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Green Purchase Behaviour Among Young Generation: Meditating Role Of Purchase Intention

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Abstract

Purpose: The purpose of this paper is to know the factors affecting young generation's green purchase behaviour. Environmental concern leading to individuals feeling about green products and actual buying behavior are added to constructs to analyse actual green consumers.

Design/Methodology/Approach: The study has been conducted in Delhi taking attitude, subjective norms, perceived behavioral pattern, environmental concerns, purchasing intention to buy as independent variables and buying behavior is measured as dependant variable. Data has been collected from 317 respondents from July to September 2019. Young consumers were unit of analysis in this study as they are the future consumers and they have the knack to bring about a difference in the consumption pattern in the years tocome.

Findings: The result of the study shows that attitude, subjective norms, perceived behavioural pattern and environmental concern has significant positive impact on intention to buy of green products. It is also reflected in this study that intention to buy has significant impact on buying behaviour of the young consumers.

Limitation: The study has been done among young generation living in metropolitan city like Delhi. The study cannot be generalised among youth in the country because demographic differences has significant impact on individual's behaviour.

Originality/Value: This study is first of its kind to study buying behavior of young generation who buy green products thus showing green attitude. Gap has been identified between purchasing intentions to actual purchase. This paper bridges this gap and actual buying behavior has been studied. It has huge managerial implication as young generation are future consumers and once they have habit of purchasing green products this will always be continued and carried forward. Environmental concern is added to research and as extension to theory of planned behavior.

Keywords: Green purchase behaviour, Young Generation, Theory of Planned Behavior,

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Attitude, subjective norms, perceived behavioral pattern, environmental concerns, purchasing intention, India.

Paper Type: Research Paper

Introduction

India holds the ninth position among 178 countries that practice organic agriculture and has been ranked 177 on environmental performance index with 835,000 organic producers, 699 processors, 669 exporters and 1.49 million areas under organic cultivation, as per FiBL and IFOAM reports. (Report: The World of Organic Agriculture Statistics and Emerging Trend March 10, 2018). More organic cultivation can undoubtedly aid in increasing and adapting green attitude.

Green attitude is the collection of beliefs, affect, and intentions about environmental undertakings. (Schultz et al. 2004, Heyl et al. 2013) explains green attitudes as replying constantly in favorable or unfavorable manner to environmental issues. Green attitude is consumers' purchase choice for ecologically friendly products which are supposed to be environmentally harmless, conservable, and eluding unnecessary packaging and harmful materials that are adverse to society and eco- system (Akehurst et al., 2012; Tan, 2011;Mostafa, 2007a). Theory of planned behavior (TPB) defines relationship between beliefs and attitudes. TPB as explained by Icek Ajzen in 1985 has been applied to associations amongst beliefs, attitudes, behavioral intentions and behavior in various fields such as advertising, public relations, campaigns, healthcare, sport management and sustainability. Few research works have been conducted on cognitive factors like attitude, concern, effectiveness, and knowledge in the Indian context (Kumar et al., 2017; Paul et al., 2016; Yadav & Pathak, 2016). Also, the degree of consumer effectiveness is slightly emphasized by Indian scholars (Uddin & Khan, 2016) and hardly explored with attitude towards green products. Some examples of green products are: organic products, energy efficient light-bulbs, herbal products, eco-friendly washing machine, etc.

Theory of planned behavior (TPB) is a theory that links one's beliefs and behavior. Many studies have followed theory of planned behavior for exploring consumer attitude, intentions and actual buying behaviour with regard to green products (Smith and Paladino, 2010; Arvola et al., 2008; Tarkiainen and Sundqvist, 2005; Tanner and Kast, 2003). However, majority of the studies observed a weak relationship between the expressed positive attitude of consumers toward purchasing green products and their actual purchase behaviour, generally referred to as the attitude–behaviour gap (Vermeir and Verbeke, 2008; Wheale and Hinton, 2007; Tanner and Kast, 2003; Webster,1975).

Young generation is part of study as they are future consumers. They may continue with their habit of green consumption even after they grow older. Young generation is more educated and

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is more aware and keeps knowledge on green consumption resulting to green attitude. Tech-savvy and committed young consumers can help companies become greener if marketers engage with them. Consumers in the US, Asia and Europe aspire to buy more sustainable products but businesses are making it hard for them. Tomorrow's biggest paymasters want things done differently. Young consumers from age group of 18 years to 32 years compose a quarter of the world's population and are the paramount hope for escalating up sustainable consumption. As per The World Economic Forum, young consumers are increasing influence and are more engaged in global issues, 84% believe it is their generation's duty to change the world, 71% want brands to be environmentally friendly and ethical, 61% want them to connect with a cause or social issue. These young people could be the key for global action and are eager to collaborate with business. Indeed, at least 80% of global millennials have acted in support of a brand they trustandmorethanhalfwouldvolunteertotestnewproductsfromthesetrustedbrands.

Since companies‟ environmental efforts are being extensively viewed as part of their corporate social responsibility, consumers have been positively responding to brands that promote environmental responsibility (Olsen, Slotegraaf, and Chandukala, 2014). Young generation has been identified to be different from the wider population in terms of their high environmental consciousness (Sheahan, 2005), stronger preference for green (Smith, 2010) and willingness to buy eco- friendly products (Rogers, 2013). Millennial are better educated, and better connected to informationandtheworld(MorganStanley,2017).Therefore,Indiawithworld‟slargestnumber of millennial (400 million), who constitute more than one-third of the working population (Morgan Stanley, 2017) becomes a hot market to understand for the green marketers. In this research, we aim to test the validity of TPB framework in Indian context by examining the predictive ability of three assumed predictors of PI, i.e. attitude toward buying green products, subjective norms and perceived behavioral control (PBC) in the TPB model. Also, the study attempts to extend the Theory of planned behavior by including two additional variables, environmental concern and analysing actual buying behavior an extension to intention tobuy.

