

Factors Determining Attitude And Purchase Intention Of Indian Consumers Towards Green Products: An Empirical Study

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ABSTRACT

The global concern for environmental sustainability has grown significantly in recent years, leading to a shift in consumer preferences toward green consumption. This trend is particularly noticeable in emerging economies like India, which is experiencing rapid economic growth and an expanding middle class. Understanding the factors that influence Indian consumers' attitudes and purchase intentions towards green products is crucial for businesses and policymakers looking to tap into this growing market. Green consumption involves purchasing products and services that have minimal negative environmental impacts. As consumers become more aware of the environmental consequences of their choices, they tend to prefer products that are perceived as environmentally friendly, sustainable, and socially responsible. The Indian consumer market is unique due to its large and diverse population, varying education and income levels, and cultural backgrounds. Urbanization and the expanding middle class in India are leading to changes in lifestyles, consumption patterns, and environmental awareness, making it an interesting context to study consumer attitudes and behaviors toward green products. While studies have explored the factors influencing green consumption in different contexts, the Indian market remains relatively underexplored in this regard. Hence, this empirical study aims to investigate the determinants of Indian consumers' attitudes and purchase intentions toward green products. By examining this link, researchers can gain insights into the likelihood of consumers purchasing green products based on their attitudes towards sustainability and eco-friendliness. Perceived value and willingness to pay plays a role in predicting green purchase intention among young Indian consumers. (Chaudhary, 2018). Personal norms, attitudes, environmental concerns, and willingness to pay also influence purchase intention for eco-designed packaging among young Indian consumers. (Prakash & Pathak, 2017). A survey in the Punjab State of India identified a segment called "Dynamic Green" representing consumers with a positive attitude towards green products. This shows how similar research in other countries and cross-cultural comparisons is needed to understand consumer attitudes toward green products (Mehta & Chahal, 2021). Sustainable consumption requires greater awareness and promotion of green products (Jaiswal and Singh). Young Indian Consumers show willingness to support environmental protection and a drive for responsibility. India's emerging middle class, rising awareness about environmental issues, and government initiatives promoting sustainability provide a unique context to explore consumer attitudes towards green products, and factors like green product experience and environmental friendliness influence green product purchase decisions (Kumar & Ghodeswar, 2015). Terminal and instrumental values influence environmental consciousness and behavioral intentions. Instrumental values have a stronger

entail consciousness acts as a mediator between values

and intentions (Kautish& Sharma, 2018).Sample of 311 respondents (consumers of green product) with different occupational background were considered by the researcher to know the factors that determines attitude and purchase intention of Indian consumers towards green products. The study concludes that there is significant impact of Environmental Concern and Awareness, Perceived benefits and values, Media and Advertisements and Economic factors on attitude and purchase intention of Indian consumers towards green products.

Keywords:“GreenMarketing”,“GreenPurchaseIntention”,“GreenPurchase Attitude”,EnvironmentConcern,PriceSensitivity,SocialInfluence

Introduction

In recent years, the worldwide conversation concerning environmental issues, especially the looming threat of global warming, has sparked a notable shift in consumer behavior towards more eco-conscious choices. This shift in behavior is driven by an increased environmental awareness, which has led to a discernible change in consumer attitudes and preferences. This trend is also gaining traction in developing nations like India, where environmental consciousness is on the rise. In today's digital age, the undeniable impact of social media on consumer behavior becomes evident. The cycle of sharing eco-friendly experiences online creates a ripple effect that motivates others to embrace similar practices. This interconnectedness highlights the influential role of peer-driven behavioral shifts, shaping consumer attitudes and actions significantly. Hence, the dynamic interplay between social media and environmental consciousness becomes a pivotal factor in shaping consumer preferences (Sheorey& Gandhi, 2019). This cycle of sharing environmentally friendly experiences online not only inspires others but also contributes to the growing momentum of green consumerism.

