

## Green Purchase Behavior of Young Consumers in India: A Study on Green Marketing Opportunities

### Sohail Imran Khan

Department of Business Administration, College of Administration and Economics,  
Lebanese French University, Erbil Kurdistan Region, Iraq.

[sohailkhan@lfu.edu.krd](mailto:sohailkhan@lfu.edu.krd)

### Ronyaz Hayyas Mahmood

Department of Health and Hospital Administration, College of Administration and Economics, Lebanese French University, Erbil Kurdistan Region, Iraq.

[ronyaz.hayyas@lfu.edu.krd](mailto:ronyaz.hayyas@lfu.edu.krd)

### Arazoo Rasool Ahmed

Department of Business Administration, College of Administration and Economics,  
Lebanese French University, Erbil Kurdistan Region, Iraq.

[arazoo.rasool@lfu.edu.krd](mailto:arazoo.rasool@lfu.edu.krd)

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#### ABSTRACT

Consumers these days are paying more attention and are aware of green products. Youth these days are more worried and concerned about the environment. Looking at the multiple advantages of green products, especially to the environment, the existing investigation is undertaken to discover the connection betwixt environmental attitude along green purchase behavior. Factors like Environmental Knowledge, Skepticism, and Interpersonal Influence will also be studied. For this research work, 213 respondents took part and the technique to collect the sample was simply random. Exploratory Factor Analysis (EFA) utilizing varimax rotation was applied to filter the number of items. The questionnaire method was used to collect the data. 4 hypotheses were framed and tested. The study revealed that factors like Environmental Knowledge, Skepticism, and Interpersonal Influence have a significant relationship with an environmental attitude that directly influences green

purchase behavior. Results suggest that marketers encourage young consumers from India to go for green products as they have good awareness and knowledge about green products.

## **1. Introduction**

These days, the general public in particular the youth is more concerned about environmental issues (Santos et. al., 2023; Trahant, 2022). Since the introduction of Earths Day, there is always an appeal to preserve nature and biodiversity (Matzek and Wilson, 2021). Also, in the last three decades, there has been more concern and awareness about the environment, and it is still increasing (Kim and Choi, 2005). A significant change in consumer behavior towards environment-related items can be seen (Machova, et al., 2022) because of the expanded degree of environment mindfulness since the 1970s. The said change was added at the beginning of the Green Transformation to forestall additional harm to the environment (Alwitt and Pitts, 1996). With ever-increasing danger to the environment, an expanding number of the general public have begun to focus on sustainable development to secure society and the environment. The idea of green marketing & obtaining green has gotten mainstream. Green purchase implies the green thing purchase practices driven by shoppers to save resources and guarantee the environment (Sheng, Ge, and Tang, 2018). Green purchase alludes to the marketing activities planned by the enterprise for its customers. The motivation behind these practices is to restrict the environmental outcome of the organization's items as well as administration (Groening, Sarkis, and Zhu, 2018). According to Jung, Choi, and Oh (2020), a good number of organizations have changed their strategies of production to effectively react to issues of the environment & changes in consumer environmental approaches (Khan, 2022). They further desolate the items that are commonly contaminating, polluting, and harming the environment or destructive to the wellbeing of humans. Even though producers have created environmentally agreeable items, many consumers are not keen on their items because of their consumption value, protection from innovations, or on the other hand their security from the first-rate costs charged for these new things, which prompts bargains obstacle for these things

(Silvia and Maria, 2020). As many organizations have changed their strategy even online shopping is becoming more popular in purchasing (Izagirre-Olaizola, 2021; Khan, Ismael, and Zada, 2020; Khan and Zada, 2019). Hence, it will be useful and important to know about the behavior of green purchases of consumers, especially the young ones.

Developed Nation's experience shows that environmentally mindful and cognizant purchasers assume a positive job in lightening environmental issues. Thus, worldwide, favorable to dynamic marketers are advancing green industrialism. Green marketing has picked up notoriety in different parts of the world. Also, it prompts improved mindfulness among customers. To fathom the complexities of sustainable marketing, youthful customers as the chiefs of things to come, are ideal contenders from the perspective of examination in the area (Lee, 2004). As prompted by Barners and Lescault (2014), the consolidated buying intensity of youthful purchasers internationally in the year 2015 was \$2.15 trillion. It has relied upon the build dramatically and is prone to surpass the spending of the so-called "Baby Boomer" before finishing off 2017.