While exploring green purchase behaviour, many studies have reported a discrepancy or "gap" between consumers expressed favorable attitudes and actual purchasing practices (Vermeir and Verbeke, 2008; Vermeir and Verbeke, 2006; Tanner and Kast, 2003). Hughner (2007) found that while many consumers showed a positive attitude towards purchases of organic food products (67%), only a small number of consumers (4%) actually purchased those products. Similarly, Defra (2006) found that 30% of the consumers in UK have reported their concern towards the environment, but rarely translated their concern into a green purchase. It is thus clear that there exists a gap between consumers thinking and actual actions (Chen and Chai, 2010; Wheale and Hinton, 2007). This discrepancy or gap between consumer's favorable attitude towards, and actual purchase behaviour of green products is referred to as green purchasing inconsistency" or„ green attitude- behavior gap"(YatishJoshia, Zillur Rahman, 2015).

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Theoretical background and hypothesis

Theory of planned behavior: The theory of planned behavior (TPB), Ajzen 1985 is one step ahead of the theory of reasoned action (TRA), Ajzen and Fishbein 1980. Theory of Planned Behavior (Ajzen, 1988) added perceived behavioral control which indicates the ability of a person to accept the behaviour considering the assumption that an individual behaves in a practical manner considering the complication of his or her actions (Ramayah, Lee & Lim, 2012). In fact, perceived behavioral control shows the difficulty and controllability to execute specific behavior (Ajzen, 1985). Theory of planned behavior can be used for development, implementation and evaluation of involvement strategies.

Theory of planned behavior posits that behavior is guided by three considerations, perceived consequences of changing behavior i.e. attitude, perceived expectations of others i.e. subjective norm and perceived facilitators or barriers to the ability to change i.e. perceived behavioral control. Attitude, subjective norm and perceived behavioral control form a behavioral intention, which is the immediate antecedent of a behavior. Changes in intention and actual behavior are dependent upon changes in attitude, subjective norms, and perceived behavioral control.

Environmental concern/knowledge was added to the theory constructs as was found to have the most significant relationship with green purchasing behavior and green attitude. This study makes use of environmental knowledge as an extra factor affecting the formation of consumer's green attitude towards green products; similar approach has been undertaken by Ramayah et al. (2012) in studying the recycling behaviour of the individuals.

Attitude - The theory of planned behavior explains relationships between beliefs and attitudes. As per theory of planned behavior a belief is subjective prospect which determines that behavior will produce a certain outcome. The relationship of attitude towards green product (AGP) with the green purchase intention (GPI), several scholars validated that attitude is a stronger predictor of intention in the environmental behavioural study, and they found that consumers' positive AGP would lead to their high level of GPI (Chan, 2001; Chan & Lau, 2000; Lai & Cheng, 2016; Yadav & Pathak, 2016). Therefore, the study attempts to verify such underlying relationship in the emerging economies of sustainable buying behaviour.

H1: Consumers' attitude towards green products is positively associated with their green purchase intention.

The statements used in to know attitude towards green product were formed to know preference, choice of buying green products as they are benefit to health.

Subjective Norm: A broad definition of subjective norm is "the perceived social pressure to perform or not to perform the behavior" in question (Ajzen, 1991, p. 188). But subjective norm is usually defined more precisely, as an individual's perception or "opinion about what important others believe the individual should do" (Finlay, Trafimow, & Moroi, 1999, p. 2015). (MarijaHam, Marina Jeger &Anita Frajman Ivković, 2015) through their study have concluded

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that the role of subjective norms in forming the intention to purchase green product is significant and positive.

The concept of social influence has been evaluated by social norm and normative belief in theory of reasoned action (TORA) and theory of planned behavior (TPB). Individuals' opinions on subjective norms are perceptions on expectations by their friends, family and the society to carry out the acclaimed behavior. In a study by (Hojjat Mobrezia, Behnaz Khoshtinata 2016); subjective norms of Iranian women do not affect developing positive attitudes towards green products.

Therefore, green purchase can be a part of green consumers' subjective norm by examining the root causes of this factor. This is consistent with the research of (Askerzadeh 2013). The role of social impacts in creating positive attitudes toward green products is highlighted in Iranian women. Therefore, identifying and strengthening social impacts can increase the positive attitude toward green products as per (Abbasi, Enayati and Rahbar 2011; Eze et al., 2013; Liu et al., 2012; Welsch et al., 2009) have found subjective or social norms and reference groups to have a positive correlation with purchase intention and actual purchase of green products. The young consumers are reportedly more concerned about the environment as they may have possibly been inspired or influenced by their own parents and other elders about the importance of buying consumption (Naderi and Steenburg,2018).

However, Chaudhary R., Bisai S., (2018), suggests that social entities such as family and friends are of little value in directly shaping consumers‟ green Purchase intention. This finding substantiates the results of prior studies where Subjective norm had no influence on consumers‟ Purchase intention (Paul et al., 2016; Khare, 2015; Tarkiainen and Sundqvist, 2005). However subjective norm had a negative relationship with purchase intention and actual purchase behaviour (Gadenne et al., 2013; Salazar, Oerlemans, and van Stroe Biezen, 2013, Lee,2011).

Statements used in questionnaire were focused on knowing influence of parent, friends, family or peer for purchasing green product and who plays the major role in providing information about greenproduct.