Socio-cultural aspects also play a pivotal role in shaping attitudes and purchase intentions. Indian society, with its deep-rooted values of sustainability and reverence for nature, provides a fertile ground for the acceptance of green products. Bhatia and Jain (2013) provide a valuable perspective by emphasizing the prevalence of environmental concerns and the rise of green values among Indian consumers. This shift is evident in the growing preference for eco-friendly alternatives across various product categories. The awareness of such alternatives, combined with perceptions of a company's commitment to green marketing, significantly impacts consumer inclinations towards green products. Within this evolving landscape, the Indian industrial sector is undergoing a profound transformation in consumer perceptions, driven by environmental concerns and the imperative of sustainable development. This sets the stage for the rise of green marketing, necessitating the implementation of resource-efficient strategies and the promotion of green products and technologies. Still, the journey toward widespread consumer acceptance of these products is riddled with challenges, including insufficient awareness, suboptimal advertising, and a lack of standardized regulations (Hundal & Kumar, 2015). Another noteworthy driver of the burgeoning green consumer behavior in India is the increasing emphasis on environmental consciousness within educational institutions. As highlighted by Sheorey and Gandhi (2019), educational institutions play a pivotal role in fostering eco-friendly initiatives. This influence is particularly pronounced among students and their parents, who are increasingly adopting sustainable practices such as reducing festival-related pollution and embracing recycling. Particularly noteworthy is the role of personal norms as a powerful driver, shaping attitudes towards green products and nurturing favorable sentiments about their adoption (Chen and Chai's, 2010). Ethical considerations also stand as a significant catalyst in shaping consumer behavior towards green products. In response to escalating global concerns regarding environmental sustainability, consumer preferences have notably veered towards eco-conscious consumption, particularly discernible in emerging economies like India marked by rapid economic growth. This study delves into the factors influencing the attitudes and purchase intentions of Indian consumers towards green products, as firms strive to align their strategies with growing sustainability concerns. Deciphering the factors underpinning Indian consumers' attitudes and purchasing intentions toward environmentally friendly products assumes pivotal importance for businesses and policymakers aiming to capitalize on this burgeoning market. Green consumption, characterized by selecting products with minimal environmental impact, gains favor as consumers increasingly acknowledge the ecological ramifications of their choices, favoring products perceived as sustainable, socially responsible, and ecologically benign. Despite existing research on drivers of eco-friendly consumption across contexts, the Indian market remains relatively understudied in this domain. Thus, this study will offer insights into the interplay between sustainability attitudes and the actual uptake of environmentally conscious purchases. Theoretical frameworks, such as the Theory of Planned Behavior, provide valuable insights into the mechanisms that steer consumer behavior. Ajzen's (1991) model elucidates how attitudes, subjective norms, and perceived behavioral control shape behavioral intentions. These factors, interwoven into the fabric of

consumer beliefs, motivations, and control, offer a nuanced understanding of the forces that mold consumer attitudes and intentions towards green products. The global pursuit of environmental sustainability resonates across both developed and developing nations. The role of government policies and regulations cannot be understated. Incentives such as tax rebates, subsidies, and stringent environmental regulations can significantly encourage the adoption of green products. Conversely, a lack of supportive policies or a perceived absence of genuine commitment to sustainability can deter consumers from making eco-friendly choices.

Literature Review

Firms are focusing on sustainability and green products due to climate change concerns. In response to environmentally conscious consumers, firms aim to understand the factors shaping their green purchasing behavior for effective marketing strategies. Sharma et al. (2013) explored the factors influencing green purchasing behavior and it was found that demographic, psychographic, and environmental factors, along with attitudes, information, and promotions, significantly motivate green purchases. Communication strategies and quality assurance are crucial for firms entering green markets.

The concept of green buying behavior holds the potential to drive both businesses and society towards sustainability, harmonizing demand and supply aspects while addressing ecological and social concerns. Jaiswal & Singh (2018) examined an integrative model of green buying behavior, concentrating on Indian and Asian markets, and found that "green purchase behavior" is significantly influenced by "green purchase intention," which in turn is positively affected by "attitude towards green products". Positive attitudes stem from environmental concern and perceived consumer effectiveness, while perceived environmental knowledge lacks substantial influence. Enhanced green marketing strategies are crucial for emerging markets like India to foster awareness and promote green lifestyles.