In the western part of the globe, endeavors have been made to examine the connection between different psychological factors and forerunners of the behavior of green purchase (Guegan and Stefan 2016). About developed countries and economics, factors like perceived environmental responsibilities, altruism, interpersonal influence, environmental attitude, environmental knowledge, environmental concern, & skepticism have been discovered to be huge in clarifying green purchasing conduct (Nguyen and Logo, 2017). It is with these reviews of literature; that the present investigation aims to discover the connection between environmental attitude & green purchase behavior. Factors like environmental knowledge, Skepticism, & interpersonal influence will also be studied to know their effect on environmental attitudes in the background of Indian young consumers.

## **2. Literature Review**

### **2.1 Environmental Knowledge**

Knowledge about the environment is well-explained as “a general knowledge of various concepts, facts relationships concerning the natural environment and its major Ecosystem.” (Fryxel and Lo, 2003). Mustafa (2009) revealed that the knowledge about environment significantly affects the customers’ goal to buy green products. Polonsky (2012) explored knowledge of the environment & uncovered a constructive association with a disposition towards the environment. Environmental knowledge among Indians is additionally rising (Chawdhary, 2014) & said that it can bring about uplifted consumer awareness concerning problems & issues of the environment (Yadav & Pathak, 2016). Knowledge about the environment will affect the environmental attitude. Therefore, based on this, the following hypothesis was framed.

H1: The environmental knowledge of Indian young consumers essentially influences their environmental demeanor.

### **2.2 Skepticism:**

Skepticism is the general individual propensity to doubt or distrust others (Obermiller and Spangenberg, 1998). Yiridoe, Bonti, & Martin (2005) recommend that consumer distrust and skepticism towards green items come after mislabeling, confusion, and distortion of items and mostly from non-uniform norms and confirmation techniques for natural items. In this manner, even though consumers may need environmentally friendly products, their doubts about the actual environmental impact of these products may prevent them from doing so. Elving (2014) inferred that skeptical consumers are bound to allocate green cases in packaging labels/advertisements to outer explanations, for example, benefiting the image of the firm. Leonidou and Skarmes (2015) utilized the theory of attribution to analyze the forerunners and outcomes of green skepticism and were able to find that CSR convictions, green history, and green norms decided the extrinsic and intrinsic inspirations on the way to green skepticism. Moreover, green skepticism was discovered to be contrarily

identified with coming-to-buy expectations. Founded on the above discussion, the below-mentioned hypothesis was framed.

H2: Skepticism among the young Indian consumer significantly affects the environmental attitude

### **2.3 Interpersonal Influence:**

Acting to persuade or convince others is what is meant by interpersonal influence. It is acknowledged that affecting others is a component of an individual's behavior (Cheah and Phau, 2011). These scholars have also investigated the impact of interpersonal influence on consumer attitudes about the environment. Shukla (2011), recommended that interpersonal influence could impact consumers' purchase choices. Argo, Dahl, and Manchanda (2005), suggested that interpersonal influence affects the customers' decision process based on purchase decisions, product selection, and evaluation. Consumers receive friendly environmental products from friends and family (Lim, Yong, and Suryadi. 2014). There is a constructive association between interpersonal influence & environmental attitude (Khare, 2012). Hence, the following hypothesis was framed.

