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**Demystifying Green Buying Behaviour-Traversing
The Attitude towards Green Buying and
Pro-Environmental Purchasing**

CASS

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ABSTRACT

The purpose of this paper is to critically examine the factors affecting the attitude of consumers towards green products. The factors environmental concern, perceived environmental knowledge, price consideration and green advertising scepticism are studied and the impact of attitude on intention towards purchase pro-environmental purchasing by taking attitude as a mediator has been studied. Using Random sampling, a survey method, data was collected randomly from 100 respondents. Linear regression has been applied to analyse the data. However, for testing mediation Baron and Kenny (1986) has been used. The results revealed that the factors which impact the intentions of consumers towards buying the sustainable products or pro-environmental products, doesn't directly impact the consumer's intention. Rather, the positive attitude has to be developed before expecting the consumers to buy green products. This implies that attitude has a strong mediating impact on the relationship between the antecedents of green buying and intention towards pro-environmental purchasing. Therefore, marketers must work on building the attitude of consumers must be built in order to encourage the consumption having various benefits like pollution free, healthy and safe environment. However, it was found that the consumers who are highly price sensitive, the price of green products doesn't impact their attitude towards green products. This implies that even if the price of green products increase, the attitude of consumers will still be positive. Also, it is highly recommended that marketers must try to build the trust through their advertisements so that consumer 's skepticism can be reduced. The 'green trust' must be built through authentic advertising appeals and messages

Keywords: Environmental concern, perceived environmental knowledge, price consideration, green advertising skepticism

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INTRODUCTION

Over the last decade, the unsustainable level of consumption has led to deterioration of environment, paving a way for global warming, water, air and land pollution. Also, there is a huge tremendous change in the consumption pattern and purchase behaviour towards the pursuit of sustainable environment. This has led to the emergence of green consumer behaviour which has been evolved as a new domain of marketing research (Lai and Cheng , 2016).

Green purchase behaviour refers to the purchase of environmentally friendly products those are recyclable and beneficial to the environment and avoiding such products which harm the environment. Moreover, Pro-environmental purchasing behaviour means behaviour that consciously leads to the consumption of green products in order to minimize the negative impact of one's actions on the natural and built world.

A recent survey revealed that there is an increase from 55% in 2014 to 72% in 2015, in the percentage of consumers aged 15 - 20, also known as Generation Z, who are willing to pay more for products and services that come from companies who are committed to positive social and environmental impact (Green generation: Millennials say sustainability is a shopping priority, 2015).

Despite a growth in green buying, there is lack of research in this context as the knowledge of factors affecting consumer green purchase behaviour is still limited and unexplored empirically (Joshi, Y., & Rahman, Z. (2015). Moreover, there is a dearth of literature regarding factors impacting green buying or pro-environmental behaviour (Jaiswal, D., & Kant, R. (2018).

Therefore, this empirical study strives to fill the research gap by operationalising and validating the relationship of the environmental concern, environmental knowledge, price, green scepticism and pro-environmental purchase intention via mediating impact of attitude.

This paper comprises the following sections. The literature review leads to conceptual model and hypotheses development. Followed by the section of research methodology and analysis and results. Next, the study presents a discussion about findings, implications and at last the limitations and scope for future research.

REVIEW OF LITERATURE THEORETICAL LENSES

The theoretical foundation of the present study has been built using the The Theory of Reasoned Action (Fishbein and Ajzen 1975). The model has its origin in the field of social psychology. It explains the links between behavioural beliefs, attitudes, norms, intentions and actual behaviour of individuals. The Theory of Reasoned Action postulates that under the favourable circumstances, the behavioural intentions of an individual will approximate actual behaviour (Ajzen 1991; Fishbein and Ajzen 1975). The Theory of Reasoned Action aims to explain the relationship between attitudes and behaviours within human action. It is mainly used to predict how individuals will behave based on their pre-existing attitudes and behavioural intentions. According to the theory, intentions to act are influenced and determined by two factors namely attitude towards behaviour and subjective norms. Attitude refers to an individual's favourable or unfavourable feeling about performing a specific behaviour. Attitude is determined by an individual's belief about the consequences of performing a particular task (behavioural beliefs), weighed by his/her evaluation of the consequences (outcome evaluation) (Fishbein, 2010 and Fishbein,2010).

