products with no harm to environment) and

significant association between two variables (**ensure to be eco-friendly and eco-friendly packaging**) of green consumer behaviour and occupational status of consumers. **Hence, it is highlighted that no significant difference among consumers of different groups of occupational status with regard to attitude and subjective norms is found but a significant difference is found with regard to one variable of subjective norms (normative social influence) and two variables of green consumer intentions (purchase intention and repurchase intention) and two variables of green consumer behaviour (ensure to be eco-friendly and eco-friendly packaging).**

6.1.2.5 Association between Factors and Marital Status

An insignificant association is found between all variables of environmental concern (quality of life, willingness to pay more, environmental belief and preference for green product), health consciousness (health benefits, health concern, and healthy lifestyle), and personality (consideration of future consequences, extraversion, conscientiousness and openness to experience) and marital status of consumers, and insignificant association between three variables (adopt ecological lifestyle, need for achievement and involvement in environmental issues) and significant association between one variable (**need for respect**) of lifestyle and marital status of consumers. **It is therefore revealed that there exist an significant difference among various groups of marital status concerning one variable of lifestyle (need for respect) but no significant difference is found as far as variables of environmental concern, health consciousness, and personality are concerned.**

An insignificant association is found between all variables of green product (product reliability, solution of environmental problems, and beneficial for health), green place (ease in availability, regular availability, and clean stores), green price (justifiable price, reasonable price, and proportionate to quality) and green promotion (guides consumers to make informed decisions, enhances awareness, and enhances knowledge) and marital status of consumers. **Hence, it is found that there exist no significance difference between unmarried and married consumers with regard to green marketing factors.**

An insignificant association is found between all variables of social influence (conformity with social groups, social persuasion, and honouring social norm) and peer influence (guidance from reference group, green knowledge from peer group, peer endorsement of green agenda, and parents as value setters) and marital status of consumers. **Hence, it is revealed that there exists no significance difference between unmarried and married**

consumers with regard to reference group influence (social influence and peer influence).

An insignificant association is found between all variables of repurchase intentions (fulfils consumers' expectations, product attachment, and past experience of using green product), product endorsement intentions (encourage peer group, recommendations to family, and positive words of mouth) and switching over intentions (scepticism, post purchase regret, and experienced deception in packaging) and marital status of consumers. **Hence, it is found that there exist no significance difference between unmarried and married consumers with regard to post-purchase behaviour (repurchase intentions, product endorsement intentions, and switching over intentions).**

An insignificant association is found between all variables of attitude (wise idea, responsibility towards environment, and promote green living), subjective norms (normative social influence, perceived social pressure, and peer pressure), green consumer intentions (purchase intention, repurchase intention, willingness to pay premium, sharing post purchase experience with peer group, motivating peer group to use similar products and promote the product by narrating benefits, pleasure and contentment derived) and green consumer behaviour (ensure to be eco-friendly, eco-friendly packaging, contributes least amount of pollution, and products with no harm to environment) and marital status of consumers. **Hence, it is revealed that there exist no significance difference between unmarried and married consumers with regard to attitude, subjective norms, green consumer intentions, and green consumer behaviour.**

6.1.2.6 Association between Factors and Monthly Income

An insignificant association is found between all variables of environmental concern (quality of life, willingness to pay more, environmental belief, and preference for green product), health consciousness (health benefits, health concern, and healthy lifestyle), and personality (consideration of future consequences, extraversion, conscientiousness, and openness to experience) and monthly income of consumers and an insignificant association between three variables (adopt ecological lifestyle, need for respect, and need for achievement) and a significant association between one variable (**involvement in environmental issues**) of lifestyle and monthly income of consumers. **It is therefore highlighted that there exist significant difference among different groups of monthly income with regard to one variable of lifestyle (involvement in environmental issues) but no significant difference**

is found as far as variables of environmental concern, health consciousness, and personality are concerned.

An insignificant association is found between all variables of green product (product reliability, solution of environmental problems, and beneficial for health), green place (ease in availability, regular availability, and clean stores), green price (justifiable price, reasonable price, and proportionate to quality) and green promotion (guides consumers to make informed decisions, enhances awareness, and enhances knowledge) and monthly income of consumers. **It is therefore found that there exist no significant differences among various groups of monthly income with regard to green marketing factors.**

An insignificant association is found between all variables of social influence (conformity with social groups, social persuasion, and honouring social norm) and monthly income of consumers and an insignificant association between three variables (guidance from reference group, green knowledge from peer group, and parents as value setters) and a significant association between one variable (**peer endorsement of green agenda**) of peer influence and monthly income of consumers. **It is therefore highlighted that there exist no significant differences among various groups of monthly income relating to social influence but significant difference is found with regard to one variable of peer influence (peer endorsement of green agenda).**

An insignificant association is found between all variables of repurchase intentions (fulfils consumers' expectations, product attachment, and past experience of using green products), product endorsement intentions (encourage peer group, recommendations to family, and positive words of mouth) and monthly income of consumers, and an insignificant association between one variable (scepticism) and a significant association between two variables (**post purchase regret and experienced deception in packaging**) of switching over intentions and monthly income of consumers. **Hence, it is found that there exist no significance difference in different groups of monthly income with regard to repurchase intentions and product endorsement intentions whereas a significant difference is found with regard to two variables of switching over intentions (post purchase regret and experienced deception in packaging).**

An insignificant association is found between all variables of attitude (wise idea, responsibility towards environment, and promote green living), subjective norms (normative social influence, perceived social pressure, and peer pressure) and monthly income of

consumers, an insignificant association between five variables (purchase intention, repurchase intention, sharing post purchase experience with peer group, motivating peer group to use similar products, and promote the product by narrating benefits, pleasure and contentment derived) and a significant association between one variable (**willingness to pay premium**) of green consumer intentions and monthly income of consumers, and an insignificant association between all variables of green consumer behaviour (ensure to be eco-friendly, eco-friendly packaging, contributes least amount of pollution, and products with no harm to environment) and monthly income of consumers. **Hence, it is found that there exist no significance difference among consumers belonging to different groups of monthly income with regard to attitude, subjective norms, and green consumer behaviour but significant difference exist relating to one variable of green consumer intentions (willingness to pay premium).**

