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Research Article

A Study on Consumer Attitude and Behavior towards Purchasing of Green Products

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ABSTRACT

The evolving climate conditions have proven to be hazards created by the man-made activities. The global warming is causing panic among the environmentalists to safeguard the environment. The consumerism of the modern world has created significant environmental impact on the Earth. The remains of the consumerism are having vital effect on the other living organisms. The role of the disposal has become mandatory for safeguarding the environment. The change in the consumer attitude and behavior has to be modified for the welfare of the future generation. The awareness and activities of the consumers have to enhance at quicker pace to safeguard the environment from further damage. This paper engages to study the awareness level of the consumers towards the green product and to study the green buying behavior of the consumers. The study has been conducted at micro level with 120 samples who are being the consumers of green products. The study has adopted simple random sampling for the selection of the sample from the green product users. The various statistical tools used in the study are percentage analysis, chi-square test and analysis of variance. The results of the study reveal that the consumers are having significant awareness about the green products and most effective methods that influences the green products purchases are attractive as well as informative advertisements. The green product holds the future of environment and examines the consuming habits of the existing consumers. The role of green products is crucial in protecting the environment and making the environment sustainable.

Keywords: *Green marketing, Consumer Behaviour, Green Electrical Products & Global Warming.*

Introduction

The conservation of the atmosphere is a global issue. The market intention to buy is a

critical question, independent of consumerism. There are, moreover, a range of characteristics impacting the consumer's decision to buy

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green products stemming from environmental consciousness and environmental awareness which are discussed over the past decades. The monetary worth and social value are interpreted based on the effects of the consumer's decision to buy green goods based on collectivism, Individualism, empirical information, subjective knowledge, environmental consciousness, position State, media attention, social impact and perceived monetary worth influence. The demand for green goods is expected to double annually. This number suggests that there is a rise in the percentage of consumers continues to purchase green goods.

The environmental mindset will be over-rated by self-efficacy based on the significance of the recycled commodity, comfort, and unexpectedness. In the assessment of green product qualities that affect buying decisions, e.g. customers it appears to reflect on the characteristics of the commodity first preceded by the attributes of the green product. To test the assumption, this analysis centred on trade-off between green and other qualities of the commodity and purchase intentions which involves specifically, cognitive meaning, human environmental and extrinsic literacy. The motivating characteristics are likely to be significant predictors of customer buying behaviour, since they lead the attention to unique qualities of the commodity. The buyers prefer to concentrate on the attributes of the plastic first followed by the attributes of the green product and how this partnership relies on one's own beliefs. Much of the consumers receive knowledge from the internet; hence, the media plays a vital position in the perception of customers.

There is growing focus has been given to environmental issues and it has been addressed; thus, government leaders want to urge customers to do so through usage of renewable goods. In order to fulfil these motivations, both internal and external characteristics influence the user. The consumers are gathering commodity details on the basis of cognitive importance (collective and human), individual environmental literacy (i.e. environmental Information and awareness), an extrinsic motivational quality (e.g. the position of government, the media, and Social influence) and perceived

worth of resources. Therefore, the customer's behavior about purchasing the green products has been the main focus of the study.

Review of Literature

The following are the major studies that are surveyed for assessing the unexplored areas of research in green marketing.

William Young et.al (2010) revealed that the 'activity-behavior difference' or 'values-action gap' is where 30% of customers say that they are really serious regarding environmental concerns but are unable to convert that into green purchases. For example, the market share for ethical foods remains at 5% of revenue. This paper explores the consumers buying process in relation to consumer technology goods in the United Kingdom. The data were obtained from 81 self-reported green customers by in-depth interviews on recent sales of technology items. The Green Customer Buying Model and the Performance Metrics was designed to bridge the difference between the ideals of green customers and their behaviour. The paper concludes that promotions and single-issue labels (such as the new energy ranking label) will enable customers to focus their restricted efforts. More importantly, 'being green' requires time and room in people's lives that are not possible in extremely busy lifestyles.