Consumer awareness and brand recognition play vital roles in marketing, involving attributes, pricing, promotion, and purchasing. Suganya & Kavitha (2017) examined young Indian consumers' perceptions and intentions toward green products, drawing insights from 100 respondents across regions and the findings stress collaborative efforts from government and industry for effective green marketing strategies. Consumer attitudes and active engagement are pivotal, with limited awareness and higher costs hindering green product adoption. Consumer attitudes towards environmental betterment and their active involvement are crucial and retailers note that while green products are appreciated, limited awareness and higher costs hinder their full adoption. Thus government intervention and price regulation are needed despite rising consumer awareness. Factors like "media exposure", "environmental concern", "knowledge", and "perceived behavioral control" play a substantial role in shaping green purchase intentions and subsequent purchasing behavior among shoppers in southern India. This will help green marketers to formulate effective strategies and connect with environmentally conscious consumers (Lavuri & Susandy, 2020).

Consumer attitude and perceived behavioral control significantly impact purchase intent, with environmental concern positively influencing these factors. Environmental concern positively influences attitude, subjective norm, and perceived behavioral control, indirectly through TPB variables. Environmental concern and positive attitudes drive green product purchasing, emphasizing the importance of attitude and behavioral control in shaping behavior (Paul et al., 2016). Environmental concerns drive interest in Green Electronic Products as an eco-friendly solution. Consumer Decision Making can be predicted based on Green Purchase Intention and factors like behavioral attitude and subjective norm exert their influence in buying decisions for Green Electronic Products. Behavioral Attitude and Subjective Norm impact buying choices and there needs to be increased visibility and awareness efforts, including environmental advertisements, to encourage consumers to choose environmentally friendly products, These will help to boost eco-conscious decisions. More effective Green Electronic Products in the future are needed to address environmental and health issues (Lavan & Kennedy, 2017).

Millennial display a strong preference for eco-friendly products, driven by factors like brand familiarity, positive attitudes, and willingness to pay a small premium. Positive brand attitudes are closely linked to selecting green products, highlighting personal alignment with eco-conscious brands. Understanding green brand dynamics is crucial, shaping purchasing choices and emphasizing potential for conscious branding to influence millennial' sustainable choices (Sherwani et al., 2021). Mahesh & Ganapathi (2012) investigated how socio-economic characteristics and attitudes shape intentions to buy green products in Chennai, applying the TPB, positive attitudes, subjective norms related to green movement, and perceived control influence buying intentions. It was inferred that consumers' intent to purchase green products is shaped by their positive attitudes, subjective norms related to the green movement, and perceived control over their behavior concerning environment and food safety. Educational qualifications and income impact green product intent. Improving attitudes and awareness about green consumerism could boost green product purchases. Producers and marketers should understand consumer behavior for better awareness and purchasing of green products.

Effective promotion of green energy consumption requires ads to highlight environmental concerns, practical benefits, and psychological brand advantages. Psychological benefits like warm glow, self-expression, and

nature experiences significantly influence consumer attitudes and purchase intentions towards green energy brands. Nature experiences, evoked by natural imagery in ads, have the strongest impact on brand attitude. Exposure to natural imagery in ads can evoke feelings akin to actual nature experiences and positively influence consumers' intent to purchase green-branded energy. Leveraging psychological benefits and nature imagery enhances green energy branding and advertising (Hartmann & Apaolaza-Ibáñez, 2012). Eco-labels, environmental concern, and peer pressure significantly and positively influence attitudes towards green products, affecting purchase intentions. Collaboration between government and marketers is suggested to boost eco-label awareness, education, and sustainable consumption. Insufficient information about consumer green behavior poses challenges for local and international markets in formulating effective marketing strategies for promoting green products (Lestari et al., 2020).