H2: Consumers' subjective norms is positively associated with their attitude towards green products

Perceived Behavioral Pattern: Elaboration Likelihood Model (ELM) promulgated by (Petty and Cacioppo 1983, 1986) explored the linkage between environmental knowledge and attitude. For the environmentally concerned consumer, reducing existing consumption amounts is not the only option, as green alternatives for many products areavailable.

Providing knowledge on green consumption choices is the onus of the marketers. Although higher price and limited availability may discourage consumption of green products (Orten and Atik 2009). Low price sensitivity of consumers was said to be positively affecting green purchase behaviour (Eze and Ndubisi, 2013; Aertsens et al., 2011) high price sensitivity was said to be negatively affecting green purchase behaviour of consumers (Ma et al., 2013). Consumers

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are preferring green products and avoiding others, (Laroche, Bergeron, and Barbaro-Forleo 2001). Green consumers are willing to pay more for ecologically friendly products (Coddington 1993). According to (Eze et al., 2013; Smith et al., 2010; Fraj-Andrés et al. 2007, Bipul Kumar IIM Indore, Chan et al., 2000;) environmental knowledge has a significant positive relationship with the attitude towards environmentally sustainableproducts.

Though (Ramayah and Rahbar, 2013; Wolsink, 2007; Chan and Lau, 2000) did not find any relation between environmental knowledge of the consumer and green purchase intention. Performance of a behavior is influenced by the presence of adequate resources and ability to control barriers to behavior. The more resources and fewer obstacles individuals perceive, the greater their perceived behavioral control and the stronger their intention to perform behavior. Individuals may have the intention to change and sustain certain health behavior, but their daily environment may not be conducive to that behavior. The convenience of fast food and the community environment (i.e., lack of accessibility and affordability of healthy foods in local grocery stores) were reported as the barriers to healthy eating on a consistent daily basis (Frances Hardin-Fanning, and Ja Nelle M. Ricks, December 16, 2017).

Statement in questionnaire were based on education, knowledge, ability, availability, time, willingness, resources and retail stores for purchasing green products.

H3: Perceived Behavioral Pattern is positively associated with their attitude towards green products

Environmental Concerns: Studies have shown consciousness and concern towards environmental associated problems and inclination to report such problems display strong attitude for protecting the environment, (Kim & Choi, 2005; Roberts & Bacon, 1997; Van Liere & Dunlap, 1981) which leads to increase in green consumption. Few studies have been found that examined the direct relationship of environmental concern with green products attitude in order to predict purchase decision for green products, (Paul et al., 2016; Yadav & Pathak, 2016; Mostafa,2007b).

Therefore, summarised that consumer's concern for environment significantly influences theirpositive attitude towards the eco- friendly products, which in turn affects their green purchase behaviour. The applicability of theory of reasoned actions and theory of planned behavior standard measures are still ambiguous for measuring purchase intention and purchase behaviour for green products in the field of environmental behavioral research including India, (Prakash and Pathak, 2017; Hsu et al., 2017; Paul et al., 2016; Yadav and Pathak, 2016; Joshi and Rahman, 2015; Zhao et al., 2014). In Iran environmental concerns cannot affect female consumers' positive attitude, (Hojjat Mobrezia, Behnaz Khoshtinata 2016; Askarzadeh 2013). Khare (2015) did not find support for the relationship between social environmental norms and green buying behavior. Similarly, Paul et al. (2016) also failed to find any significant association.

H4: Consumers' environmental concern is positively associated with their attitude towards green products

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Statements in questionnaire were based to know concern for environment, concern to protect environment, social changes, Political changes, and government rules and laws, necessary to protect the environment.

Purchase intention for green products: Green purchase intention or willingness (GPI) refers to consumers‟ willingness to purchase green products expressing care for environment (Yadavand Pathak, 2017; Dagher and Itani, 2014; Akehurst et al., 2012; Chan, 2001). It captures the motivations to perform a behavior such as the willingness to perform and the intensity of effort an individual is ready to exert. In other words consumers are not only concerned about the ecological quality of the product but also about the environmental consequences associated with their purchase decision for such products. Green purchase behaviour is significantly determined by Green purchase intention. Some recent studies also established the direct relationship of GPI (Green purchase intention) and GPB (Green Purchase behavior) in their local context including India (Lai and Cheng, 2016; Kanchanapibul et al., 2014; Kim et al., 2013) and in India by (Kumar et al., 2017; Deepak Jaiswal, Bhagwan Singh, 2017; Yadav and Pathak, 2016). In addition Lai and Cheng (2016) found that consumers‟ expressed willingness is more effective than other behavioral factors to capture consumers‟ psyche for greenpurchase.

H5: Purchase intention for green products has a positive and significant impact on purchase behaviour for such products.

Statements used in questionnaire were to know preference to buy green products is ecological reasons, less polluting in coming times, spend more for environmental friendly product than conventional product, concern for environment, buy green product in accordance with Government advice, advise others too for buying green product and definite to buy green product in near future.

Buying Behavior: Yadav and Pathak (2017) found support for the positive association between behavioral intentions and green buying behavior. As per Chaudhary R., Bisai S., (2018), Purchase intention for the green products was high. However it did not translate completely into buying behavior.

Statements in questionnaire were to know actual buying behavior. Respondents were enquired about their purchase of green product in last six months, buying of green products is a better decision and complete awareness of where to buy green products from.