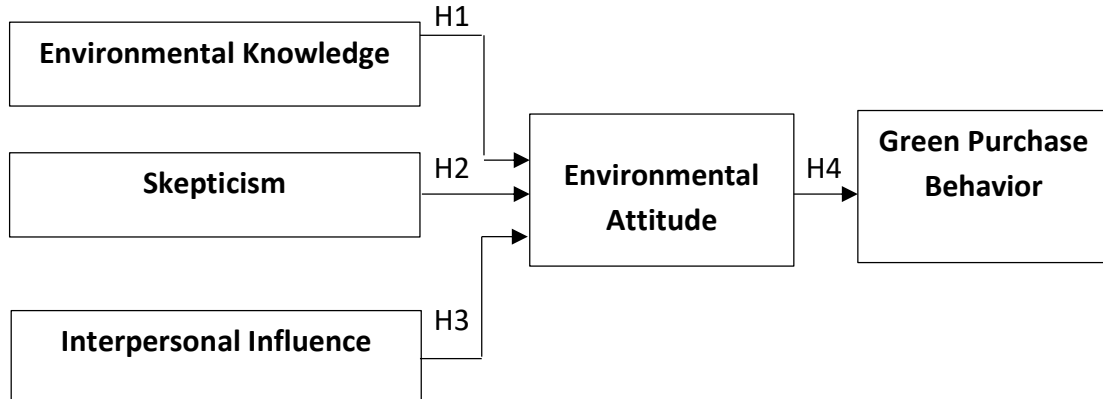
H3: Interpersonal Influence among young Indian consumers significantly affects their environmental attitude.

### **2.4 Environmental Attitude:**

Environmental Attitude is explained as the ability to evaluate the condition of the environment with a convincing degree of consensus or disagreement (Milfont & Duckit, 2010). In the opinion of Beckford et al, (2010), environmental attitude bears a positive and noteworthy influence on buyers' green purchase behavior. The same was also concluded by Cornelisen et. al (2008). Uddin & Khan (2016) found that environmental attitude is a vital and relevant determinant of green purchase behavior. Based on the above literature, the following hypothesis can be framed

H4: Environmental Attitude among young Indian consumers significantly influences green purchase behavior.

Concerning the above-detailed examination of various literature following research framework can be drafted



**Figure 1:** Proposed Research Framework

### 3. Methodology

For this research work, the questionnaire technique was used to gather the raw data. This questionnaire was divided into 2 parts. The first part was about the respondent’s demographic characteristics and the second part consisted of validation from previous studies and literature about environmental knowledge, skepticism, Interpersonal influence, and environmental attitude. Most questionnaires were on a 5-point Likert scale. The data was collected from graduate and postgraduate students as this research is about the young consumer. The graduate and post-graduate students are mature enough to provide genuine feedback. The study was done in Maharashtra. Specifically, in Nagpur, Wardha, and Amravati districts. The survey was done in March 2023. A simple random sampling method was utilized for selecting the participants. 230 feedback forms were distributed, out of which 213 were usable. Exploratory Factor Analysis using varimax rotation was engaged for refining the number of items. Factors with an eigenvalue greater than 1.0 were retained. Thus, after refining and after rotation, a total 15-item scale was selected for data collection. The KMO value obtained was 0.754, which signifies a good sample size. Cronbach

alpha values for the 15 subscales addressing different builds were found to be within a tolerable limit.

## 4. Results and Discussion

### 4.1 The Demographic of Respondents (Part1)

Table 1 below describes the particulars of the profile of the respondents. These details include gender, age, and year of study

**Table 1:** Demography of the Participants

Parameters		Frequency	Percentage (%)
Gender Identity	Male	124	58.22
	Female	89	41.78
Age Group	18 -21 years	135	63.38
	22-25 years	57	26.76
	25 – 30 years	21	09.86
<b>Graduate</b> Year of Study	I year	81	38.03
	II Year	59	27.70
	III year	32	15.02
<b>Post Graduate</b> Year of Study	I year	27	12.68
	II Year	14	6.57

**Source:** Survey Result

The table above depicts that most of the respondents were male (58.22%). As the research work aims to understand the green purchase behavior of young customers, it is evident by looking at Table 1 that all the respondents are very young and are below 30 years old. The majority of the consumers are undergraduates (80.75%). 41 respondents (19.25 %) were doing their post-graduate. The table shows that the researcher has collected responses only from young consumers.

### 4.2 Analysis of Extracted Variables of Exploratory Factor Analysis (Part2)

Table 2 below is the result of the exploratory factor analysis. Earlier, that is before refining or rotation there were 22 scale items, but after filtering these items were reduced to 15 items. These 15 items were then utilized for this research work.