6.1.3 Descriptive Statistics of Variables

Consumers tend to agree with all variables of environmental concern. Hence, it is elucidated that customers agree that the quality of their living is influence by state of environment, they are ready to pay a higher price to reduce ecological problems and they always prefer environmentally friendly products. As far as health consciousness is concerned, consumers agree with all variables proving that they value the health benefits of products while buying, are concerned for their health, and prefer a healthy way of living. Similarly, consumers also agreed with all variables of personality revealing that they are ready to sacrifice present benefits to derive future outcomes, can handle social situations well, are always prepared to carry out a mission with positive outcomes, and like to buy new products to gain new experience. Also, the consumers agreed with all variables of lifestyle revealing that they happily use green personal care products as a part of their ecological lifestyle, buying such products help them to get respect from their social group, achieve the betterment of environment and make them proud for contributing in the protection of environment. Again, the consumers agreed with all the green features of green personal care products proving that they think that such products are harmless to environment, solve the problems of environment, and are beneficial for health as being chemical-free. Similarly, consumers also agreed with all variables of green place showing that they agree that green personal care products are often and easily accessible in the nearby areas and are sold in clean stores. Also, the consumers agreed with all variables of green price highlighting that the price of such products is justified by ecological benefits, these products are reasonably priced and the

prices are in proportion to quality. Again, the consumers agreed with all variables of green promotion highlighting that they believe that factual information is provided by green advertisements which increases their awareness for benefits and knowledge of such products. Similarly, consumers also agreed with all the variables of social influence concluding that they agree that they consider it essential to confirm their buying behaviour with near ones, they are usually encouraged by societal groups to buy such products and believe that buying such products has become a social norm. From the agreement of consumers with all variables of peer influence, it is found that the consumers take advice before buying and obtain knowledge about benefits of green personal care products from their peer group. They also agree that they adopt the green agenda endorsed by their peer group and have learnt environmental benefits of such products from their parents. As far as repurchase intentions are considered, the consumers agreed that consumers repeatedly buy green personal care products when these products fulfil their expectations and they are satisfied from past experience of using such products. But they remained neutral and are undecided when asked whether attachment to such products makes them buy repeatedly. Similarly, the consumers agreed with all variables of product endorsement intentions stating that they encourage their peer group and family to use green personal care products to meet their daily needs by speaking positively about such products. The consumers are found to be somewhat disagreed / undecided with variables of switching over intentions. They revealed that they are undecided when asked whether environmental claims of green personal care products are doubtful. They somewhat disagreed and do not find the quality of such products as inferior when compared to other available options. Moreover, they are undecided when asked whether the package of green personal care products gives a false impression of its ingredients. The consumers agreed with the variables of attitude concluding that they think it to be a wise idea to buy green personal care products and it becomes their responsibility to buy such products to contribute towards protection of environment. They also agreed that it has now become essential to promote green living. Similarly, the consumers agreed with all variables of subjective norms highlighting that their colleagues expect them, near and dear ones to guide them and close friends insist to buy green personal care products. All variables of green consumer intentions are agreed by consumers proving that they intend to buy green personal care products due to ecological factors, they are ready to repeatedly buy such products, they are ready to pay premium price also, narrate the experience and benefits of such products with group mates and encourage them to buy such products. Also, the consumers agreed with all the variables of green consumer behaviour elucidating that they

buy green personal care products to ensure to be eco-friendly; they often purchase things with packaging harmless to environment, and always select products that do not add to pollution and, are harmless to environment.

6.1.4 Relationship between Psychographic factors and Green Consumer Behaviour

The psychographic factors measured with environmental concern, health consciousness, personality, and lifestyle constructs are found to significantly impact green behaviour of consumers. It has also been concluded that psychographic factors significantly impact consumers' attitude which then intends consumers to act and behave consistent with sustainability aspects.

The findings of present study are in congruous with conclusions of previous studies where it was corroborated that environmental concern (Duong, 2021; Lavuri, 2021; Hao and Chenyue, 2021; Ahmed et al., 2020; Nguyen et al., 2020; Yue et al., 2020; Wang 2020; Sadiq et al., 2020; Waris and Hameed 2020; Kashi, 2019; Shin et al., 2018; Heo and Muralidharan, 2017; Yadav and Pathak, 2016; Albayrak et al., 2013), health consciousness (Hao and Chenyue, 2021; Qi and Ploeger, 2021; Rana and Paul, 2020; Xu et al., 2020; Gam et al., 2020; Patel et al., 2020; Jin et al., 2019; Hansen et al., 2018; Testa et al., 2018; Prakash et al., 2018; Rana and Paul, 2017; Achchuthan and Velnampy, 2016; Fauzi and Hashim, 2016; Hsu et al., 2015; Chen, 2009), personality (Duong, 2021; Chen et al., 2020; Eastman et al., 2019; Basic-Sontic et al., 2017; Wilson and Modi, 2015; Hirsh, 2010; Fraz and Martinez, 2006) and lifestyle (Lubowiecki-Vikuk, 2021; Patak et al., 2021; Mataraci and Kurtulus, 2020; Chen, 2014; Haanpaa, 2007; Fraz and Martinez, 2006) of consumers positively impact consumer behaviour towards different categories of green products.

6.1.5 Relationship between Socio-demographic factors and Green Consumer Behaviour

The present study endeavours to corroborate the association between socio-demographic factors and green consumer behaviour. To achieve this objective, the researcher has explored the association of six socio-demographics (gender, age, educational qualifications, occupational status, marital status and monthly income) of consumers with four variables of green consumer behaviour (ensure to be eco-friendly, eco-friendly packaging, contributes least amount of pollution, and products with no harm to environment). It is found that there are no significant differences between two groups of gender of consumers of green personal care products with regard to all four variables of green consumer behaviour. As far as age is

concerned, it is elucidated that the green consumer behaviour does not vary within the different age groups of consumers measured with all four variables. Therefore, it is found that green behaviour of customers does not vary with age. As far as educational qualifications are concerned, there is no significant difference in green consumer behaviour of consumers measured with dimensions ‘ensure to be eco-friendly’, ‘eco-friendly packaging’, and ‘contributes least amount of pollution’ but significant difference has been found when measured with **‘products with no harm to environment’** across different groups of educational qualifications. While analysing the connection between the occupational status of customers and green consumer behaviour, no significant difference in green consumer behaviour of consumers is found when measured with dimensions ‘contributes least amount of pollution’ and ‘products with no harm to environment’ but a significant difference has been found when measured with **‘ensure to be eco-friendly’** and **‘eco-friendly packaging’** across different groups of occupational status. It has been found that the green consumer behaviour does not vary between unmarried and married consumers measured with all four variables. Hence, it can be concluded that green behaviour of consumers does not vary with marital status. The same conclusion has been derived for the association between monthly income and green consumer behaviour, which states that green consumer behaviour, does not vary between consumers belonging to different income groups measured with all four variables. Hence, it can be concluded that green behaviour of consumers does not vary with income. Similar findings were highlighted in the research investigation conducted by Nath and Agarwal in 2015 and Ansar, 2013 where the researchers concluded that only the education of consumers significantly affects green behaviour and no impact is exerted by gender, age, marital status and income on the same. Rosner et al., 2021, Akehurst et al., 2012 and Khare, 2015 also revealed that the socio-demographics of customers are not relevant in determining their green behaviour. The findings of present study are consistent with the results of Berkowitz and Luttermann, 1968, Anderson et al., 1974; Riezenstein et al., 1974; Michell 1983 and Roper Organization (1990, 1992) where it was highlighted that education and occupation are favourably associated with green behaviour of consumers. Ajibade and Boateng, 2021, Prasher, 2020, Ifegbesan and Rampedi, 2018 and Larson and Farac, 2019 elucidated that statistically significant differences have been found in green behaviour of consumers with regard to education but not related to gender, age, income, and marital status of consumers.