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Table 1. Systematic review of literature

Characteristic	Definition	Studied Relationship	References
Attitude	The collection of beliefs, affect, and intentions	Purchase intention for green products	**Significant:** Chan, (2001); Chan & Lau, (2000); Lai & Cheng, (2016); Yadav & Pathak, (2016); **Non-Significant:** Hojjat Mobrezia, Behnaz Khoshtinata (2016);
Subjective Norm	The perceived social pressure to perform or not to perform the behavior	Purchase intention for green products	**Significant:** Askerzadeh (2013); Marija Ham, Marina Jeger &Anita Frajman Ivković, (2015); Eze et al., (2013); Liu etal., (2012); Welsch et al.,(2009); **Non-Significant:** Hojjat Mobrezia, Behnaz Khoshtinata (2016); Chaudhary R., Bisai S., (2018); Paul et al., (2016); Khare, (2015); Tarkiainen and Sundqvist, (2005); Gadenne et al., (2013); Salazar, Oerlemans, and van Stroe Biezen, (2013); Lee, (2011);
		Buying Behavior	**Significant:** Eze et al., (2013); Liu et al., (2012); Welsch et al., (2009);
Perceived Behavioral Pattern		Purchase intention for green products	**Significant:** Eze et al., (2013); Smith et al., (2010); Fraj-Andrés et al. (2007); Bipul Kumar IIM Indore, Chan et al., (2000); **Non-Significant:** Ramayah and Rahbar, (2013); Wolsink, (2007); Chan and Lau, (2000)**;**
Environmental Concerns	Consciousness and concern towards environmental associated problems and inclination to report such	Purchase intention for green products	**Significant:** Naderi and Steenburg, (2018); Kim & Choi, (2005); Roberts & Bacon, (1997); Van Liere & Dunlap, (1981); Paul et al., 2016; Yadav & Pathak, 2016; Mostafa, 2007b; **Non-Significant:** Prakash and Pathak,2017; Hsu et al., 2017; Paul et al., 2016; Yadav and Pathak, 2016; Joshi and Rahman,2015;
	problems		Zhao et al., 2014; Hojjat Mobrezia, Behnaz Khoshtinata (2016); Askarzadeh (2013); Paul et al. (2016);
		Buying Behavior	Not Significant: Khare (2015)

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Purchase intention for green products	Green purchase intention or willingness (GPI) refers to consumers‟ willingness to purchasegreen products expressing care for environment	Buying Behavior	**Significant:** Lai and Cheng, (2016); Kanchanapibul et al., (2014); Kim et al.,(2013) and in India by (Kumar et al., (2017); Deepak Jaiswal, Bhagwan Singh, (2017); Yadav and Pathak, (2016); Lai and Cheng (2016); Yadav and Pathak (2017) **Not Significant:** Chaudhary R., Bisai S., (2018)

Source: Authors own

Studies of Lim et *al.* 2016; Daugherty & Biocca, 2002; Yasin & Shamim, 2013, have revealed that purchase intention has significant positive mediating influence on purchase behaviour of consumers.

H6. Purchase intention mediates the relationship between attitude and purchase behaviour.

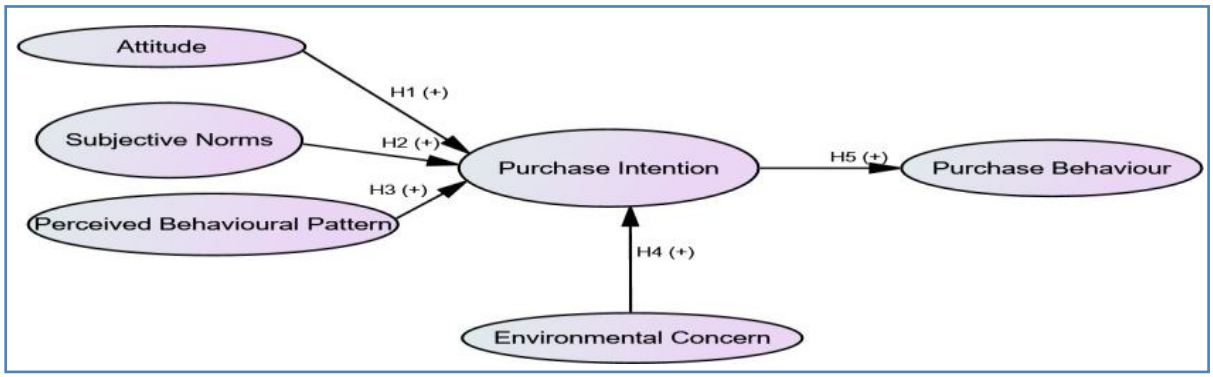
H7. Purchase intention mediates the relationship between subjective norms and purchase behaviour.

H8. Purchase intention mediates the relationship between perceived behavioural pattern and purchase behaviour.

H9. Purchase intention mediates the relationship between environmental concern purchase behaviour.

Research model

Fig.1 Hypothesized Model



Source: Authors own

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Methods

Participants

The young respondents were unit of analysis in this study. Young consumers were part of this study as they are the future consumers and they have the knack to bring about a difference in the consumption pattern in the years to come. They may remain with their convention of consuming green product after they grow older. Young consumers are educated and have more awareness and knowledge about green consumption leading to green attitude. In a study on environmental consciousness, (Synodinos 1990) found the responses obtained from students to be similar to that obtained from general consumers. Inspired by the findings of the previous studies, the current study has also taken young generation as a sample.

Construct Measurement

In the study six constructs are analysed. On the basis of theory of planned behavior constructs were adapted. Environmental concern was added to study of buying green product as it leads to ethical decision. In the study five constructs attitude, subjective norm, perceived behavioral pattern, environmental concern, purchase intention for green products are Independent variables and buying behavior is dependant variable. Thirty six statements were part of questionnaire in the study.