Patrcik Hartmann & Vanessa Apaolaza Ibanez (2012) stated that promotional strategies targeted at growing market desire for renewable energy can rely not only on environmental issues and utilitarian benefits, but also on psychological brand benefits. The theoretical paradigm suggests three distinct types of psychological advantages that might theoretically improve customer perceptions towards renewable energy brands and raise purchasing intentions: warm glow, self-expressive benefits, and natural encounters. A group of 726 customers was subjected to experimental ads for a fictional renewable energy brand. The results affirm the most expected impact and underscore the general importance of psychological brand advantages. Only self-expressive benefits do not influence either the perceptions of the subjects towards the experimental brand

or their buying intentions. The Nature's experience had the most impact on the mindset of the brand. The multi-group structural research reveals that the degree of knowledge of existence evoked by the ads moderates the impact of the behavioural antecedents studied on the brand attitude and purchasing intention. The results are crucial to enhancing the renewable energy positioning and promotional campaign.

Hui-Hui Zhao et.al (2012) has revealed that the theoretical structure for green consumer activity to assess the results of personal control, experience of green consumption, perceptions towards green consumption, internal and external moderators, and explores whether these effects vary substantially between buying, utilising and recycling behaviours. The correlation and multiple regression analyses are used to test the data obtained by the questionnaire survey. The findings suggest that behaviours are the most important predictors of buying actions. The use of behaviour is primarily dictated by wealth, perceived market utility and age, while recycling behaviour is highly affected by the use of behaviour. The results have strategic consequences and boost perception of green market conduct in China.

Hoseing Vazifehdoust (2013) examined an applied model integrating the Theory of Reasoned Action (TRA) with two types of variables, personal and marketing, to analyse attitudinal and behavioural decision-making considerations for the purchasing of green goods. A concept derived and validated from structural equation simulation on a group of 374 customers from the Guilan province of Iran. The findings suggest that public worries regarding the climate, the nature of green goods, green ads and green labelling illustrate this attitude. The findings of the systemic equation review reveal that the mindset has a beneficial impact on the decision to buy green goods. Green buying intention also affects green purchasing actions. The report further explores the consequences of the findings for advertisers and researchers.

Bhatia Mayank & Amit Jain (2013) revealed that the consumers and retailers have centred their interest to eco sustainable goods that are presumed to be 'green' or environmentally friendly, such as low-energy electronic equipment, organic produce, lead-free paints,

recyclable paper and phosphate-free detergents. The study includes a brief overview of environmental concerns and discusses customers' sustainability ideals, their degree of understanding of environmental issues, green goods and activities. This paper illustrates customer expectations and desires for green marketing practises and goods via a systematic questionnaire. A study of 106 respondents was performed. A high degree of customer understanding of green marketing practises and goods has been established. The findings of the regression study suggest that general green ideals, knowledge of green goods and activities and understanding of the seriousness of the marketing industries against green marketing have had a positive effect on buyer persuasion in purchasing and choosing green products over traditional products.

Jih- Hwa Wu et. al (2014) explores the context of the purchase intention and the relationship between the purchase intention and the picture, the risk, value and perceived usefulness of the electric motorcycle industry. The paper discusses a variety of key questions on how picture, risk, benefit and perceived utility influence the buying purpose. It recommends for promotions aimed at growing market desire for green goods, including motorcycles. The technology adoption model offers a theoretical basis for evaluating customer perceptions towards green buying intentions in the motorcycle industry. The study proposes and tests an integrative model to explore the relationship between service picture, harm, utility, perceived usefulness and purchasing intention. Structural equation simulation and fuzzy collection qualitative comparative analysis (fsQCA) include tools for the analysis of survey data from 305 prospective motorcycle consumers. The results support the claim that image, danger, benefit and perceived utility are main determinants of purchasing purpose.