The crosstabs of different socio-demographics with regard to all dimensions of green consumer behaviour also reveal very important considerations. The crosstabs of gender highlights that both female and male consumers agreed in a majority that they ensure to be eco-friendly and prefer eco-friendly packaging whereas a majority of both female and male were either disagreed or undecided about least contribution to pollution by green products and these products do not harm environment.

The crosstabs of age also exhibited important findings. It is highlighted that the majority of consumers of the age group 15-50 years agreed that they ensure to be eco-friendly and the age group 15 to 40 years prefer eco-friendly packaging whereas a majority of consumers of the age group 15 to 59 years do not agree that green products contribute least amount of pollution and the age group 15 to 50 years do not agree these products do not harm the environment. It is also noted that consumers belonging to age group 51 to 59 years agreed in majority that green products does not harm environment but did not agree for eco-friendliness, eco-friendly packaging, and contributes least amount of pollution.

The crosstabs of educational qualifications in relation to different dimensions of green consumer behaviour is highlighting prominent conclusions. The majority of consumers belonging to all groups of education agree to be eco-friendly, majority of postgraduate and doctorate consumers prefer eco-friendly packaging, majority of doctorate consumers agree that green products do not add in pollution and majority of postgraduate consumers agree that these products do not harm environment.

The crosstabs of occupational status of consumers predict that majority of consumers who are students, in service, and professionals and one-half of consumers pursuing business agree to be eco-friendly. Majority of student consumers, in service ones, and one-half of professionals prefer eco-friendly packaging. The majority of all categories of consumers either disagreed or undecided about least contribution of green products to pollution and being harmless to environment.

Important considerations are also highlighted by crosstabs of the marital status of consumers. Both unmarried and married consumers in majority agreed to be eco-friendly and prefer eco-friendly packaging whereas both unmarried and married consumers in majority were either disagreed or undecided about least contribution of green products to pollution and being harmless to environment.

As far as monthly income is concerned, consumers belonging to all groups in majority agreed to be eco-friendly and are either disagreed or undecided in majority about green products being harmless to environment. The low-income (less than Rs 40000) and high-income (more than Rs 80000) ones preferred eco-friendly packaging. Consumers belonging to the high-income group only (more than Rs 80000) consider green products as non-contributor to pollution.

6.1.6 Moderating Effect of Green Marketing Mix on the association between Green Consumer Intentions and Green Consumer Behaviour

The green marketing mix measured with green product, green place, green price, and green promotion has been found to significantly impact ecological behaviour of customers. These findings are in congruency with the claims of research studies conducted in past (Song et al., 2020; Shabbir et al., 2020; Amoako et al., 2020; Nguyen and Johnson, 2020; Karunarathna et al., 2020; Rahahleh et al., 2020; Mehraj and Qureshi, 2020; Hossain and Rahman, 2018; Taufique et al., 2016) which also highlighted the significant influence of green marketing mix on sustainable buying behaviour of customers.

Furthermore, the green marketing mix factors i.e the four Ps of green marketing mix, namely green product, green place, green price, and green promotion are found to moderate the association between green consumer intentions and green consumer behaviour. Similar results have been found in a research study done by Liao et al., 2020 where green marketing factors moderated the association between consumers' attitude and green buying intentions.

6.1.7 Relationship between Reference Group Influence and Green Consumer Behaviour

The influence of reference group measured with social influence and peer influence have been found to impact green behaviour of consumers. It has also been revealed that reference group influence impacts subjective norms of customers which results in green intentions and green behaviour of consumers. The conclusions derived from the present study are supported by the research studies conducted in past with regard to reference group influence (Ferguson et al., 2017; He et al., 2016; Koo et al., 2015; Wang 2014; Welsch and Kuhling, 2009), social influence (Midilli and Tolunay, 2021; Sadiq et al., 2021; Pinto et al., 2020; Muralikumaran, 2019; Clark et al., 2019; Onurlubas, 2019; Hashim et al., 2018; Persaud and Schillo, 2017; Johnstone and Hooper, 2016; Axen et al., 2013; Khare 2013; Kim et al., 2012; Salazar et al.,

2012; Park and Sohn, 2012; Goldsmith and Goldsmith 2011) and peer influence (Lestari et al., 2020; Prasher, 2020; Khare, 2020; Suki and Suki, 2019; Khare 2015; Lee 2010).

6.1.8 Relationship between Post Purchase Behaviour of consumers and Green Consumer Behaviour

The post-purchase behaviour of consumers measured with repurchase intentions, product endorsement intentions, and switching over intentions have been found to significantly impact green behaviour of consumers. The empirical evidence also highlights that post-purchase behaviour impacts consumers' attitude towards sustainable products and formulates green intentions among customers resulting in actual performance of green behaviour. The findings of the present study are in tandem with previous research studies where researchers have measured the post-purchase behaviour of consumers with various constructs and have elucidated the significant influence on green behaviour of consumers with regard to different categories of green products and services (Che-Wu et al., 2018; Cao et al., 2018; Han et al., 2019; Han and Ryu, 2012).

6.2 Conclusions and Implications

The present study has revealed that female, undergraduate, unmarried, student consumers of age less than 25 years and have monthly income less than Rs 40000 are more attracted to buying green personal care products residing in less populated cities in urban regions of Punjab. It is concluded that there exist differences between male and female consumers with regard to green promotion (enhances awareness), switching over intentions (post-purchase regret and experienced deception in packaging), and attitude (responsibility towards environment and promote green living). Also, there exist significant differences among consumers of various age groups with regard to environmental concern (willingness to pay more), health consciousness (healthy lifestyle), personality (openness to experience), repurchase intentions (fulfils consumers' expectations), product endorsement intentions (encourage peer group and positive words of mouth) and attitude (wise idea). Moreover, there exist differences among consumers with different educational qualifications relating to health consciousness (health benefits), personality (extraversion and openness to experience), green place (ease in availability), repurchase intentions (fulfils consumers' expectations, product attachment and past experience of using green products), product endorsement intentions (encourage peer group), green consumer intentions (repurchase intention and sharing post-purchase experience with peer group) and green consumer behaviour (products with no harm

to environment). As far as occupational status is concerned, differences have been found among consumers belonging to different occupational status with regard to environmental concern (environmental belief), health consciousness (health benefits), green price (reasonable price and proportionate to quality), social influence (social persuasion), peer influence (guidance from reference group), repurchase intentions (fulfils consumers' expectations), product endorsement intentions (encourage peer group, recommendation to family and positive words of mouth), switching over intentions (post-purchase regret), subjective norms (normative social influence), green consumer intention (purchase intention and repurchase intention) and green consumer behaviour (ensure to be eco-friendly and eco-friendly packaging). Also, differences have been found between married and unmarried consumers relating to lifestyle (need for respect). Similarly, there are differences among consumers belonging to different groups of income with regard to lifestyle (involvement in environmental issues), peer influence (peer endorsement of green agenda), switching over intentions (post-purchase regret and experienced deception in packaging), and green consumer intentions (willingness to pay premium). As the occupational status and educational qualifications of consumers represent the social class and social status of consumers, and significant differences have been found within different groups of occupational status and educational qualifications with regard to psychographic factors, reference group influence, post-purchase behaviour, and green behaviour of consumers, it is hereby concluded that consumers' psychographics, reference group effect, post-purchase behaviour and green behaviour vary with regard to social class and social status of consumers.