Table 2. Reliability statistics of measurement items

	Mean score	SD	Factor Loading	SRW
Attitude, α=.849, CR=0.836**, AVE**=0.630				
AT1	1.634	1.0466	.723	0.848
AT2	2.287	1.1079	.524	0.645
AT3	2.010	1.1176	.599	0.788
AT4	1.987	1.0267	.625	0.753
Subjective Norms, α=.900, CR=0.882**, AVE**=0.600				
SN1	2.105	1.2011	.470	0.655
SN2	2.185	1.1602	.701	0.697
SN3	2.373	1.1324	.634	0.715
SN4	2.134	1.1282	.762	0.783
SN5	2.354	1.1273	.570	0.731
SN6	2.357	1.2281	.835	0.809
SN7	2.210	1.1193	.796	0.769
SN8	2.258	1.0696	.560	0.682
Perceived purchase behaviour, α=.847, CR=0.880**, AVE**=0.513				
PBP1	1.803	1.0780	.689	0.713
PBP2	1.908	.9828	.702	0.726
PBP3	1.806	1.0286	.545	0.797
PBP4	2.424	1.0941	.484	0.568
PBP5	2.153	1.0882	.781	0.614
PBP6	2.379	1.1075	.437	0.701
PBP7	2.003	1.0799	.482	0.724

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PBP8	2.261	1.1056	.484	0.698
PBP9	2.898	1.2106	.437	-0.107
PBP10	1.968	1.0926	.655	0.713
Environmental concern, α=.883, CR=0.896**, AVE**=0.635				
EC1	1.809	.9733	.712	0.683
EC2	1.723	1.0497	.762	0.787
EC3	2.006	1.2043	.613	0.904
EC4	1.720	1.1067	.778	0.594
EC5	1.653	1.0772	.800	0.833
Purchase Intention, α=.898, CR=0.886**, AVE**=0.661				
PI1	1.914	1.0764	.677	0.825
PI2	2.041	1.0306	.616	0.796
PI3	2.051	1.0742	.470	0.748
PI4	1.863	1.1178	.633	0.797
PI5	2.245	1.0301	.459	0.602
PI6	1.825	1.0951	.676	0.853
Purchase behaviour, α=.661, CR=0.642**, AVE**=0.478				
PB1	2.596	1.3155	.614	0.478
PB2	1.927	1.0319	.657	0.79
PB3	2.236	1.2287	.610	0.617

Source: Authors own

Attitude was measured through a four-item scale developed by… Chan, (2001); Chan & Lau, (2000); Lai & Cheng, (2016); Yadav & Pathak, (2016); results of factor loading reveal that measures of attitude accounted for CR=0.836 and AVE=0.630, and items used for measuring attitude generated a value for the coefficient of Cronbachs alpha of 0.84.

Subjective Norms. An eight-item scale was used to assess subjective norms. the scale was developed by Askerzadeh (2013); Marija Ham, Marina Jeger &Anita Frajman Ivković, (2015); Eze et al., (2013); Liu et al., (2012); Welsch et al., (2009); Results of factor loading revel that measures of subjective norms accounted for CR= 0.882 and AVE=0.600 and items used for measuring subjective norms generated a value for the coefficient of Cronbachs alpha of 0.90.

Perceived Behavioural Pattern. A ten-item scale was used to assess Perceived Behavioural Pattern. The scale was developed by Eze et al., (2013); Smith et al., (2010); Fraj-Andrés et al. (2007); Bipul Kumar IIM Indore, Chan et al., (2000); Results of factor loading revel that measures of Perceived Behavioural Pattern accounted for CR= 0.880 and AVE=0.513 and items used for measuring Perceived Behavioural Pattern generated a value for the coefficient of Cronbach‟s alpha of 0.84.

Environmental concern. A five-item scale was used to assess environmental concern. The scale was developed by Naderi and Steenburg, (2018); Kim & Choi, (2005); Roberts & Bacon, (1997); Van Liere & Dunlap, (1981); Paul et al., 2016; Yadav & Pathak, 2016; Mostafa, 2007b; Results of factor loading revel that measures of environmental concern accounted for CR= 0.896 and AVE=0.635 and items used for measuring environmental concern generated a value for the

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coefficient of Cronbach‟s alpha of0.88.

Purchase Intention. A six -item scale was used to measure purchase intention. The scale was developed by Lai and Cheng, (2016); Kanchanapibul et al., (2014); Kim et al.,(2013) and in India by (Kumar et al., (2017); Deepak Jaiswal, Bhagwan Singh, (2017); Yadav and Pathak, (2016); Lai and Cheng (2016); Yadav and Pathak (2017); Results of factor loading revel that measures of purchase intention accounted for CR= 0.886 and AVE=0.661 and items used for measuringpurchaseintentiongeneratedavalueforthecoefficientofCronbach‟salphaof0.89.

Purchase Behaviour. A three -item scale was used to measure purchase behaviour. the scale was developed by Yadav and Pathak (2017); Results of factor loading revel that measures of purchase behaviour accounted for CR= 0.642 and AVE=0.478 and items used for measuring purchase behaviour generated a value for the coefficient of Cronbach‟s alpha of 0.66. Malhotraand Dash (2011) note that "AVE is a more conservative measure than CR. On the basis of CR alone, the researcher may conclude that the convergent validity of the construct is adequate, even though more than 50% of the variance is due to error." (Malhotra and Dash, 2011,p.702)

Research Instrument

Data was collected through Google forms sent through email and different social media groups. Data has been collected from 317 respondents from July to September 2019. 64 respondents were in the age group of 18 to 21 years, 153 in the age group of 22 to 25 years and 100 respondents in the age group of 26 to 29 years. Among 317 respondents 152 were male and 165 werefemale.