Rambalak Yadav & Govind Swaroop Pathak (2016) seeks to understand the intention of young consumers to purchase green goods in a developing country like India. The study utilised the Theory of Planned Behaviour (TPB) as its explanatory basis and further sought to broaden the TPB by integrating additional constructions (environmental considerations &

environmental knowledge) into it. The primary data was obtained using a self-directed questionnaire survey and evaluated with the aid of structural equation modelling (SEM). The results documented the utility of TPB in forecasting the desire of young consumers to buy green goods. The outcome also confirmed the applicability of using additional structures in TPB, as it increased the predictive performance of the proposed model (from 27.1 percent to 37.7 percent).

Victoria Perez- Belis Et.al (2017) introduces a survey to define existing norms and procedures for the repair and second-hand purchasing of small household electrical and electronic equipment (EEE) in Spain and to identify the profile of customers who are more or less vulnerable to this behaviour. To this end, a survey was planned and performed with a representative sample size of 400 credible responses from telephone interviews. It enabled the identification of the most frequent small EEE in households and customer patterns for replacement, repair and second-hand transactions. Consumers used small household EEE for an average of 6.25 years; 9.56% of those questioned have never fixed defective small household EEE, and just 0.75% had acquired small household EEE second-hand at any point in time. Analysis of the interaction between customer preferences and their socio-economic characteristics using logit models suggested that older customers and females were more inclined to restore small household EEE, whereas older males with medium family income preferred to buy small household EEE second-hand. Finally, consumers indicated that they found it relevant that aspects and details on their longevity should be included in the design and labelling of small household EEE.

Research Gap

The various studies in the literature have revolved around the theoretical and conceptual framework of the consumers who are buying the green products. The green buying behavior of the consumers is largely unexplored area which is clear from the various studies that been reviewed for the study. The role of green purchases has been found significantly in the literature. The green products purchases and

buying behavior towards the various products have been studied theoretically and empirical studies are done at a macro level which has significant bias in the study. The examination of the buying behavior of the green products is significant to understand the consumers' intention towards safeguarding the environment. The theoretical studies will only pave way framing of theories and empirical analysis of those theories will give an significant ideas about the validity of the theory. There are numerous variables that have made vital contribution towards assessing the buying behavior of the consumers of green products. The current study examines the awareness level of the consumers towards the green products and its influences on the buying behaviour of the green product which is found quite rarely in the literature. This study will add strength to the literature in the part of assessing the green buying behavior of consumers.

Statement of the Problem

The growth of the environmental issues is going to affect the current and future generation at large due to the ever growing climate change and global warming. The environmental degradation at large scale caused by the human activities is irreversible and going to cause significant changes in the climatic conditions in the coming decades. The consumerism has significant role to play in the safeguarding of the environment based on the usage of renewable resources and significant waste disposal methods after consumption. The lack of environmental measures at the consumers' minds will largely affect their existence in the near future. The role of the consumers and their behaviour towards the adoption of green products is largely needed to reduce the impact on the environment. The non-existence of these efforts will affect the environment quite badly and damage the existing resources. There are various problems for the consumers in adopting to the change like high cost, lack of accessibility, skilled technical operation of the products, difficulty in operations, higher maintenance cost etc,. These problems tend to significantly affect the consumers adoption towards the green products. The timely review of these problems will help to understand the changes in their

behavior towards the usage of the green products. The current study explains the behavior changes of the consumers in adopting towards the green products based on the cost oriented bottlenecks.

Importance of the Study

The consumption of green products is considered to be vital for reducing the burden of the environment. The consumers have to understand and adapt to green consumerism to safeguard their future and protect the environment. The study analyse the environmental knowledge of the consumers in exercising their day to day activities. The process of examining the awareness level holds the key towards the practicing usage of green products. The level of awareness can only determine familiarity and usage of the green products in the market. The consumers are significantly moving towards environmental protection habits which are revealed by various studies in the literature. The role of environmental awareness is major in making them understand significance of usage of green products in their consumerism. The buying behavior of the consumers is highly influential based on the awareness towards the use of green products. The current study investigates the awareness level and its significance in the consumption of green products.

