INFLUENCE OF PSYCHO - SOCIAL FACTORS AFFECTING GREEN PRODUCT PURCHASE BEHAVIOR IN GOA: AN EXTENSION OF THEORY OF PLANNED BEHAVIOR

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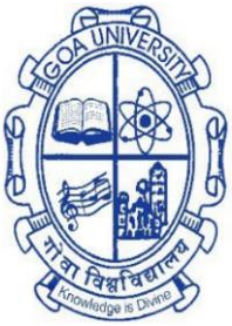

GOA UNIVERSITY

Date: APRIL 2024

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, "Influence of psycho - social factors affecting green product purchase behavior in Goa: An extension of Theory of Planned of Behavior" is based on the results of investigations carried out by me in the Master of Commerce at Goa Business School, Goa University under the Supervision of Asst. Prof. Vishal K. Gaonkar and the same has not been submitted elsewhere for the award of degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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COMPLETION CERTIFICATE

This is to certify that the dissertation report "Influence of psycho - social factors affecting green product purchase behavior in Goa: An extension of Theory of Planned Behavior" is a bonafide work carried out by Ms. Sweta Sharma under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of M. Com in the Discipline of Commerce at the Goa Business School, Goa University.

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ABBREVIATIONS USED

Entity	Abbreviations
Theory of Planned Behavior	TPB
Subjective Norm	SN
Attitude Towards Green Product Purchase	ATGPP
Perceived Behavioral Control	PBC
Convenience Level	CL
Environmental Concern	EC
Green Product Information	GPI
Green Product Purchase Intention	GPPI
Green Product Purchase Behavior	GPPB
Structural Equation Model	SEM

Abstract

Environmental conservation is a critical issue for the entire globe. Due to rapid rise in consumption and depletion of resources there is a need for environmental awareness and adoption of environment friendly practices. This study examines the influence of psycho-social factors by using the framework of Theory of Planned Behavior (TPB) to enhance comprehension of the behavioral pattern via green product purchase intention (GPPI). The core determinants of TPB are Subjective Norms (SN), Attitude (ATGPP) and Perceived Behavioral Control (PBC), taken as psychological factors and in order to better understand the impact on Green Product Purchase Behavior (GPPB), social factors such as Environmental Concern (EC) and Green Product Information (GPI) have also been studied via intention. A multivariate statistical analysis technique i.e., Structural Equation Model (SEM) is used to analyze the relationship through Smart PLS software. A sample of 306 responses were taken into consideration for analysis. All constructs have a positive influence on GPPB, where other than GPI all constructs are highly significant. The study's conclusion is significant in formulating environmental regulations, effective communication plans, and green marketing techniques that will encourage people to buy environmentally friendly products, consequently encouraging environmentally friendly consumption.

Keywords

Theory of planned behavior, Green product purchase behavior, Green product purchase intention, Subjective norm, Attitude towards green product purchase, Perceived behavioral control, Environmental concern, Green product information.

CHAPTER 1: INTRODUCTION

Human beings are the connection between consumption and potential negative environmental repercussions. Without proper reverence for the Earth, we risk running out of natural resources that provide us with the conveniences we've become accustomed to. Furthermore, protective measures for the environment save lives by lowering worldwide hunger, global warming, natural catastrophes, polluted water & soil, quality of life and ability of local communities and larger societies to thrive. In recent years, environmental awareness and concern for environmental consequences is being prominent. However, appropriate steps and initiatives need to be strictly implemented in order to save earth and human life. As also mentioned by 'Department of Environment and Climate Change, Government of Goa', To take the State of Goa in the forefront of sustainable development through the applicability of various laws which already exist through judicious environmental management to conserve the rich ecology of Goa. The motto is to achieve development through conservation. Environmental awareness and the adoption of environmentally friendly practices are necessary due to the quick rise in consumption and the depletion of resources. Given the significant growth in consumption, promoting green product purchases can help to decrease environmental impact while also encouraging sustainable consumption.

Green products are goods and services that have been created, manufactured, and marketed with an emphasis on reducing their adverse effects on the environment. They are sometimes referred to as environmentally friendly or sustainable products. The aforementioned goods are designed to mitigate environmental issues, curtail resource use, and foster ecological sustainability. Numerous theories exists when it comes to behavioral approach, such as, Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Value Belief Norm (VBN)

and many more. Explaining human behavior with all its complexities is a difficult task, also social and personality psychologists have tended to focus on an intermediate level, the fully functioning individual whose processing of available information mediates the effects of the biological and environmental factors on behavior (Ajzen, 1991). Psychology factors like subjective norms, attitude, perceived behavioral control have played an important role to predict and explain the human behavior. However, in order to achieve better results social factors also need to be taken into consideration. In this study, we have used the framework of Theory of Planned Behavior as it is the most suitable theories to study behavioral pattern.