Analytical strategy

The current study includes descriptive statistics, correlation, regression and SEM. In this study only PROCESS Macro was performed to verify the hypotheses for the mediation. To verify the conversant and discriminant validity the Fornell and Larker (1981) was followed. The result of the study revealed that it fulfilled the criteria of conversant validity. Hence conversant validity was supported. All the construct of the study were having Cronbach‟s alpha value more than standard norms of 0.70.

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Results

Table 3. Mean standard deviation and correlations

	Mean	SD	PI	PB	EC	PBP	SN	AT
PI	1.9651	.86033	1					
PB	1.8259	.78578	.987**	1				
EC	1.5251	.74281	.933**	.962**	1			
PBP	1.8811	.77891	.992**	.993**	.937**	1		
SN	1.9442	.78958	.747**	.737**	.613**	.778**	1	
AT	1.9814	.87973	.982**	.990**	.931**	.981**	.740**	1

Source: Authors own

The above table contain mean, standard deviation and correlation values of variables. According descriptive statistics the average respondents reported higher AT. The average level of PI, PB, EC, PBP, SN, and AT are 1.96, 1.82, 1.52, 1.88, 1.94 and 1.98 respectively. The coefficient of correlation value was also presented by the table. The result of coefficient of correlation confirms that AT and PI (.982), SN and PI (.747), PBP and PI (.992), EC and PI (.933) and PI and PB(.987).

Table 4. Model Fit Indices

Construct	CMIN/DF	GFI	AGFI	SRMR	RMSEA	CFI	TLI	NFI
Measurement model	3.055	.826	.783	.064	.081	.904	.890	.865

Source: Authors own

The model fit statistics was calculated using Amos version 22. The fitness indices are as follows, X^2/df= 3.055 (< 5, Wheaton et al, 1977 and as high as 5, Kline, 1998)), p=0.00, Goodness of fit index (GFI) = .826 (>0.80 Mac Callum & Hing, 1997). Adjusted goodness of fit (AGFI) = .78, Standardised root mean square (SRMR) = .064 (<0.07, Stinger, 1990, and between 0.08 to 0.10, MacCallum *et al.*, 1996), comparative fit index CFI (.904) (> .90, Hu and Bentler, 1999). Tucker-lewis index (TLI) = .890 (> .90, Hooper et al., 2008) and Normed fit index (NFI) = .865 (as low as .80 as cut off are preferred) which are found to be significant. The result of the analysis indicates that the model is good as per given theories.

Fig. 2 Path Analysis

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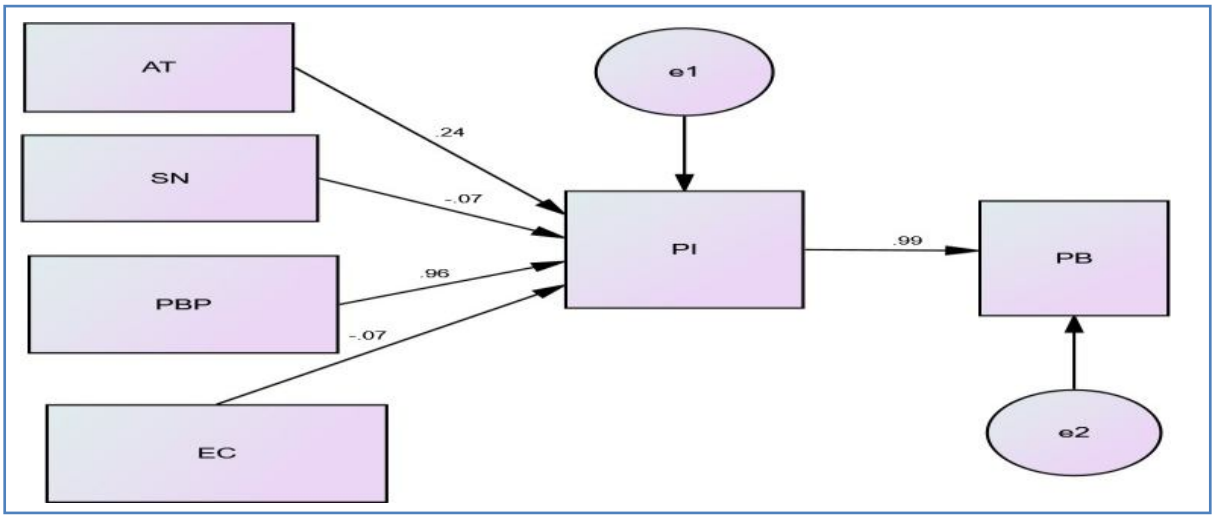

Source: Research Output

The above graph signifies that AT, SN, PBP and EC have significant relationship with PI. It is also evident that PI has significant impact on PB. The beta values are 0.24, -0.07, 0.96, -0.07 and 0.99 respectively.

Table 5. Regression Results

IDV<->DV	β	SE	t	sig	hypotheses
AT<->PI	.961	.010	92.487	.000	Supported (H1)
SN<->PI	.814	.041	19.865	.000	Supported (H2)
PBP<->PI	1.096	.008	141.404	.000	Supported (H3)
EC<->PI	1.080	.024	45.620	.000	Supported (H4)
PI<->PB	.902	.008	109.051	.000	Supported (H5)

Source: Authors own

The table 5 shows that AT has significant impact on PI. Where b=00.961, se=.010, t= 92.428 and p< 0.05 which signifies AT has impact on PI. Hence hypothesis (H1) is supported. SN has significant impact on PI. Where b=0.814, se=0.041, t=109.051 and p <0.05 which signifies SN positively influence PI. Hence hypothesis (H2) is supported. PBP has significant impact on PI. Where b=1.096, se= 0.008, t=141.404 and p<0.05 which signifies PBP has positive influence on PI. Hence (H3) is supported. EC has significant impact on PI. Where b=1.080, se=0.024, t=92.487 and p<0.05 which reflects EC has positive influence on PI. Hence (H4) is supported. PT has significant impact on PB. Where b=0.902, se=0.008, t=109.051 and p<0.05 it reflects that PI has positive influence on PB. Hence (H5) issupported.