HYPOTHESES DEVELOPMENT ENVIRONMENTAL CONCERN

Environmental concern and consciousness is defined as an element of individual beliefs that often guides the consumers to conduct the behaviour which is beneficial to the environment (Abd'Razack, et al,2017). It is also considered as a concept reflecting an individual's readiness to do something too his/her own environment (Maichum, K., Parichatnon, S., & Peng, K. C. (2017). A study conducted by Zhao (2014) found that environmental concerns and responsibility have a positive and significant impact on the attitude towards green consumption. Moreover, the previous research shows that the individuals who are highly concerned towards environment possess a positive attitude towards green products consumption (Paul, J., Modi, A., & Patel, J. (2016). Also, a study conducted by Law et al. (2017), revealed that those individuals who have a concern for the environment and are high on environmental consciousness have a positive attitude towards green products and consequently this attitude impacts the purchasing behaviour. Also, in a recent study conducted to operationalize the relationship of cognitive factors influencing on green purchasing intention, the results revealed that environmental concern has a significant positive impact on the attitude and subsequently on the purchase intention (Jaiswal, D., & Kant, R. (2018). Thus, the following hypothesis is framed.

H1: Environmental concern has a positive and significant impact on the attitude towards green products.

ENVIRONMENTAL KNOWLEDGE

Environmental knowledge involves the information an individual has to determine and confirm the issues related to environment. Also, environmental knowledge is the consumer's evaluation of, and reaction to, the process of consumption behaviour (Haryanto, B. (2014). A study found that environmental knowledge had a positive and significant impact on the consumer's attitude towards green products consumption (Joshi, Y., & Rahman, Z. (2016). Also, the knowledge of organic food positively impacts the formation of organic attitudes (Smith et al,2010). According to a study conducted by Kumar, B. et al A. (2017), the results revealed that perceived environmental knowledge has direct positive impact on attitude towards green products which further effects the purchase intention for such products. Also, in a recent study conducted to operationalize the relationship of cognitive factors influencing on green purchasing intention directly and indirectly via the mediating role of attitude, revealed that knowledge has a significant positive impact on the attitude and subsequently on the purchase intention (Jaiswal, D., & Kant, R. (2018). Therefore, the hypothesis can be framed as

H2: Environmental knowledge has a positive and significant impact on the attitude of consumers towards green products

PRICE CONSIDERATION

A lower price caused by cost saving will encourage consumers to buy environmentally friendly products. In case the price of the product is higher, importance should be given to promotion of differentiated green product and also there should be consumers ready to overpay for the product. In this case, important thing is level of price (Emgin and Turk, 2004). Previous studies in the context of green consumption suggests that higher price outweighs the ethical consideration and thereby widens the attitude behaviour gap of consumers as due to the high price of green products, the consumers do not convert their attitude into actual buying (Connell, K. Y. H. (2010). Moreover, the low sensitivity of consumers was found to be positively impacting green behaviour (Eze, U. C., & Ndubisi, N. O. (2013). Price of the green product acts as a barrier towards green product purchasing (Gleim, M. R., Smith, J. S., Andrews, D., & Cronin Jr, J. J. (2013). Also, in a study conducted to the price of the green products is considering as one of the barrier in the purchase of green products (MARDE, S., & VERITE- MASSEROT, C. (2018). Therefore, the following hypothesis has been framed;

H3: High price sensitivity has a negative impact on the attitude of consumers towards green products.

GREEN ADVERTISING SCEPTICISM

Green advertising scepticism is understood as consumers' cynicism about misleading or exaggerated green advertising and its claims (Rios et al., 2006; Vermeir and Verbeke, 2006).