Objectives of the study

- a. To examine the attitude and awareness of the consumers towards the green products that are marketed in the study area.

- b. To assess the buying behavior of the consumers towards the green products existing in the market.

Research Methodology

The research methodology explains the scientific steps adopted to assess the research problems of the study thereby arriving at the solutions. The study is based on the empirical method which involves collection of information from the consumers based on the structured interview schedule. The study is based on the primary data which are collected from the users of the green products. The sample size of the study was 120 respondents from the Salem district. The sample was selected based on the simple random sampling techniques. The study is conducted at a micro level to serve major purpose of conducting a large scale study at latter stage and the results will prove the worth. The statistical tools used in the study are percentage analysis, chi-square test and Analysis of Variance (ANOVA).

Analysis and Interpretation

The primary data was used in the study which was collected using the structured interview schedule. The data collected was coded in the statistical software and analysis was carried based on the objectives of study. The following are the various results attained using the statistical tools.

Table 1. Demographic Profile

Demographics	Category	Frequency	Percent
Gender	Male	67	55.80
	Female	53	44.20
	Total	120	100.00
Age	Up-to 25Years	40	33.30
	26-35 Years	28	23.30
	36-45 Years	32	26.70
	46-55 Years	20	16.70
	Total	120	100.00
Education	School Level	27	22.50
	Graduate Level	46	38.30

Demographics	Category	Frequency	Percent
	PG Level	27	22.50
	Professionals	20	16.70
	Total	120	100.00
Marital Status	Married	41	34.20
	Single	79	65.80
	Total	120	100.00
Occupation	Businessman	15	12.50
	Housewife	14	11.70
	Govt Employee	39	32.50
	Private Employee	34	28.30
	Student	18	15.00
	Total	120	100.00
Family Monthly Income	Upto Rs. 5,000- Rs. 10,000	29	24.20
	Rs. 10,001 – Rs. 15,000	20	16.70
	Rs. 15,001- Rs. 20,000	20	16.70
	Above Rs. 20,001	51	42.50
	Total	120	100.00
Size of the family	2 Members	7	5.80
	3-4 Members	90	75.00
	5 Members & Above	23	19.20
	Total	120	100.00
Nature of Family	Joint Family	38	31.70
	Nuclear Family	82	68.30
	Total	120	100.00

(Source: Primary Data)

The green product consumers are largely being male in the study area which has 55.80 percent of the male respondents and 44.20 percent of the respondents belong to the female groups. The age of the consumers who are consuming the green products seems to be younger which 33.30 percent of respondents are in age group of up to 25 years. The education level of the consumers seems to be higher with majority of them have completed their graduation (38.30 percent). The majority of the respondents involved in the study are single

with 65.80 percent have been unmarried. The occupation of the respondents has been government employee which is confirmed by 32.50 percent of the consumers. The monthly income of the respondents reveals that majority of them are having income of above Rs. 20,001. The size of the family members among the consumers involved in the study on majority has 3-4 members which has 75 percent of responses. The family type of the consumers seems to nuclear family with 68.30 percent.

Table 2. Awareness about Green Products

Response	Frequency	Percent
Yes	66	55.00
No	54	45.00
Total	120	100.00

(Source: Primary Data)

The awareness about the green products is missing among 45 percent of the respondents involved in the study which is major area of concern for the green products producers and environmentalist. The awareness about the

green products is majorly present among 55 percent of respondents. The awareness among the large population is missing which is evident from the responses.