Table 6. Mediationresults

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				95% confidence interval		
Bootstrapping	**Direct effect**	**Indirect**	**BootSE**	**LLCI**	**ULCI**	**Mediation**
AT→PI→PB	.5217	.3627	.0517	.2609	.4618	Partial
SN→PI→PB	-.0012	.7348	.0571	.6155	.8376	Full
PBP→PI→PB	.9140	.0882	.0828	-.0747	.2452	Direct effect
EC→PI→PB	.3369	.6808	.0272	.6296	.7372	Partial

Source: Research Output

Note: i) N=314

ii) LLCI = lower level confidence interval; ULCI = upper level confidenceinterval,

iii) *significant at the 0.05 level; ** significance at the 0.01 level; ***P #0.005.

The mediation analysis revealed that purchase intention mediates the relationship between attitude and purchase behaviour in the study. The path from AT to PI; and to PB were significant (as shown in Table 2) besides the path from PI to PB was also found to be significant (as shown in Table 2). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect did not include zero (as shown in Table 3), which suggests a significant indirect effect (Zhao, Lynch & Chen, 2010). The indirect effect was found to be quite small in comparison to the direct effect as seen in Table 3. Since we found a significant direct effect and also an indirect effect in the study, we can conclude that a partial mediation (Jaccard & Jacoby, 2010) occurred in the study. Thus, hypothesis 6 was supported.

The mediation analysis revealed that purchase intention mediates the relationship between subjective norms and purchase behaviour in the study. The path from AT to PI; and to SN were significant (as shown in Table 2) besides the path from PI to PB was also found to be significant (as shown in Table 2). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect did not include zero (as shown in Table 3), which suggests a significant indirect effect (Zhao, Lynch & Chen, 2010). The indirect effect was found to be quite large in comparison to the direct effect as seen in Table 3. Since we found a significant indirect effect and also no direct effect in the study, we can conclude that a full mediation (Jaccard & Jacoby, 2010) occurred in the study. Thus, hypothesis 7 was supported.

The mediation analysis revealed that purchase intention mediates the relationship between PBP and purchase behaviour in the study. The paths from PBP to PI and to PB were significant (as shown in Table 2) besides the path from PI to PB was also found to be significant (as shown in Table 2). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect include zero (as shown in Table 3), which suggests an insignificant effect (Zhao, Lynch & Chen, 2010). The indirect effect was found to be quite small in comparison to the

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direct effect as seen in Table 3. Since we found a significant direct effect and no indirect effect in the study, we can conclude that a direct effect (Jaccard & Jacoby, 2010) occurred in the study. Thus, hypothesis 8 was notsupported.

The mediation analysis revealed that purchase intention mediates the relationship between EC and purchase behaviour in the study. The path from EC to PI; and to PB was significant (as shown in Table 2) besides the path from PI to PB was also found to be significant (as shown in Table 2). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect did not include zero (as shown in Table 3), which suggests a significant indirect effect (Zhao, Lynch & Chen, 2010). The indirect effect was found to be quite large in comparison to the direct effect as seen in Table 3. Since we found a significant indirect effect and also a direct effect in the study, we can conclude that a partial mediation (Jaccard & Jacoby, 2010) occurred in the study. Thus, hypothesis 9 was supported.

Discussion

First, the findings of the study suggest that AT has significant positive impact on PI. Where b=.961, se= 0.010, t=92.487 and p<0.05 which signifies positive impact of AT on PI. Attitude of an individual is considered the way he or she react in a given circumstances. AT has very close relation with intention of an individual. Many of the past studies by Chan, (2001); Chan & Lau, (2000); Lai & Cheng, (2016); Yadav & Pathak, (2016) has reported similar results. The result of the study confirms the same. Hence hypothesis H1 is supported.

Second, the findings confirmed that SN has positive impact on PI. Where b=0.814, se=0.010, t=19.865 and p<0.05 which signifies positive impact of SN on PI. The influence of family and friends are huge in terms of social behaviour of people. The practices and behaviour adopted by people largely get influenced by the social norms in which family and friends play an important role. Many of the previous studies suggests the same result (Askerzadeh (2013); Marija Ham, Marina Jeger &Anita Frajman Ivković, (2015); Eze et al., (2013); Liu et al., (2012); Welsch et al., (2009). The result of this study confirms the same. Hence hypothesis H2 is supported.

Third, the result of the study suggests that PBP has significant impact on PI. Where b=1.096, se=0.008, t=92.487 and p<0.05 which clearly indicates that PBP has significant positive impact on PI. Perceived behavioural pattern has great influence in shaping individual intentions. What is going on in surroundings people imitate and try to do the same? The previous studies also suggest (Eze et al., (2013); Smith et al., (2010); Fraj-Andrés et al. (2007); Bipul Kumar IIM Indore, Chan et al., (2000) same result. The result of the study confirms the same. Hence Hypothesis H3 is supported.