It has been elucidated from descriptive statistics of variables that consumers tend to agree with all the variables of environmental concern, health consciousness, personality, lifestyle, green product, green place, green price, green promotion, social influence, peer influence, product endorsement intentions, attitude, subjective norms, green consumer intentions, and green consumer behaviour but were undecided with regard to one variable of repurchase intentions (product attachment) and undecided with two variables of switching over intentions (scepticism and experienced deception in packaging) and tend to disagree with one variable of switching over intentions (post-purchase regret). It is concluded that consumers believe that conditions of environment affect the quality of their life and that using green products is reliable and is one of the solutions to environmental problems. Consumers seek knowledge and information relating to green personal care products from their peer group

and recommend their families to use such products. It is further concluded that the consumers have purchase intentions for green personal care products and do not have post purchase regret after using such products.

The structural model corroborates that psychographic characteristics and post-purchase behaviour of consumer impact attitude, and influence of reference group impacts subjective norms of consumers. Both attitude and subjective norms of consumers impact green intentions and green intentions of consumers impact green behaviour of consumers.

The present study has explored the effect of environmental concern, health consciousness, personality, and lifestyle of consumers on their green behaviour and has elucidated that all the psychographic factors significantly impact green behaviour of customers.

When it comes to socio-demographic factors, it has been evidenced that green behaviour of consumers does not change within the groups of gender, age, marital status, and monthly income but varies with regard to educational qualifications (products with no harm to environment) and occupational status (ensure to be eco-friendly and eco-friendly packaging) of consumers. As the social class and social status of an individual are measured by educational qualifications and occupational status, it can therefore be declared that the social class and social status of consumers impact green their behaviour. In other words, it can be stated that the green behaviour of consumers varies with social class and social status.

It is elucidated that the majority of female and male consumers belonging to age group 15-50 years and all groups of educational qualifications, who are either students, in service, professionals, or doing business irrespective of being married or unmarried and irrespective of belonging to any group of income ensures to be eco-friendly. Again, the majority of female and male consumers of age group from 15 to 40 years having postgraduate or doctorate degrees, who are either students, or in service and profession, irrespective of being unmarried or married and irrespective of having low or high income prefer eco-friendly packaging. As far as green products contribute to pollution in the least amounts is concerned, the majority of doctorate consumers belonging to the high-income group agreed whereas the majority of consumers of the age group 51 to 59 years having postgraduate degrees agreed that green products are harmless to environment.

It is corroborated that the green marketing factors represented by four dimensions of green marketing mix, play the role of a moderator in the association between green consumer intentions and green consumer behaviour.

The present study also throws light on the effect of reference group influence on green behaviour of consumers by revealing that social influence and peer influence impact and play an important role in shaping green behaviour of consumers.

Lastly, the impact of repurchase intentions, product endorsement intentions, and switching over intentions on green consumer behaviour has been explored which unearthed that post-purchase behaviour significantly impacts green behaviour of consumers.

6.2.1 Theoretical Contributions

The researcher explored the influence of factors (consumers' psychographics, socio-demographics, reference group influence, and post-purchase behaviour) on the green behaviour of the working population of urban regions of Punjab for green personal care products. The researcher also examined the part of green marketing factors as a moderator in the connection between green intentions and green behaviour of consumers. Considering the lacunae in corroborating consumers' behaviour in an agrarian economy like Punjab, the literature is far behind, and the present study contributes to the knowledge hub of green consumer behaviour. The use of a combination of psychographics, socio-demographics, reference group influence, and post-purchase factors to empirically elucidate the green behaviour of the working population of less populated urban regions of Punjab and to unearth the moderating impact of green marketing strategies on the association between intention and behaviour was attempted for the first time, to the best of the researchers' knowledge. The present study has contributed to the literature related to green consumer behaviour by proposing a comprehensive consumer behaviour model with psychographic, socio-demographic, social, post-purchase, and green marketing factors to dig out the green behaviour of the working population residing in urban areas of Tier 2 and Tier 3 cities of Punjab. It is worth mentioning that no past research study has used a bunch of these factors in combination to discover green consumer behaviour in any part of the world. Therefore, the findings of empirical analysis in the present study play a vital role in theory building around different categories of factors and green consumer behaviour. The conclusions derived are extremely helpful for academicians to conduct further validations regarding the theoretical framework of green consumer behaviour.

6.2.2 Managerial Implications

Vital contributions have been made in literature as a consequence of empirical evidence derived from the present study which corroborates that consumers' psychographics, the influence of near and dear ones, post-purchase behaviour imbibed by the working population residing in lesser populated cities of urban Punjab favourably impact green behaviour and also the green marketing practices adopted by marketers strengthen the relation between intention and the actual behaviour of consumers. The conclusions derived from the present study reveal several practical implications for the producers and marketers of green personal care products.

Firstly, the findings provide fruitful insights for manufacturers/ marketers in the form of a profile of consumers who are enthusiastic about using green personal care products in less populated cities of Punjab. The marketers are suggested to look into the tastes, preferences, needs, requirements, desires, and paying capacity of young, female, unmarried, and student consumers having a low income while designing suitable manufacturing and marketing policies for green personal care products. Also, it is suggested to the policy makers to formulate awareness generation programs for middle-aged, male, and married consumers having higher income as at present, the persons belonging to this profile are comparatively less interested in using green personal care products. Furthermore, the future promotional strategies of marketers ought to target consumers of such profile which are still not regular users of green personal care products. The manufacturers are also suggested to come up with new products relating to facial care, hair care, and hair styling for males segment. Hence, these measures can help in increasing the market size of sellers of green personal care products.

Secondly, it is suggested to enhance the literacy level of the masses with regard to environmental and health issues which will increase the penetration of environmental sustainability in consumption. Marketing communication should highlight the environmental and health advantages of green personal care products to fetch the attention of people giving more weightage to health and environmental motives. Government agencies should take lead in this direction to formulate suitable programs to enhance the literacy level of the people of Punjab with regard to environment and health issues. Educational campaigns should be planned in consultation with the district administration of different districts in the state of Punjab. Apart from the government, marketers should also raise ecological concern of the

public by making them aware of sky-high environmental degradation by using social media platforms.