Also, a study conducted by Murphy et al. (2010) found that media terminology, such as 'energy efficiency', 'smart energy', or 'energy conservation', can be very ambitious and confusing for the consumers. Previous studies have also confirmed that consumers' scepticism toward green ads is negatively related to their attitude toward green products (e.g. Chang, 2011; Fowler and Close, 2012). Green advertising scepticism is also concerned with the negative cognitive component of consumers' attitude toward green products and consumers' tendency not to believe the environmental claims made in advertising (Manuel et al., 2014). Therefore, the following hypothesis has been framed:

H4: Green advertising scepticism has a negative and significant impact on attitude toward green products.

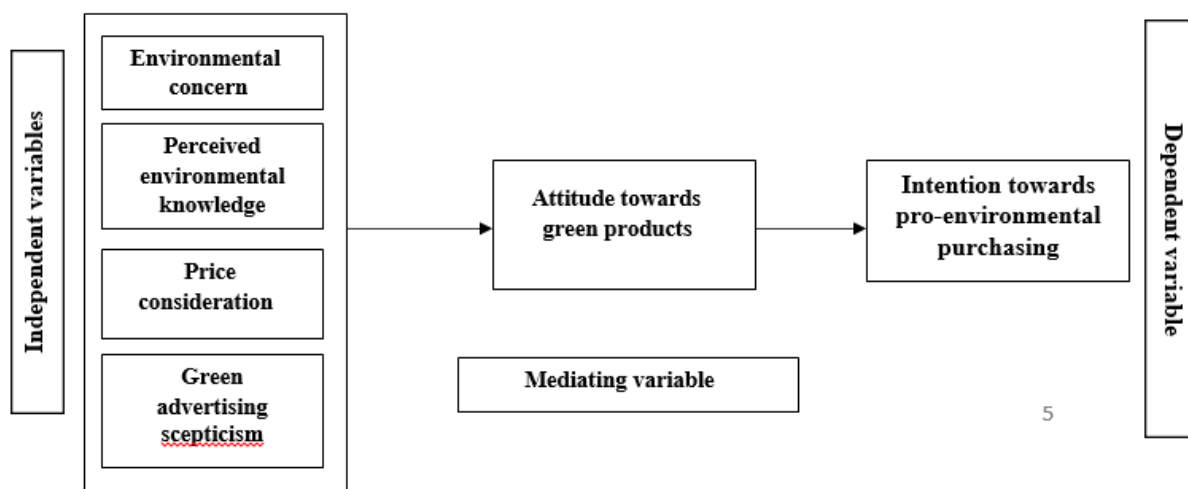
ATTITUDE TOWARDS GREEN PRODUCTS

Attitudes are general evaluations of objects, people or topics, characterised by a clear tendency toward one direction (Ajzen, 2001). An attitude is a concept applied to evaluate thinking (Bohner, G., & Dickel, N. (2011). In a study, the environmental attitudes were applied to determine how important an individual think about environmental protection and the promotion of environmental health (Cherian & Jacob, 2012; Chuang & Huang, 2018). Law et al. (2017) expressed that environmental attitudes were the individual's values concerning the environment, and their perception of the responsibility they hold and the role they play for the environment. Generally, there are two attitude dimensions: environmental attitudes and individual attitudes. Environment attitudes involve the significance level of the consequence on the environment caused by a specific product (Fan et al., 2012; Jia, Soucie, Alisat, Curtin, & Pratt, 2017). In a study conducted to

determine the factors that predict green purchase behaviour of young educated consumers in Delhi, the results revealed that attitude towards green purchasing has a positive impact on the green purchasing (Joshi, Y., & Rahman, Z. (2016). Also, a study conducted on Taiwan's consumer's green consumption behaviour, the results showed that attitude of consumers towards green products had a significant impact on their purchase intention (Lin, S. T., & Niu, H. J. (2018). According to Jaiswal, D., & Kant, R. (2018), there is a significant positive relationship between the attitude and the green purchasing behaviour. Therefore, the following hypotheses is framed:

H5: Attitude of consumers towards green products positively impacts the intention of pro- environment purchasing.