Fourth, the result of the study indicates that EC has significant impact on PI. Where, b=1.080,

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se=0.008, t=109.051 and p<0.05 which suggest that EC has significant positive influence on PI. Now a day‟s environmental concern of people is growing. Many efforts have been made by the government as well as NGOs to raise the concern of environment among general masses. Due to global warming and other natural calamities it is found that people are having great concern for environment. Some of the previous studies (Naderi and Steenburg, (2018); Kim & Choi, (2005); Roberts & Bacon, (1997); Van Liere & Dunlap, (1981); Paul et al., 2016; Yadav & Pathak, 2016; Mostafa, 2007b) suggest the same. The result of this study highlights the same result. Hence, hypothesis H4 issupported.

Fifth, it is evident from the result of the study that PI has significant impact on PB. Here the result where b=0.902, se=0.008, t=109.051 and p<0.05 which signifies that PI has significant positive impact on PB. Intention and behaviour of people are difficult to differentiate. Most of the time it is considered as the same. But here a standardised measure was used to measure the intention as well as purchase behaviour of consumers. Most of the previous studies (Lai and Cheng, (2016); Kanchanapibul et al., (2014); Kim et al., (2013) and in India by (Kumar et al., (2017); Deepak Jaiswal, Bhagwan Singh, (2017); Yadav and Pathak, (2016); Lai and Cheng (2016); Yadav and Pathak (2017) results are same as the same study highlights. Hence it can be said that hypothesis H5 issupported.

The current study has investigated the mediating role of PI between AT, SN, PBP, EC and PB. Where the results of the study suggest that purchase intention has mediated the relationship.

Mediating effect of PI between AT and PB. The result of the study has suggested that PI has mediated the relationship.

First, Direct effect of attitude on PB where, (b=0.5217, se=0.0314, t=16.5957 and p<0.05) which signifies attitude has significant impact on PB. Direct effect of purchase intention on purchase behaviour where (b=0.3776, se=0.0321, t=11.7450 and p<0.05) which signifies both has significant positive impact on purchase behaviour. The indirect effect of AT on purchase behaviour where (b=0.3627, BootSE=0.0513, BootLLCI=0.2657, BootULCI=0.4643). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect did not include zero, which suggests a significant indirect effect (Zhao, Lynch & Chen, 2010). The direct and indirect both have significant impact on PB. Which signifies PI is mediated partially.

Second, Direct effect of SN on PB where, (b=-0.0012, se=0.013, t=-0.0849 and p>0.05) which signifies, SN has insignificant impact on PB. Direct effect of purchase intention on purchase behaviour where (b=0.9024, se=0.0125, t=72.4103 and p<0.05) which signifies PI has significant positive impact on purchase behaviour. The indirect effect of SN on purchase behaviour where (b=0.7348, BootSE=0.0572, BootLLCI=0.6143, BootULCI=0.8400). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect did not include zero, which suggests a significant indirect effect (Zhao, Lynch & Chen, 2010). The direct and indirect both have significant impact on PB. Which signifies PI is

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mediatedfully.

Third, Direct effect of PBP on PB where, (b=0.9140, se=0.0525, t=17.4029 and p<0.05) which signifies, PBP has significant impact on PB. Direct effect of purchase intention on purchase behaviour where (b=0.0804, se=0.0476, t=1.69 and p>0.05) which signifies PI has insignificant impact on purchase behaviour. The indirect effect of PBP on purchase behaviour where (b=0.0882, BootSE=0.0826, BootLLCI=-0.0767, BootULCI=0.2510). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect include zero, which suggests an insignificant direct effect (Zhao, Lynch & Chen, 2010). The direct has a significant impact on PB. This signifies PI has direct effect on PB.

Fourth, Direct effect of EC on PB where, (b=0.3369, se=0.0185, t=18.25 and p<0.05) which signifies EC has significant impact on PB. Direct effect of purchase intention on purchase behaviour where (b=0.6303, se=0.0159, t=39.55 and p<0.05) which signifies PI has significant positive impact on purchase behaviour. The indirect effect of EC on purchase behaviour where (b=0.6808, BootSE=0.0274, BootLLCI=0.6287, BootULCI=0.7359). Furthermore, the interval between lower confidence interval CI and upper level CI for indirect effect did not include zero, which suggests a significant indirect effect (Zhao, Lynch & Chen, 2010). The direct and indirect both have significant impact on PB. Which signifies PI is mediated partially.

Implication

Future research can be done on testing TPB on ethical behavior of consumers. Purchasing of green products is also an ethical decision (Hopfenbeck, 1993). Future research can be undertaken with respect to specific products in order to understand consumer behaviour towards green products. The influence of advertising in purchase decisions on green products can be studied. The role of social groups and celebrity appeals can be studied in order to harness them for generating awareness among consumers. In this study environmental concern has been added as an extra factor so as to analyse attitude towards green products. Knowledge, awareness and concern about environment can lead to greenattitude.

Conclusion and Limitation

India being a developing country formation of green attitude is still an on-going process. The various policies of current government has emphasised on sustainable development. Even the prime minister of country has shown a serious concern regarding environment protection along with reducing greenhouse gases. The policy makers have initiated various programs to bring awareness among the millenniums to promote green attitude. The subject like environmental studies have made compulsory for all courses to promote green attitude among young professionals. The result of the study validates that theory of planned behavior is true in case of developing green attitude and purchase intention among millenniums. It is evident from the result of the study that environmental concern has significant impact on green attitude and purchase intentions. The study was done with young consumers residing in metropolitan city namely Delhi NCR. Hence the result of the study can be generalised in case of metropolitan

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cities mainly. The result of the study includes the views of young generation which cannot be generalised with regard to other demographicpopulation.

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