Table 3. Methods to create Awareness about Green Products

Response	Frequency	Percent
Effective Advertisements	66	55.00
Giving free samples	37	30.80
Providing Offers	17	14.20
Total	120	100.00

(Source: Primary Data)

The various ways to create awareness among the consumers reveal that they prefer effective advertisements to popularize green products which have 55 percent of the responses. The process of giving free sample is

preferred by 30.80 percent of the responses and providing offers is liked by 14.20 percent of respondents involved in the study. The role of effective advertisements is significant for creating awareness about the green products.

Table 4. Attitude towards Green Products

		SA	A	N	DA	SDA	TOTAL
I think I have good environmental knowledge	No.	55	45	12	6	2	120
	%	45.80	37.50	10.00	5.00	1.70	100.00
I am concerned with environmental issues	No.	56	55	5	4	---	120
	%	46.70	45.80	4.20	3.30	---	100.00
I am proactive in helping	No.	49	55	16	---	---	120
	%	40.80	45.80	13.30	---	---	100.00
I am prepared to pay more	No.	42	59	10	3	6	120
	%	35.00	49.20	8.30	2.50	5.00	100.00
Law and regulations are necessary	No.	57	56	7	---	---	120
	%	47.50	46.70	5.80	---	---	100.00

(Source: Primary Data- SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree & SDA-Strongly Disagree)

The attitude towards the green products is significant for its usage and the respondents are having positive attitude towards the green products which is clear from the above table. The table reveals that the respondents are strongly agree towards the statements of I think I have good environmental knowledge (45.80 percent), I am concerned with

environmental issues (46.70) and Law and regulations are necessary (47.50 percent). The majority of the responses in the agree category are I am proactive in helping (45.80 percent) and I am prepared to pay more (49.20 percent). The attitude towards the various dominant areas of green products is positive among the consumers involved in the study.

Association between Age and Awareness about Green Products

The age of the respondents is playing a vital role in the existence of the awareness. The

association between the two variables is assessed with the help of chi-square test and cross tabulation. The results of the test are presented in the following table.

Table 5. Cross- Tabulation - Age and Awareness towards Green Products

		Awareness about Green Products				TOTAL	
		Yes		No		No.	%
		No.	%	No.	%		
Age	Up to 25 years	23	57.5	17	42.5	40	100.0
	26 - 35 years	10	35.7	18	64.3	28	100.0
	36 - 45 years	25	78.1	7	21.9	32	100.0
	46 - 55 years	8	40.0	12	60.0	20	100.0
TOTAL		66	55.0	54	45.0	120	100.0

(Source: Primary Data)

The cross tabulation of the variables reveal that age is playing a vital role in the awareness of the green products which is evident from the declining responses in the no category with the increase in the age of respondents. The association of the variables is tested with the following hypothesis:

H₀: There is no significant association between age and awareness about green products.

H₁: There is significant association between age and awareness about green products.

Table 6. Chi-Square Test - Age and Awareness towards Green Products

	Value	df	Sig.
Chi-Square	13.041	3	<0.001**

(**-indicates significance @ 1 % level and *- indicates significance @ 5 % level)

The chi-square analysis confirms the association between the variables age and awareness towards green products. The p-value of the test is statistically significant at one percent

level and null hypothesis is rejected. The chi-square analysis reveals that age and awareness are significantly associated with each other.

Association between Occupation and Types of Green Products Needed**Table 7. Cross- Tabulation - Occupation and Types of Green Products Needed**

		Type of Green Products Needed														TOTAL	
		Durable goods		Personal care		Electrical goods		Food & Drinks		& Automobiles		Clothing &Accessories		All the above		No.	%
No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Oc- cu- pa- tion	Businessman	5	33.3	4	26.7	2	13.3	1	6.7	1	6.7	1	6.7	1	6.7	15	100.0
	Housewife	1	7.1	5	35.7	1	7.1	3	21.4	1	7.1	---	---	3	21.4	14	100.0
	Govt. employee	5	12.8	2	5.1	6	15.4	8	20.5	6	15.4	---	---	12	30.8	39	100.0
	Private employee	6	17.6	5	14.7	8	23.5	2	5.9	1	2.9	4	11.8	8	23.5	34	100.0
	Student	4	22.2	2	11.1	2	11.1			5	27.8	1	5.6	4	22.2	18	100.0
TOTAL		21	17.5	18	15.0	19	15.8	14	11.7	14	11.7	6	5.0	28	23.3	120	100.0