**Table 2: Extracted Factors of Factor Analysis**

Variable	Sr. No.	Items	Factor Loading	Cronbach Alpha
Environmental Knowledge	1.	I am fully aware of the issues of the environment	0.821	0.831
	2.	I am aware of products which are environment friendly	0.728	
	3.	I check about the symbols representing environmentally friendly products	0.686	
Skepticism	1.	Sometimes I doubt the originally environmentally friendly products	0.703	0.569
	2.	I always gather information about the products before purchasing	0.677	
	3.	I am confused between green products and non-green products	0.563	
Interpersonal Influence and Impact	1.	I always buy the product that is recommended by them	0.764	0.772
	2.	I purchase the branded product as it provides me belongingness with other	0.713	
	3.	I always wish to set a trend to buy branded products and want others to follow it	0.631	
Environmental Attitude	1.	I strongly believe in the need for more environment-friendly projects	0.771	0.669
	2.	There is a strong need for awareness about the environment for all	0.713	
	3.	There is a need for the protection and promotion of environmental issues	0.701	
	1.	I give preference to the environmentally safe products	0.891	0.791



Green Purchasing Behavior	2.	My consideration is always with environmentally safe products	0.869	
	3.	I consider the packaging of the products as my priority as it is environmentally safe,	0.784	

**Source:** Survey Result

Exploratory factor analysis results in 5 factors which jointly account for 67.31% of the variance. Table 2 above is a piece of evidence that all of the above items are above the minimum criteria of 0.50. Cronbach alpha values for the subscale addressing different builds were in the acceptable limit i.e., > 0.6. except for skepticism which is 0.569. This means this lacks consistency. However, the rest have a relatively good consistency.

**Table 3: Average Variance Extracted (AVE) Values, Composite Reliability, and Discriminant Validity**

Variables	Env. Know.	Int. Inf.	Green PB	Env. Att.	Skep	Composite Reliability	Value of AVE
Environmental Knowledge (Env. Know.)	0.631					0.667	0.511
Interpersonal Influence (Int. Inf.)	0.311	0.719				0.791	0.509
Green Purchase Behavior (Green PB)	0.486	0.106	0.789			0.819	0.581
Environmental Attitude (Env. Att.)	0.283	-0.171	0.336	0.692		0.689	0.414
Skepticism (Skep)	0.371	-0.066	0.321	0.401	0.517	0.601	0.407

**Source:** Survey Result

Table 3 depicts that all the builds had an adorable range of composite reliability which ranges from 0.601 - 0.819. Average Variance Extracted Values of knowledge of Environmental, Interpersonal impact, & green purchase behavior were found to be more than the recommended level of 0.50 which means it supports convergence validity. Compared to this the AVE values of environmental attitude and skepticism were found to be less as 0.414 and 0.407 respectively but again closer to 0.50.

### **1. Results of Hypothesis Testing**

H1 predicts that the Environmental knowledge of Indian young consumers essentially influences their environmental demeanor. ( $P=0.034$ ). H2 postulated that skepticism among Indian consumers meaningfully affects the environmental Attitude. Its P value was found to be 0.006. H3 posited that interpersonal impact on young Indian consumers meaningfully affects their environmental attitude. This H3 was also found to be accepted ( $P=0.023$ ). Hypothesis 4 i.e., H4 which was posited to be the environmental attitude of young Indian consumers meaningfully influences the green purchase behavior was to be true and acceptable ( $P=0.000$ ). This signifies that, yes, the environmental attitude affects green purchase behavior.

### **2. Conclusion**

This research work was carried out to explore the association between environmental attitudes and green purchase behavior for young Indian consumers. A few factors like Environmental Knowledge, Skepticism, and Interpersonal Influence were also studied to know their influence on environmental attitude. All the factors viz., Environmental Knowledge, Skepticism, and Interpersonal Influence affect the environmental attitude and are significantly related. Furthermore, this environmental attitude is also significantly related to green purchase behavior. The outcomes of exploratory factor analysis confirm the factors having a direct influence on the green purchase behavior of young Indian customers. Through the present study, it was observed that youths are familiar, with and educated about environmentally friendly products. Their attitude to purchase green products is more. Hence strategies must be formulated by marketers to tap this attitude and encourage green purchase behavior. This research has key administrative implications. It advises policymakers, decision-makers, and

managers, about the vital indicators of green consumerism among youths. It is known that execution among consumers might be an issue and not an easy task, especially concerning time. More environmentally friendly products to be introduced in the market and should try to attract more consumers as there are ample opportunities for green products.