Further, a fascinating insight from the present research investigation is concerned with the socio-demographic characteristics of customers which brings the fact to light that consumers' social status and social class represented by educational qualifications and occupational status are more stringent in determining green consumer behaviour, which can be further used as a basis for segmentation of market and positioning of green personal care products.

This research investigation has highlighted that the green personal care industry is a growing industry in Punjab as there is still a large scope to increase the market size of such products in the state. Consequently, small enterprises are suggested to enter into the field of green personal care product industry and manufacture plant-based products for the skin, hair, and oral care of consumers. As Punjab is an agricultural economy, the raw material required for green factories can be easily grown nearby by the farmers as per the needs and specifications of manufacturers. Hence, there is a scope for the emergence of a new range of green personal care products being manufactured in small and cottage industries in Punjab.

As the respondents tend to agree with all variables of psychographic, green marketing and social factors indicating that marketers should propagate green personal care products as a saviour for environment, providing health benefits, having sustainable features, are reasonably priced, and being used by social groups and has become a social compulsion.

Moreover, marketers should propagate promotional messages by connecting the pride of consumers with the usage of such products. Consumers should be made to realize that by adopting green behaviour they are contributing to the betterment and protection of environment and should feel proud of it. The marketers are suggested to aggressively promote green activities among social and peer groups by taking advantage of emotional appeal messages like 'we can heal earth together' and 'let us save earth together' on their websites and social media handles. Marketers should propagate that it has become a social norm to use green products only and that the usage of green products is associated with a good reputation in society. When the consumers realize that being a non-green consumer could damage their reputation in social groups because the members of such groups are already behaving in a pro-environmental manner, they will adopt eco-friendliness in their behaviour. Thus, the role of 'important others' whose opinion is solicited and valued by consumers may trigger the consumption choices that align with such 'important others'.

Therefore, marketing managers should develop tactics that make use of these powerful individuals in their promotional campaigns.

The conclusions drawn from the present study are useful for movements of consumer activism promoting green consumerism in the state of Punjab. Consumer activists can encourage conventional manufacturers to change their production patterns and produce ethical and environmental friendly products. As green personal care products are being readily purchased and repurchased by consumers in Punjab, the consumers' activists can pressurise manufacturers of chemical-composed products to modify their production pattern and utilize plant-based raw materials and eco-friendly production processes to promote a safe environment to breathe in.

6.3 Limitations of the Study

The present research suffers from a few limitations as discussed below:

The conceptual framework detailed that the relationship between socio-demographic factors (social class, social status, and social role) and green consumer behaviour will be analysed. Consequently, the researcher adopted educational qualifications and occupational status for testing the association of social class and social status with green consumer behaviour but failed to adopt social role as a socio-demographic factor.

The conclusions and implications derived from present research investigation cannot be utilized by the manufacturing and marketing firms of other states of the country as the present was confined to the respondents of Punjab state only.

The present study focused only on consumers of urban regions of Tier 2 and Tier 3 cities of Punjab to elucidate the impact of various factors on their purchase behaviour with regard to green personal care products but has ignored the consumers of highly populated regions of urban Punjab. The Tier 1 cities of Punjab are highly populated more congested and more polluted, as a consequence, the features and structure of the population residing in highly populated and less populated regions may differ significantly, hence, the implications of the present research study cannot be generalised to highly populated urban areas of Punjab.

The recommendations of the present study are important for manufacturers and marketers of green personal care products but are not as useful for sellers of other categories of green products.

The country has witnessed three dreadful waves of corona pandemic during the research period of the present study which has led to notable changes in their financial status and consciousness of health and environment. But the present research study does not take into account the impact of COVID-19 on green buying behaviour of customers.

6.4 Scope for Future Research

The present research study was confined to Punjab state only, the future research scholars can study the impact of constructs of the present research investigation on green behaviour of consumers residing in other states of the country. Moreover, people of South India are more literate than people from other parts of the country; however, the impact of consumers' educational qualifications on green behaviour of consumers in highly literate states can be explored in the future. Furthermore, interested scholars can perform interstate comparisons to give a broader viewpoint of state-wise disparities in green behaviour of consumers.

The current study is a cross-sectional research study as it has elucidated the effect of different factors on green behaviour of consumers in the present time only but has ignored the impact of behavioural changes in consumers on their buying behaviour over a longer period of time. Therefore, future scholars can undertake longitudinal studies to provide the perspective of green consumer behaviour in the long run.

As the respondents of the present study were sampled from urban areas of Tier 2 and Tier 3 cities of Punjab, future scholars can test the conceptual model of the current study in Tier 1 cities and investigate the green consumer behaviour of residents of urban areas of Punjab which are more industrialized and highly populated. This will result in digging new dimensions of knowledge in the area of green behaviour which can be cashed upon by manufacturing and marketing firms.

In the present study, the researcher has investigated the green behaviour of consumers with regard to green personal care products; hence future scholars can explore such behaviour of consumers with regard to other categories of green products such as organic food, green electronics, green information technology products and green vehicles (battery operated vehicles).

Future research scholars are advised to explore the moderating effect of 'past experience of using other categories of green products' on the association between green consumer intentions and green consumer behaviour.

Also, future scholars can determine the behavioural changes in consumers in post–pandemic period with regard to green products.

In their upcoming research endeavours, the scholars can corroborate the impact of other psychographic factors (recycling behaviour and energy-saving behaviour of consumers) on green consumer behaviour.

Future scholars are suggested to test the conceptual model on the millennial population (age range 24 to 41 years) in Punjab as the persons belonging to this age group are more aware of environmental degradation and are more conscious and concerned with the promotion of sustainability.

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INDEX

Environmental Concern, x, xvii, 48, 96, 102, 103, 115, 122, 131, 140, 152, 159, 174, 176, 177, 183, 188, 189, 190

Green Consumer Behaviour, x, xi, xii, xv, xvi, xvii, 45, 46, 57, 62, 66, 72, 88, 101, 103, 104, 121, 129, 138, 150, 158, 167, 174, 183, 184, 186, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 228, 231, 232, 277

Green Marketing factors, 45

Green Marketing Mix, x, xii, xiii, 97, 106, 124, 203, 206, 231, 248, 250

Green Personal Care Products, iv, ix, x, 16, 17, 81, 278

Health Consciousness, x, xvii, 51, 96, 102, 103, 115, 123, 131, 141, 152, 159, 174, 176, 177, 183, 185, 188, 189, 191

Lifestyle, x, 35, 54, 88, 97, 102, 103, 114, 115, 122, 123, 130, 131, 132, 140, 141, 151, 152, 158, 159, 160, 174, 176, 177, 183, 185, 188, 189, 190, 191, 215