(Source: Primary Data)

There are various green products in the market that attracts the attention of the consumers. The businessman and housewife are different from the group who prefer durable goods and personal care products respectively which is replied majorly by the respondents involved in the study. The other groups of occupation i.e. government employee, private employee and student have same preference towards the green products who need major changes in the consumption and require all

type of green products in their consumption which is revealed by the above cross tabulation. The association between the two variables are tested with the below hypothesis:

H₀: There is no significant association between occupation and types of green products needed.

H₁: There is significant association between occupation and types of green products needed.

Table 8. Chi-Square Test - Occupation and Types of Green Products Needed

	Value	df	Sig.
Chi-Square	37.072	24	<0.001**

*(**-indicates significance @ 1 % level and *- indicates significance @ 5 % level)*

The p-value of the test is statistically significant at one percent level and has rejected the null hypothesis. The occupation and types of green products needed are significantly associated. The requirement of the green products differs based on the nature of the occupation.

Relationship between Education and Attitude towards Green Products

The education of the respondents plays a vital role towards creating positive or negative attitude towards green products. The relationship among the variable is tested with the ANOVA which test the relationship based on the variance. The hypothesis and results of the test is presented below:

H₀: There is no significant difference between education and attitude towards green products.

H₁: There is significant difference between education and attitude towards green products.

Table 9. ANOVA Table - Education and Attitude towards Green Products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	70.581	3	23.527	3.592	<0.001 **
Within Groups	759.744	116	6.550		
Total	830.325	119			

(** - indicates significance @ 1 % level and * - indicates significance @ 5 % level)

The ANOVA testing reveals the education is causing significant changes in the attitude towards the green products. The p-value of the test reveals that it is statistically significant and null hypothesis is rejected. The ANOVA reveals that there is significant difference between education and attitude towards green products.

Major Findings

- The majority of consumers of the green products are from the younger generation and it holds good for the protection of the environment in future.
- The education level of the consumers is creating strong influence on the awareness level of the consumers and also creates a positive attitude towards green product.
- The monthly income of the consumers are higher and it states that majority of them are belonging to the higher income groups and it is a cause of concern for the lower income groups who compose major part of the consumption market.
- The consumers involved in the study are having significant awareness about the green products even though 45 percent of the consumers are unaware of it.
- The most preferred methods to create awareness about the green products are to provide effective and attractive advertisements for creating informative values.

The attitude towards the usage of the green products is positive and they are very much aware about the environmental issues that may prove costly for the future generations.

Suggestions

- The attraction of the future generation is more effective in creating a significant market for the green products and proves to be significant for the protection of the environment.
- The market segmentation can be helpful in targeting the consumers and make them attracted towards the green products based on the demographic orientation.
- The awareness levels of the consumers are significantly low among the consumers in more or less equivalent part which requires aggressive marketing of the green products using the benefits of green products.

The green product producers can adopt towards attractive advertisement in TVs to sensitise the consumers to buy the product which is most preferred technique as per the opinions of consumers.

Conclusion

The green product holds the future of environment and examines the consuming habits of the existing consumers. The role of green products is crucial in protecting the environment and making the environment sustainable. The consumers are having significant awareness towards the green products which is evident from the results of the study and attitude of the consumers having significant change. The price of the green products seems to be higher which is evident from the income groups of the consumers and the producers have to focus on the cost effectiveness and economies of scale to reduce the price of the green products. This will prove to be significant for the consumers of

lower income groups to have a switchover from the conventional products even with marginal increase in prices. The market share can be increased with lower or reasonable priced green products which will augur well for the protection of the environment.

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