### **3. Recommendations**

- Marketers should develop strategies to leverage the mindset of youth towards green products as they are already educated and aware of the long-term benefits of green products and promote environmentally conscious purchasing behavior.
- Induction of more eco-friendly products at affordable prices is required for the market for the consumer to make choices.
- Launch initiatives to educate more and more people to increase the customer base.

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رەفتاری کړینې سهوزی به کارهینه رانی گەنج له هیندستان: لیکۆلینه وهیه ک له سهه  
دهرفه ته کانی به بازار کردنی سهوز

پوخته:

به کارهینه ران له م پۆژانه دا زیات ئاگادارن ر وگرنگی به به رهه مه سهوزه کانن ددهن. گەنجان له م پۆژگاره دا زیاتر نیگه ران و خه می ژینگه یان هه یه. به سهیر کردنی چه ندین سوودی به رهه مه سهوزه کان، به تایبته بۆ ژینگه، له م تووژینه وهیه سهرنج له سهه دۆزینه وهی په یوه ندی نیوان هه لویستی ژینگه یی و رەفتاری کړینې سهوز ده دریت. وه ههروه ها لیکۆلینه وه له سهه زانیاری هۆکاره کانی ده کړیت "وهک زانیی ژینگه یی، گومان و کاریگه ری نیوان که سهه کان". بۆ ئه م تووژینه وهیه (۲۱۳) کهس به شدار بووان و ته کنیک بۆ نمونه که به شیوه ی هه ره مه کی زۆر به ساده یی بووه. شیکاری

فاكتهري گه پان (EFA) به به كارهي ناني خولانه وهى قاريماكس به كارهي نان بو فلتهر ژماره ي شته كان. بو كو كردنه وهى زانياريه كان پرسيارنامه به كارهي نرا. وه (4) گريمانه داريزرا و تاقيرانه وه. له م تتويژينه وهيه روونبو وه كه هوكاره كاني وهك زانيني ژينگه يي، گومان و كاريگهري كه سه كان په يوه ندييه كي به رچاويان هه يه له گه ل هه لويستكي ژينگه يي هه يه كه راسته وخو كاريگهري له سه ر ربه فتاري كرپني سه وز هه يه. نه نجامه كان نه وه درده خه ن كه زاناکان هانيستانبازاني گه نجان له هيندوه بو نه وهى بچنه سه ر به ره مي سه وزه هوشيارى و باشيان هه يه سه باره ت به به ره هه مه سه وزه كان.

### **سلوك الشراء الأخضر لدى المستهلكين الشباب في الهند: دراسة حول فرص التسويق الأخضر**

#### **المخلص:**

يولي المستهلكون هذه الأيام اهتمامًا أكبر ويدركون المنتجات الخضراء. الشباب هذه الأيام هم أكثر قلقًا واهتمامًا بالبيئة. وبالنظر إلى المزايا المتعددة للمنتجات الخضراء، وخاصة بالنسبة للبيئة، يتم إجراء البحث الحالي لاكتشاف العلاقة بين الموقف البيئي وسلوك الشراء الأخضر. سيتم أيضًا دراسة عوامل مثل المعرفة البيئية والشك والتأثير بين الأشخاص. في هذا العمل البحثي، شارك 213 مشاركًا وكانت تقنية جمع العينة عشوائية بكل بساطة. تم تطبيق التحليل العاملي الاستكشافي (EFA) باستخدام التدوير المتغير لتصفية عدد العناصر. وتم استخدام أسلوب الاستبيان لجمع البيانات. وتم صياغة 4 فرضيات واختبارها. وكشفت الدراسة أن عوامل مثل المعرفة البيئية، والشك، والتأثير بين الأشخاص لها علاقة كبيرة مع الموقف البيئي الذي يؤثر بشكل مباشر على سلوك الشراء الأخضر. تشير النتائج إلى أن المسوقين يشجعون المستهلكين الشباب من الهند على التوجه نحو المنتجات الخضراء حيث أن لديهم وعي ومعرفة جيدة بالمنتجات الخضراء