Green products, valued for their environmental benefits, lack sufficient insight into consumer purchase intentions in developing nations. In Thailand, "attitude", "subjective norm", and "perceived behavioral control" had substantial and positive impact on green product purchase intentions. Environmental concerns impact attitude, perceived behavioral control, and purchase intentions, but not subjective norm. Environmental knowledge indirectly affects intentions through attitude, "subjective norm", and "perceived behavioral control". Emphasizing attitude, subjective norm, and perceived behavioral control's role in shaping purchase intentions for green products, marketers can employ effective strategies and interventions for sustainable consumption and green product adoption (Maichum et al., 2016).

Sustainable packaging plays a vital role in environmental protection and sustainable development. Factors such as conservational concern, approach towards green packaging, and readiness to pay influence Indian consumers' intention to choose environmentally friendly packaging. These factors positively impact consumers' preference for green-packaged products. Improving consumer attitude, raising awareness about green packaging benefits, and enhancing environmental concerns can drive greater adoption of green packaging and products. This presents opportunities for new businesses to offer sustainable packaging solutions. Collaborative efforts involving policymakers, firms, and governmental agencies could promote training, campaigns, and incentives to encourage the use of green packaging, contributing to both environmental preservation and sustainable development objectives (Gupta, 2021).

Demographic factors, perceived product value, and green branding significantly influence green purchase intentions in Sarawak households. Sensitivity to green product prices is evident in these households. Government incentives and policies should enhance perceived value, sustainable production, and awareness campaigns. Although consumers are mindful of the environmental benefits, they may hesitate due to higher prices. Green growth, driven by governments globally, aims to balance economic development and environmental sustainability through initiatives like "green taxes", "carbon credits", and "renewable energy subsidies". This shift aligns economic progress with responsible resource use, benefiting both the economy and the environment (Kee et al., 2021). Personal factors like convenience negatively affect green product purchase intent, while environmental consequences lack significant predictive power. Conservation values align with positive attitudes toward environmental effects, and self-transcendence and self-enhancement values relate positively to personal factors. Yet, personal considerations and self-enhancement values dampen eco-responsible intent. Thus addressing convenience concerns in green product design and delving into the intricate ties between individual values and intentions becomes crucial in influencing consumers' environmentally conscious choices (Ramayah et al., 2010).

In contemporary times, there is a growing trend of popularity for green products among Malaysian consumers. The widespread adoption of Internet technologies and electronic word of mouth (E-WOM) has notably increased the influence of purchasing green products. Gender is seen to have a notable impact on green product purchase intention, whereas age, income, educational background, and occupation do not significantly influence this intention. These insights offer valuable guidance to marketers and green product manufacturers, indicating which segments of the Malaysian market might be more receptive to such products. Regardless of personal backgrounds, Malaysian consumers are increasingly open to green products due to effective marketing and the power of E-WOM which needs to be effectively utilized (Rahim et al., 2017).

Research Gaps Novelty of the Research:

Most of the studies in "Green Marketing" have been done in foreign countries. There are only a few studies in the Indian context. In most of the studies industries chosen are either financial services or banking and electronic products. The present study has been conducted in apparels industry and in the Indian context.

Objective

- To determine the factors affecting attitude and purchase intention of Indian consumers towards green products.
- To measure impact of different factors on attitude and purchase intention of Indian consumers towards green products.

Methodology

Sample of 311 respondents (consumers of green product) with different occupational background were considered by the researcher to know the factors that determines attitude and purchase intention of Indian consumers towards green products. The study had also analyzed the impact of these factors on consumer's intention towards green products. In this study the respondents who have been covered are chosen from the apparel industry. This is the thrust area which has been less explored. The data was collected through "purposive sampling method". Purposive sampling has been used because only those customers were chosen for the study who have bought green apparels or the product qualifying the criteria to be considered as green apparel like produced with green production technology, use of green promotion etc. Data have been analyzed by "Factor and Regression Analysis" to get the results.

Findings

General details of respondents shows that 59.8% of male and 40.2% of female are contributing to total 311 respondents. Among them 29.3% are below 38 years of age, 44.0% belong to age category of 38-42 years and rest 26.7% are above 42 years of age. 22.5% are self-employed, 28.3% are in service sector, 19.0% are in business and rest 30.2% are housemakers.