PROPOSED RESEARCH MODEL



RESEARCH METHODOLOGY

Description of sampling

Random sampling was chosen as a sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population (The economic times). The proposed sample size was around 150 respondents but in actual, the questionnaires were filled by 100 respondents. The data was to be collected from the sectors, therefore, area sampling was applied as it is to be used where groups or clusters are formed on geographical basis such as sectors, blocks etc. In this a particular block is chosen randomly and then all the units or households within the block are included in the sample (Shashi K. Gupta & Praneet Rangi, "Research Methodology," Kalyani Publishers). The data was collected by selecting three sectors of Chandigarh using random number table. Then from each sector, the parking lots, SCOs and SCFs and the houses were chosen randomly by following the sampling frames. For the selection of respondents from Mall intercept, systematic sampling was applied thereby selecting every nth sample within a defined population. It began with a random start of an element in the range of 1 to n. The data was field edited only, where ever

required. The data was collected from young adult and educated segment of consumers (Age 18 or above) through structured undisguised questionnaires. The green behavioural phenomenon under investigation is easily interpreted by young adults and educated pollution which leads to respond the survey more appropriately than minors and less educated (Kumar et al,2017). The data has been collected through face to face interaction with the help of questionnaire.

Description of questionnaire

The questionnaire was developed by using the standardised scales. The questionnaire clarity was established through conducting a pre-test. Respondent driven pre-test was selected as a type of pre-test as the study was focussed on the general people rather than on experts. During, the pretesting of questionnaire individual debriefing was done in order to get in-depth insights, so that modifications could be made in the questionnaire.

Operationalisation of constructs

Three items measuring environmental concern were adapted Jaiswal, D., & Kant, R. (2018). Also, five items measuring environmental knowledge were adapted Jaiswal, D., & Kant, R. (2018). Similarly, items measuring green advertising scepticism has been adapted from Mohr LA, Ero lu D, Ellen PS. (1998). The two items measuring attitude and three items measuring pro-environmental purchase intention has been adapted from Jaiswal, D., & Kant, R. (2018).

DATA ANALYSIS

For the analysis of data, linear regression has been used. As there was one mediating variable –attitude towards green products. The analysis has been done by using Baron and Kenny's (1986) method which comprises the four-step approach. First, the path between the independent variable and mediator must be significant. Third, the path between the mediator and the dependent variable must be significant. Fourth, the path between the independent and dependent variable must be significantly reduced when the mediator is added.

1 FINDINGS

Firstly, the relationship between the independent variables and dependent variables was estimated. It was found that there is no direct relationship between environmental concern and the intention towards pro-environmental purchasing as the p-value was 0.383 which is highly insignificant. Moreover, there was direct no relationship between perceived environmental knowledge and pro-environmental purchasing as p-value was found to be 0.440, which is highly insignificant. Again, it was found that there exists no direct relationship between price consideration and purchase intention as p-value was highly insignificant i.e. 0.453 and there also doesn't exist any direct relationship between green advertising scepticism and intention towards pro-environmental purchasing as p-value was 0.372.

Direct impact of the dependent and the independent variable**Table 1: Regression results**

Relationship	Standardised Beta	R-Square	P Value	Result
Environmental concern Intention towards pro-environmental purchasing	0.088	0.008	0.383	No direct relationship
Perceived environmental knowledge Intention towards pro-environmental purchasing	0.078	0.006	0.440	No direct relationship
Price consideration Intention towards pro-environmental purchasing	-0.076	0.006	0.453	No direct relationship
Green advertising scepticism Intention towards pro-environmental purchasing	-0.090	0.008	0.372	No direct relationship

If the relationship between the dependent and the independent variable no longer exists and their variations are controlled by some other variable, then that variable is termed as the mediator variable.

In this study, as the mediating variable was the attitude towards green products, the mediation was tested applying Baron and Kenny (1986).

It was found that there is an indirect relationship between environmental concern and the intention towards pro-environmental purchasing as the p-value was 0.00 which is highly significant. Moreover, there was an indirect relationship between perceived environmental knowledge and pro-environmental purchasing as p-value was found to be 0.000, which is highly significant. Again, it was found that there exists an indirect relationship between price consideration and purchase intention as p-value was highly significant i.e. 0.00 and there also exists an indirect relationship between green advertising scepticism and intention towards pro-environmental purchasing as p-value was 0.000.