Peer Influence, x, xvii, 71, 98, 103, 175, 176, 177, 183, 185, 188, 207, 208

Personality, x, xvii, 55, 88, 96, 102, 103, 114, 115, 122, 123, 130, 131, 140, 141, 151, 152, 158, 159, 160, 175, 176, 177, 183, 185, 188, 189, 190, 191, 215, 246, 248, 257

Post Purchase Behaviour, x, xii, xiii, xiv, xv, xvi, xvii, 37, 45, 72, 89, 99, 106, 119, 127, 136, 146, 156, 164, 183, 184, 185, 186, 210, 211, 212, 232, 270

Psychographic factors, xi, xii, xiii, xv, xvi, 45, 46, 84, 87, 96, 106, 189, 190, 192, 228

Psychographic variables, x

Reference Group Influence, x, xii, xiii, xiv, xv, xvi, 45, 66, 98, 118, 126, 135, 145, 155, 163, 183, 185, 188, 189, 207, 208, 209, 231, 269, 278

Social Influence, x, xvii, 67, 98, 103, 118, 126, 135, 145, 155, 163, 175, 176, 177, 183, 185, 189, 207, 208

Socio-demographic factors, x, xi, xii, 45, 57, 84, 88, 95, 193, 228

Appendix 1- Questionnaire

Dear Respondent,

I am a PhD research scholar, conducting research on the behaviour of consumers with regard to sustainable products used for personal care with special reference to Punjab.

Personal care products are the products used to clean the body, bath products, fragrances, cosmetics and skin care products. These products are used for personal hygiene and intend to clean or beautify a person. These products are used by both males and females. For example, cosmetics products, skin care products, cleansing pads, perfumes, deodorants, shaving cream, tissue paper, soaps, body wash, face wash, scrubs, eye drops, ear drops, antiseptics etc.

Green/ Sustainable Personal Care Products are manufactured in an environmentally conscious manner and cause minimum hazardous effects on nature. These products do not release chemical gases or solid wastes to add in air and water pollution and utilize recycled sourced materials.

My research without your support is impossible. Please fill this questionnaire complete in all respects so that I can pursue my research work.

I promise that I will use the collected data only for academic purpose.

Thanking you

Regards

Ms. Balween Kaur

SECTION-I

Demographic Profile

City:	
Age:	15-25 Years 26-40 Years 41-50 Years 51-59 Years
Gender:	Female Male
Educational Qualifications:	Under graduate Graduate Post graduate Doctorate
Occupation:	Student In service Professional Own business Homemaker
Marital Status:	Married Unmarried
Monthly Income:	Less than Rs 20000 Rs 20001- Rs 40000 Rs 40001- Rs 60000 Rs 60001- Rs 80000 Rs 80001- Rs 100000 Above Rs 100000

SECTION -II

You are requested to notify your level of agreement or disagreement with each of the items related to factors on a seven point scale as given below: (1) SD = Strongly Disagree, (2) D = Disagree, (3) SWD = Somewhat Disagree, (4) UD = Undecided, (5) SWA= Somewhat Agree, (6) A = Agree, (7) SA = Strongly Agree

Part-A (Psychographic Factors)

Sr. No.	Statements	SD	D	SWD	UD	SWA	A	SA
1	The condition of environment affects the quality of my living.	()	()	()	()	()	()	()
2	With the aim to reduce environmental problems, I am ready to pay premium price.	()	()	()	()	()	()	()
3	Pollution can be reduced by increasing the usage of green personal care products.	()	()	()	()	()	()	()
4	The environmental friendly products are always preferred by me.	()	()	()	()	()	()	()
5	The health benefits of green personal care	()	()	()	()	()	()	()

	products are valued by me while buying.							
6	I am concerned for health while making buying decisions.	()	()	()	()	()	()	()
7	I prefer green personal care products to maintain a healthy way of living.	()	()	()	()	()	()	()
8	I am ready to sacrifice present benefits to achieve future outcomes.	()	()	()	()	()	()	()
9	I can handle different social situations very well.	()	()	()	()	()	()	()
10	I am always prepared to carry out a mission with positive outcomes.	()	()	()	()	()	()	()
11	I like to buy new products to gain new experiences.	()	()	()	()	()	()	()
12	I happily use green personal care products as a part of my ecological lifestyle.	()	()	()	()	()	()	()
13	Buying green personal care products help me to get respect from my social group.	()	()	()	()	()	()	()
14	Buying green personal care products help me in achieving betterment of environment.	()	()	()	()	()	()	()
15	Buying green personal care products makes me feel proud for contributing in protection of environment.	()	()	()	()	()	()	()

Part-B (Green Marketing Factors)

Sr. No.	Statements	SD	D	SWD	UD	SWA	A	SA
1	Green brand is the symbol of product harmless to environment.	()	()	()	()	()	()	()
2	Green personal care products are solution to problem of environmental deterioration.	()	()	()	()	()	()	()
3	Green personal care products are beneficial for health as they are free from chemicals.	()	()	()	()	()	()	()
4	Green personal care products are easily available nearby.	()	()	()	()	()	()	()
5	Green personal care products are regularly available nearby.	()	()	()	()	()	()	()
6	The stores selling sustainable personal care products always found clean by visitors.	()	()	()	()	()	()	()
7	The price of green personal care products is justified by its ecological benefits.	()	()	()	()	()	()	()
8	Green personal care products are reasonably priced.	()	()	()	()	()	()	()
9	The price of a green personal care product is in proportion to its quality.	()	()	()	()	()	()	()
10	Green advertisements provide factual information about the products.	()	()	()	()	()	()	()

11	Environmental advertisements increase consumers' awareness for benefits of green personal care products.	()	()	()	()	()	()	()
12	Environmental advertisements increase consumers' knowledge about green personal care products.	()	()	()	()	()	()	()

Part- C (Reference Group Influence)

Sr. No.	Statements	SD	D	SWD	UD	SWA	A	SA
1	It is essential for me to confirm my buying behaviour with my near ones.	()	()	()	()	()	()	()
2	I am usually encouraged by my societal group to buy green personal care products.	()	()	()	()	()	()	()
3	To buy environmental friendly products have become a social norm.	()	()	()	()	()	()	()
4	I take advice from my reference group before purchasing products.	()	()	()	()	()	()	()
5	I obtain knowledge about benefits of green personal care products from my peer group.	()	()	()	()	()	()	()
6	I adopt the norm of green agenda endorsed by my peer group.	()	()	()	()	()	()	()
7	I have learnt the environmental benefits of green personal care products from my parents.	()	()	()	()	()	()	()

Part-D (Post Purchase Behaviour)

Sr. No.	Statements	SD	D	SWD	UD	SWA	A	SA
1	The green personal care products are repeatedly purchased by consumer as they fulfill consumers' expectations.	()	()	()	()	()	()	()
2	Attachment with green personal care products makes consumer buy it repeatedly.	()	()	()	()	()	()	()
3	When satisfied from past experience, a consumer repeatedly buys green personal care products.	()	()	()	()	()	()	()
4	I always encourage my peer group to use green personal care products to meet daily needs.	()	()	()	()	()	()	()
5	I have recommended my family members to use green personal care products.	()	()	()	()	()	()	()
6	I usually speak positive words for green personal care products to encourage my social group to buy them.	()	()	()	()	()	()	()