General Details

Variables	Respondents	Percentage
Gender		
Male	186	59.8
Female	125	40.2
Total	311	100
Age (years)		
Below 38 Years	91	29.3
38-42 Years	137	44.0
Above 42 Years	83	26.7
Total	311	100
Occupation		
Self employed	70	22.5
Service	88	28.3
Business	59	19.0
Housemaker	94	30.2
Total	311	100

"KMO and Bartlett's Test"

"Kaiser-Meyer-Olkin Measure of Sampling Adequacy"		.899
"Bartlett's Test of Sphericity"	"Approx. Chi-Square"	5343.210
	"df"	190
	"Sig."	.000

KMO is 0.899, indicating that the sample size for Factor Analysis is sufficient, and the "Bartlett's Test of Sphericity" is also significant.

"Total Variance Explained"

"Component"	"Initial Eigenvalues"			"Rotation Sums of Squared Loadings"		
	"Total"	"% Variance"	"Cumulative%"	"Total"	"% Of Variance"	"Cumulative%"
1	8.296	41.479	41.479	4.172	20.860	20.860
2	3.072	15.359	56.838	4.115	20.576	41.436
3	2.134	10.670	67.508	3.473	17.367	58.803
4	1.661	8.303	75.812	3.402	17.009	75.812
5	.754	3.771	79.583			
6	.614	3.068	82.651			
7	.493	2.463	85.115			
8	.461	2.305	87.420			
9	.405	2.023	89.443			
10	.343	1.715	91.158			
11	.309	1.545	92.702			
12	.230	1.152	93.854			
13	.208	1.038	94.892			
14	.199	.994	95.886			
15	.181	.906	96.792			
16	.163	.815	97.607			
17	.150	.752	98.359			
18	.131	.653	99.012			
19	.115	.575	99.587			
20	.083	.413	100.000			

The table presents that 20 variables comprise four constructs, each of which explained 20.860%, 20.576%, 17.367%, and 17.009% of the variation, for a total variance explained of 75.812%.

Factors, Factor Loading and Reliability

S. No.	Statements	Factor Loading	Factor Reliability
Environmental Concern and Awareness			.953
1	Consumer emphasize the prevalence of environmental concerns	.866	
2	Consumer are imperative of sustainable development	.861	
3	Consumer are more environmentally conscious	.845	
4	Consumer are aware of importance of sustainable practices	.836	
5	Awareness campaigns and education are shaping consumer perceptions	.782	
Perceived benefits and values			.936
6	Psychological benefits (warm glow, self-expression nature experiences) influence consumers	.907	
7	Consumer are aware of green packaging benefits	.901	
8	Considers energy savings, reduced environmental impact, and health benefits	.880	
9	Focus on values related to sustainability, social responsibility	.874	
10	Ethical considerations strongly influence attitudes and intentions	.779	
Media and Advertisements			.884
11	Portrayal of green products in media and advertising shape consumer perceptions	.829	
12	Positive and informative messages influence consumer's attitudes	.828	
13	Emotional storytelling in advertising creates a connection between consumers and the environmental cause	.806	
14	Well-known personalities support green products and influence consumer attitudes	.775	
15	Advertisements act as reminders of the consumer's commitment to sustainability	.724	
Economic factors			.876
16	Economic factors either encourage or hinder the adoption of environmentally friendly products	.859	
17	Consumer compare the price of green products to conventional alternatives	.828	
18	Consumer evaluate the long-term savings and benefits of green products	.778	
19	Consumer are ready to pay a premium for green products	.743	
20	Economic benefits of adopting a sustainable lifestyle influence customer	.654	