Table 2: Regression results

Relationship	Standardised Beta	R-Square	P Value	Result
Environmental concern Intention towards pro-environmental purchasing	0.676	0.432	0.000	Indirect relationship
Perceived environmental knowledge Intention towards pro-environmental purchasing	-0.065	0.427	0.000	Indirect relationship
Price consideration Intention towards pro-environmental purchasing	-0.033	0.424	0.000	Indirect relationship
Green advertising scepticism Intention towards pro-environmental purchasing	0.102	0.433	0.000	Indirect relationship

After estimating the mediating impact of attitude towards green products, the hypotheses were tested. The findings of the study are given in table2.

The H1 was that environmental concern has a positive and significant impact on the attitude towards green products. The p-value was found to be 0.007, which is highly significant and the R-square was found to be 0.270. Therefore, **the H1 was accepted**. The H2 was that perceived environmental knowledge has a positive and significant impact on the attitude of consumers towards green products. The p-value was found to be 0.031, which is moderately significant and the R-square was found to be 0.047. Therefore, **the H2 was accepted**. The H3 was that high price sensitivity has a negative impact on the attitude of consumers towards green products. The p-value was found to be 0.098, which is highly insignificant and the R-square was found to be 0.028. Therefore, **the H3 was rejected**. The H4 was that green advertising scepticism has a negative and significant impact on attitude toward green products. The p-value was found to be 0.004, which is highly significant and the R-square was found to be 0.080. Therefore, **the H4 was accepted**. The H5 was that the attitude of consumers towards green products positively impacts the intention of pro-environment purchasing. The p-value was found to be 0.000, which is highly significant and the R-square was found to be 0.423. Therefore, the H5 was accepted.

Table 3: Regression results

Hypotheses	Relationship	Standardised Beta	R-Square	P Value	Result
H1	Environmental concern Attitude towards green products	0.270	0.529	0.007	Accepted
H2	Perceived environmental knowledge Attitude towards green products	0.216	0.373	0.031	Accepted
H3	Price consideration Attitude towards green products	-1.67	0.028	0.098	Rejected
H4	Green advertising scepticism Attitude towards green products	-2.84	0.080	0.004	Accepted
H5	Attitude towards green products Intention towards pro- environmental purchasing	0.651	0.423	0.000	Accepted

Reliability of Constructs

The following table 3 represents the reliability of constructs

Table 4: Cronbach Alpha of scales

Construct	No. of items	Cronbach Alpha
Environmental concern	4	0.808
Perceived environmental knowledge	5	0.865
Price consideration	3	0.777
Green advertising scepticism	3	0.811
Attitude towards green products	2	0.746
Intention towards pro-environmental purchasing	3	0.767

A Cronbach Alpha of 0.7 is deemed to be acceptable and Table shows that the Cronbach Alpha for all the scales is greater than 0.7, therefore, the scales indicates good internal consistency. The reliability value of each construct is acceptable (Tavakol, M., & Dennick, R. (2011).

Demographics of respondents

The profile of respondents has been described in table 5 given below. As can be seen in Table 5, majority of the respondents were between 15-24 years old (42 per cent) and 25-29 years old (45 per cent) which together accounts for 87 percent. The male respondents were 46 per cent while female respondents were 54 per cent. The maximum number of respondents were from A1 and A2 category of socio-economic classification.

Table 5: Profile of respondents

variable	categories	frequency	percentage
age	15-24	42	42
	25-29	45	45
	30-39	6	6
	40-49	4	4
	50-54	3	3
gender	Male	46	46
	Female	54	54
SEC	A	50	54
	1	38	50
	A	8	38
	2	4	8
	A		
	3		
	B		
2			

DISCUSSION OF FINDINGS

The study performed 5 hypotheses. The major finding of the study was that attitude of consumers towards green products has a strong mediating impact on the relationship of the independent variables i.e., environmental concern, perceived environmental knowledge, price consideration and green advertising scepticism and the dependent variable i.e. intention towards pro-environmental purchasing. The concern of consumers towards the environment has a highly significant impact on the attitude of consumers towards green products which means that if the consumers are concerned about the environment, the probability that the consumers will buy the pro-environmental products is high, subject to the positive attitude. Moreover, the perceived environmental knowledge also positively impacts the attitude towards green products, which implies the knowledge and awareness about the environment must be enhanced, in order to make consumers aware about the sustainable and eco-friendly products. However, it was found that the consumers who are highly price sensitive doesn't impact the attitude of consumers towards green products. This implies that even if the price of green products increase, the attitude of consumers will still be

positive. Also, it was found that green advertising scepticism has a negative and significant impact on attitude toward green products. This implies that higher the green scepticism, lower will be the inclination of the consumers towards the green products.