7	The environmental claims of sustainable personal care products are doubtful.	()	()	()	()	()	()	()
8	Quality of sustainable personal care products is found to be inferior as compared to alternatives available.	()	()	()	()	()	()	()
9	The package of green personal care product has given false impression of its ingredients.	()	()	()	()	()	()	()

Part-E (Theoretical Model)

Sr. No.	Statements	SD	D	SWD	UD	SWA	A	SA
1	Purchasing sustainable products for personal use is a wise decision.	()	()	()	()	()	()	()
2	Purchasing sustainable products for personal use is my responsibility to contribute towards environment protection.	()	()	()	()	()	()	()
3	Promotion of green living has become essential.	()	()	()	()	()	()	()
4	My colleagues expect me to buy sustainable products for personal use.	()	()	()	()	()	()	()
5	My near and dear ones guide me to purchase green personal care products rather than normal products.	()	()	()	()	()	()	()
6	My close friends insist me to purchase sustainable products rather than traditional products.	()	()	()	()	()	()	()
7	Ecological factors make me ready to buy green products for personal use.	()	()	()	()	()	()	()
8	I am ready to buy green personal care products again and again.	()	()	()	()	()	()	()
9	I am ready to pay premium price for sustainable products for personal use.	()	()	()	()	()	()	()
10	I usually narrate the experience of using a product with my group mates.	()	()	()	()	()	()	()
11	I encourage my friends to purchase sustainable products for personal use.	()	()	()	()	()	()	()
12	When satisfied, I narrate the benefits of green personal care products to my friends.	()	()	()	()	()	()	()
13	I ensure to be eco-friendly and buy products that are environmentally friendly.	()	()	()	()	()	()	()
14	I always purchase things which use environmental friendly packaging.	()	()	()	()	()	()	()
15	When choice is available, I always select products which do not add to pollution.	()	()	()	()	()	()	()
16	I always buy products with no harm to environment.	()	()	()	()	()	()	()

Appendix-2

Calculation of Content Validity Index

Item	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Experts in Agreement	I-CVI	UA
1	1	1	1	1	1	1	6	1	1
2	1	1	1	1	1	1	6	1	1
3	1	1	1	1	1	1	6	1	1
4	1	1	1	1	1	1	6	1	1
5	1	1	1	1	1	1	6	1	1
6	1	1	1	1	1	1	6	1	1
7	1	1	1	1	1	1	6	1	1
8	1	1	1	1	1	1	6	1	1
9	1	1	1	1	1	1	6	1	1
10	1	1	1	1	1	1	6	1	1
11	1	1	1	1	1	1	6	1	1
12	1	1	1	1	1	1	6	1	1
13	1	1	1	1	1	1	6	1	1
14	1	1	1	1	1	1	6	1	1
15	1	1	1	1	1	1	6	1	1
16	1	1	1	1	1	1	6	1	1
17	1	1	1	1	1	1	6	1	1
18	1	1	1	1	1	1	6	1	1
19	1	1	1	1	1	1	6	1	1
20	1	1	1	1	1	1	6	1	1
21	1	1	1	1	1	1	6	1	1
22	1	1	1	1	1	1	6	1	1
23	1	1	1	1	1	1	6	1	1
24	1	1	1	1	1	1	6	1	1
25	1	1	1	1	1	1	6	1	1
26	1	1	1	1	1	1	6	1	1
27	1	1	1	1	1	1	6	1	1
28	1	1	1	1	1	1	6	1	1

29	1	1	1	1	1	1	6	1	1
30	1	1	1	1	1	1	6	1	1
31	1	1	1	1	1	1	6	1	1
32	1	1	1	1	1	1	6	1	1
33	1	1	1	1	1	1	6	1	1
34	1	1	1	1	1	1	6	1	1
35	1	1	1	1	1	1	6	1	1
36	1	1	1	1	1	1	6	1	1
37	1	1	1	1	1	1	6	1	1
38	1	1	1	1	1	1	6	1	1
39	1	1	1	1	1	1	6	1	1
40	1	1	1	1	1	1	6	1	1
41	1	1	1	1	1	1	6	1	1
42	1	1	1	1	1	1	6	1	1
43	1	1	1	1	1	1	6	1	1
44	1	1	1	1	1	1	6	1	1
45	1	1	1	1	1	1	6	1	1
45	1	1	1	1	1	1	6	1	1
47	1	1	1	1	1	1	6	1	1
48	1	1	1	1	1	1	6	1	1
49	1	1	1	1	1	1	6	1	1
50	1	1	1	1	1	1	6	1	1
51	1	1	1	1	1	1	6	1	1
52	1	1	1	1	1	1	6	1	1
53	1	1	1	1	1	1	6	1	1
54	1	1	1	1	1	1	6	1	1
55	1	1	1	1	1	1	6	1	1
56	1	1	1	1	1	1	6	1	1
57	1	1	1	1	1	1	6	1	1
58	1	1	1	1	1	1	6	1	1
59	1	1	1	1	1	1	6	1	1

I-CVI (Item level Content Validity Index) = Agreed Item/ Number of Experts

UA (Universal Agreement): Score 1 is attached to the item that achieves 100% experts in agreement

S-CVI/Ave= Sum of I-CVI scores/ Number of Items = 59/59=1

S-CVI/UA= Sum of UA scores/ Number of Items= 59/59=1

Acceptable CVI values: At least 0.83 where number of experts are 6

Sources: Lynn (1986), Davis (1992), Polit & Beck (2006) and Polit et al. (2007)

Calculation of Content Validity Ratio

Item	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	ne	N/2	CVR
1	1	1	1	1	1	1	6	3	1
2	1	1	1	1	1	1	6	3	1
3	1	1	1	1	1	1	6	3	1
4	1	1	1	1	1	1	6	3	1
5	1	1	1	1	1	1	6	3	1
6	1	1	1	1	1	1	6	3	1
7	1	1	1	1	1	1	6	3	1
8	1	1	1	1	1	1	6	3	1
9	1	1	1	1	1	1	6	3	1
10	1	1	1	1	1	1	6	3	1
11	1	1	1	1	1	1	6	3	1
12	1	1	1	1	1	1	6	3	1
13	1	1	1	1	1	1	6	3	1
14	1	1	1	1	1	1	6	3	1
15	1	1	1	1	1	1	6	3	1
16	1	1	1	1	1	1	6	3	1
17	1	1	1	1	1	1	6	3	1
18	1	1	1	1	1	1	6	3	1
19	1	1	1	1	1	1	6	3	1
20	1	1	1	1	1	1	6	3	1
21	1	1	1	1	1	1	6	3	1