Environmental Concern and Awareness is first factor which includes the variables like Consumers emphasize the prevalence of environmental concerns, Consumers are imperative of sustainable development, Consumers are more environmentally conscious, Consumers are aware of importance of sustainable practices and Awareness campaigns and education are shaping consumer perceptions. Second factor is named as Perceived benefits and values and its associated variables are psychological benefits (warm glow, self-expression nature experiences) influence consumers, Consumers are aware of green packaging benefits, considers energy savings, reduced environmental impact, and health benefits, focus on values related to sustainability, social responsibility and Ethical considerations strongly influence attitudes and intentions. Third factor is Media and Advertisements which includes the variables like Portrayal of green products in media and advertising shape consumer perceptions, Positive and informative messages influence consumer's attitudes, Emotional storytelling in advertising creates a connection between consumers and the environmental cause, Well-known personalities support green products and influence consumer attitudes and Advertisements act as reminders of the consumer's commitment to sustainability. Fourth factor is Economic factors which includes the variables like Economic factors either encourage or hinder the adoption of environmentally friendly products, Consumers compare the price of green products to conventional alternatives, Consumers evaluate the long-term savings and benefits of green products, Consumers are ready to pay a premium for green products and Economic benefits of adopting a sustainable lifestyle influence customer.

Reliability Statistics

Cronbach's Alpha	No of Items
.920	20

The reliability for four constructs with a total of twenty elements is 0.920.

“Model Summary”

“Model”	“R”	“RSquare”	“Adjusted Square”	R	“Std. Error of the Estimate”
1	.798 ^a	.637	.632		.55326
a. Predictors: (Constant), Environmental Concern and Awareness, Perceived benefits and values, Media and Advertisements and Economic factors					

Table above shows that with adjusted RSquare score of 0.632, the model explained 63% of the variance.

“ANOVA”

“Model”		“Sum Squares”	of “df”	“Mean Square”	“F”	“Sig.”
1	Regression	164.296	4	41.074	134.186	.000 ^b
	Residual	93.666	306	.306		
	Total	257.961	310			
a. Predictors: (Constant), Environmental Concern and Awareness, Perceived benefits and values, Media and Advertisements and Economic factors						
DV: Overall impact of different factors on attitude and purchase intention						

The significance value is less than 0.05 (0.000), indicating that one or more of the IDVs has a substantial impact on the DV.

“Coefficients”

“Model”	“Unstandardized Coefficients”		“Standardized Coefficients”	“t”	“Sig.”
	“B”	“Std. Error”	“Beta”		
“(Constant)”	3.839	.031		122.376	.000
Environmental Concern and Awareness	.113	.031	.124	3.611	.000
Perceived benefits and values	.707	.031	.776	22.514	.000
Media and Advertisements	.084	.031	.092	2.681	.008
Economic factors	.097	.031	.107	3.103	.002
DV: Overall impact of different factors on attitude and purchase intention					

Environmental Concern and Awareness, Perceived benefits and values, Media and Advertisements and Economic, all the factors are showing significant impact on attitude and purchase intention. Highest impact is shown by Perceived benefits and values with beta value .776 followed by Environmental Concern and Awareness (.124), Economic factors (.107) and Media and Advertisements with beta value .092.

Conclusion

The contemporary consumer landscape is witnessing a transformative shift, as environmental consciousness takes center stage in purchasing decisions. The amalgamation of cultural, social, economic, and psychological dimensions has sculpted a comprehensive framework that influences consumers in their assessment of and engagement with green products. An intricate array of factors shaping Indian consumers' attitudes and purchase intentions towards green products were explored and a multifaceted interplay of drivers emerges: heightened ecological awareness, amplified by media and education; the pivotal role of social media in shaping consumer behaviors and alignment with socio-cultural values that venerate sustainability. To harness these insights effectively, a comprehensive approach is vital, involving the reinforcement of eco-consciousness, strategic use of social media, alignment with cultural norms, and crafting marketing strategies that resonate with consumer beliefs. As the world steers toward sustainability, understanding these factors becomes pivotal in forging a greener consumer landscape.

The study was conducted to learn about the factors that influence Indian consumers' attitudes and purchase intentions toward green products. It was found that Environmental Concern and Awareness, Perceived Benefits and Values, Media and Advertisements, and Economic Factors are all factors that influence Indian consumers' attitudes and purchase intentions toward green products. The study concludes that there is significant impact of Environmental Concern and Awareness, Perceived benefits and values, Media and Advertisements and Economic factors on attitude and purchase intention of Indian consumers towards green products.

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