CONCLUSION

The factors which may impact the intentions of consumers towards buying the sustainable products or pro-environmental products, doesn't directly impact the intention. Rather, the positive attitude has to be developed before expecting the consumers to buy green products. This implies that attitude of consumers must be built in order to encourage the consumption having various benefits like pollution free, healthy and safe environment. However, the price sensitivity doesn't impact the attitude of consumers towards green products. This implies consumers do not mind paying extra amount for green products.

IMPLICATIONS

Theoretical implications

The findings gained from this study will be able to contribute to the existing literature in a number of ways. First, this study widens the knowledge on pro-environmental behaviour of consumers and the factors which may impact the attitude of consumers towards green products. Secondly, this study is capable to enlarge the use of the Theory of reasoned action to emphasize on building attitude and its resultant impact on intention towards pro-environmental purchasing. Thirdly, attitude of consumers has a highly significant impact on the relationship of environmental concern, perceived environmental knowledge, price consideration and green advertising scepticism and intention towards pro-environmental purchasing.

Practical implication

The present study has useful marketing implications. It informs about the main factors which influence the intention of consumers towards pro-environmental purchasing, which can be helpful for the marketers in designing suitable marketing strategies for promoting green purchase behaviour. Consumers who are conscious and those who have concern for the environment are found to have improved environmental attitude towards green and eco- friendly products, may be due to strong sense of responsibility and care. Therefore, the efforts must be made in the light of increasing the feeling of responsibility in consumers towards the environmental issues.

As the perceived environmental knowledge is also found to have a positive impact on the intention of consumers to buy eco-friendly products, therefore, marketers must employ their resources in increasing the knowledge of consumers. Marketers should develop messages and organise campaigns to educate consumers about the importance of pro-environmental behaviour. These messages must address severe environmental issues and should include both rational as well as emotional appeal to motivate young consumers.

However, as the results reveal that consumers are not highly sensitive about the pricing of green products which implies that consumers would not mind to pay some extra money to buy the products, provided they are assured about the quality of the green products.

Therefore, pricing of the green products must be one keeping in mind the benefits, the consumers must get by consuming green products.

Also, it is highly recommended that marketers must try to build the trust through their advertisements so that consumer's scepticism can be reduced. The 'green trust' must be built through authentic advertising appeals and messages. Once the consumers get assurance of the 'green value' in the products, then they are likely to purchase the products, thereby contributing to the sustainable environment.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

Despite its contributions, this study is also subject to a few limitations. Firstly, this study is limited to the study of only attitude as mediator. However, there are other factors that might also affect consumers' willingness towards pro-environmental purchasing. Secondly, due to time constraints, the sample size is small, which needs to be large for this kind of study. Thirdly, the geographic scope is limited as it is expected that there might be a difference in findings in case of metropolitan cities and non-metropolitan cities.

Directions for future research

Future research should adopt longitudinal approach in their studies with the prime focus on changes in consumer's purchase behaviour over time so as to capture actual purchase decisions for pro-environmental purchasing. In addition, future researchers may also study the other influencing factors such as green brand, availability of green products, and green value, etc. with the measure of attitude towards green products and pro-environmental purchasing. Also, the variables studied may have different impact on individuals from different cultural and social backgrounds. Future research can examine the influence of specific social agents such as parents or peers and studies may also can examine the impact of exposure of consumers to environmental messages across different media such as newspaper, T.V, internet etc. Moreover, it is highly recommended to conduct qualitative research also, which will add to the findings and to get more insights of consumer's green buying intentions.

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