22	1	1	1	1	1	1	6	3	1
23	1	1	1	1	1	1	6	3	1
24	1	1	1	1	1	1	6	3	1
25	1	1	1	1	1	1	6	3	1
26	1	1	1	1	1	1	6	3	1
27	1	1	1	1	1	1	6	3	1
28	1	1	1	1	1	1	6	3	1
29	1	1	1	1	1	1	6	3	1
30	1	1	1	1	1	1	6	3	1
31	1	1	1	1	1	1	6	3	1
32	1	1	1	1	1	1	6	3	1
33	1	1	1	1	1	1	6	3	1
34	1	1	1	1	1	1	6	3	1
35	1	1	1	1	1	1	6	3	1
36	1	1	1	1	1	1	6	3	1
37	1	1	1	1	1	1	6	3	1
38	1	1	1	1	1	1	6	3	1
39	1	1	1	1	1	1	6	3	1
40	1	1	1	1	1	1	6	3	1
41	1	1	1	1	1	1	6	3	1
42	1	1	1	1	1	1	6	3	1
43	1	1	1	1	1	1	6	3	1
44	1	1	1	1	1	1	6	3	1
45	1	1	1	1	1	1	6	3	1
45	1	1	1	1	1	1	6	3	1
47	1	1	1	1	1	1	6	3	1
48	1	1	1	1	1	1	6	3	1
49	1	1	1	1	1	1	6	3	1
50	1	1	1	1	1	1	6	3	1
51	1	1	1	1	1	1	6	3	1
52	1	1	1	1	1	1	6	3	1
53	1	1	1	1	1	1	6	3	1

54	1	1	1	1	1	1	6	3	1
55	1	1	1	1	1	1	6	3	1
56	1	1	1	1	1	1	6	3	1
57	1	1	1	1	1	1	6	3	1
58	1	1	1	1	1	1	6	3	1
59	1	1	1	1	1	1	6	3	1

ne= panel members indicating on item essentials

N= Number of total experts

CVR (Content Validity Ratio) = $[ne-(N/2)]/N/2$

The acceptable value of CVR is 0.99 where there are 6 experts

Appendix 3- List of Publications

- Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context. *Sustainability*, 14(10), 6107.
- Kaur, B., & Gangwar, V. P. (2022). Identifying the Predictor Antecedents of Green Purchase Intentions of Millennials in India. *ECS Transactions*, 107(1), 8121.
- Kaur, B., & Gangwar, V. P. (2021). Analysis of Consumers' Psychographics in the choice of Green Products: A Systematic Review. *Empirical Economics Letters*, 20(5).
- Kaur, B., & Gangwar, V. P. (2021). Progenitors and Repercussions of Post- Purchase Regret: A Review. *Empirical Economics Letters*, 20(4).
- Kaur, B., Gangwar, V. P., & Upadhyaya, M.(2020). Antecedents of Green Purchase Behaviour: An Eclectic Cross National Conceptual Framework. *International Journal of Control and Automation* , 13(3), 191-202.
- Kaur, B., & Gangwar, V. P. (2022). A review of studies beyond Theory of Planned Behaviour and Theory of Reasoned Action in decoding Sustainable Consumer Behaviour. *Contemporary Issues on Business, Economics and Management*, ISBN: 978-93-5574-082-3.
- Kaur, B., & Gangwar, V. P. (2021). Sustainable Green Consumer Behaviour and its Stumbling Blocks. *Roadmap Towards Sustainability-A Multidimensional View*, ISBN: 978-93-90970-73-5.

Appendix 4- List of Conferences

- (a) Paper presented on the title “A decade long research on sustainable consumer behaviour: Insights and emerging directions” in International Conference ICCMSS VIRTUAL 2021 conducted jointly by Inspira Research Association, Jaipur and Maniben Nanavati Women’s College, Mumbai on 4 and 5 June, 2021.
- (b) Paper presented on the title “A Compendium of studies adopting extended models of Theory of Planned Behaviour and Theory of Reasoned Action to predict Green Consumer Behaviour” in 2nd International Conference on Emerging Trends in Science, engineering and Management 2021, organized by GM Institute of Technology, Davangere, Karnataka held on 15 & 16 July 2021.
- (c) Paper presented on the title “ Analysis of Consumers’ Psychographics in the choice of Green Products: A Systematic Review” in the International Conference on Business Resilience & Reinvention in the VUCA World 2021 organized by GNA Business School, GNA University on 27 July, 2021.
- (d) Paper presented on the title “Progenitors and Repercussions of Post- Purchase Regret: A Review” in the International Conference on Business Resilience & Reinvention in the VUCA World 2021 organized by GNA Business School, GNA University on 27 July, 2021.
- (e) Paper presented on the title “Identifying the Predictor Antecedents of Green Purchase Intentions of Millennials in India” in International Conference on Technologies for Smart Green Connected Societies 2021 organized by Yamagata University, Japan on 29-30 November 2021.
- (f) Paper presented on the title “A Review of constructs corroborating Consumers’ Green buying behaviour using Theory of Reasoned Action” in ISDSI Global Conference 2021: Leading business in FLUID World held at Indian Institute of Management, Nagpur from 27 to 30 December 2021.
- (g) Paper presented on the title “Modelling the enablers of Sustainable Consumer Intentions towards Green Personal Care Products” in International Conference on Industry 5.0: Human Touch, Innovation and Efficiency organized by Mittal School of Business, Lovely Professional University, Phagwara on 28 January, 2022.

(h) Paper presented on the title “Green Purchase Behaviour: Effectiveness of Reference Group Influence for explaining Green Purchases in Emerging Market” in First International Conference on Technologies, Sustainable Development Goals and Academia 2022 (ICTSGA-1) jointly organised by Indian Institute of Technology, Patna, SPAST Foundation, and Indira Gandhi National Tribal University, Amarkantak held online on 1-2 July, 2022

Appendix 5- List of Workshops

(a) Participated in Online Faculty Development Programme on “ Application of Tools and Techniques in Research Methodology” organized by Faculty of Management Studies, Noorul Islam Centre for Higher Education (Deemed to be University), Kumaracoil, Kanyakumari, Tamil Nadu from 3-7 June 2020.

(b) Participated in Online Workshop on “Structural Equation Modeling using AMOS” from 19-23 May, 2020 organized by Oriental School of Business Management & Commerce, Oriental University, Indore.

(c) Participated in National Online Faculty Development Programme & Management Development Programme on “Research Methodology: Tools and Techniques” organized by Inspira Research Association, Jaipur, Rajasthan and LBS PG College, Jaipur on 29-31 May 2020.

(d) Participated in 7 Days National Online FDP cum Workshop on ‘Research Methodology: Technicalities of Writing Thesis and Research Papers’ held from 21-27 March 2022 organised by K G College of Arts and Science, Coimbatore and Inspira Research Association Jaipur.