Environmental conservation is a pressing concern for the entire planet (Mishal et al., 2017). An increase in consumption is leading to scarce resources and disposal problems and hence environmental awareness has become a crucial component to be looked after. Promoting green products purchases can reduce environmental effect and promote sustainable consumption, given the rapid rise in consumption. To contribute to sustainable development and environmental conservation, individuals might begin by changing their daily consumption habits (Moser, 2015). India is striving to adopt Goal 4 (SDG4) of the 2030 Agenda for Sustainable Development in 2015, which aims to deliver accessible and equitable quality education and encourage lifelong learning opportunities by 2030. To accomplish the SDGs of the 2030 Agenda for Sustainable Development, the education system must be redesigned to promote learning (Development, 2020).

Going green overnight is impossible however small steps taken towards saving Mother Earth is a step in the right direction. The implementation of “plastic ban” has shown a drastic reduction in waste generation in many countries including India. Though the green trend is more visible in developed countries, it is slowly gaining popularity in developing countries as

well. In India too, concern for environment has significantly increased in recent years (Greendex, 2014; Naik et al., 2019). Development is unavoidable which requires the use of resources. However, the concept, of sustainable development is the efficient use of resources to optimize growth without compromising future supply. Numerous works of literature like Mishal et al. (2017); Cheung & To (2019) depict the fact that we need to be informed and aware of environmental consciousness and ultimately make appropriate decisions regarding our purchasing behavior and disposal habits.

Green product buying behavior refers to how consumers decide whether to buy environmentally friendly or sustainable items over conventional alternatives. This movement in consumer choices is being driven by an increased knowledge of environmental concerns, social responsibility, and a desire to contribute to a more sustainable and environmentally friendly world. Businesses can create marketing strategies and product offerings that appeal to environmentally concerned consumers, and by focusing on sustainability and transparency, they can effectively interact with this increasing market segment while also contributing to beneficial environmental consequences. This paper studies the influence of green product purchase behavior using the framework of Theory of planned behavior to better understand the behavioral pattern via intention. The core components of TPB are subjective norms, attitude and perceived behavioral control. Further in order to enhance comprehension of the behavioral pattern social factors are also taken into consideration, namely environmental concern and green product information via intention.

In recent decades, there has been an upsurge in consumer demand for buying environmentally friendly products (Ricci et al., 2018), also there have been numerous studies researched on sustainability or environment. The word "Green Product" is widely used

to describe items that strive to preserve or enhance the environment during manufacturing, use, or disposal by saving resources and restricting the use of hazardous substances, pollution, and waste (Bhardwaj et al., 2020). Green goods therefore have the potential to improve both human health and the environment. Consequently, buyers who care about the environment have demonstrated a greater preference for them (Bhardwaj et al., 2020). People use a variety of things in our daily lives that contribute to the gradual transition to a greener lifestyle. Use of paper or disposable straws over plastic straws, paper or cloth bags in place of plastic bags, energy-efficient appliances and so on. As environmental awareness grows, so does demand for green products, as customers strive to match their purchase decisions with sustainable and eco-friendly beliefs. Additionally, environmental concerns are resulting in more socially conscious and environmentally conscious consumer behavior.

1.1. Theoretical background

1.1.1. Theory of Reasoned Action

Theory of Reasoned Action was introduced by Martin Fishbein and Icek Ajzen in 1975. According to this theory, TRA is a mathematical model that helps anticipate behavioral intentions based on attitudes and subjective norms. It was proposed as an enhancement of information integration theory, a different paradigm for human behavior and the three core components namely, beliefs, attitudes and intentions. Normative beliefs are the likelihood that an item possesses some attribute, however, attitudes are favorable or unfavorable evaluations of a certain behavior. The results demonstrate that the theory of reasoned action's fundamental structure is more intricate than is often believed, particularly in light of the significance and purpose of normative beliefs. Furthermore, they highlight the necessity of employing structural equation modelling in further research to evaluate the independent contribution of each theory component rather than depending just on the multiplicative terms that have been suggested for

the normative and attitudinal structures (Vallerand et al., 1992). However, when it comes to forecasting behavior, attitudes and subjective standards are not equally significant. These elements may have various effects on behavioral intention, which in turn may have varied effects on behavior, depending on the individual and circumstances (Naik et al., 2019).

1.1.2. Theory of Planned Behavior

Ajzen's (1991) Theory of Planned behavior is an extension of the Theory of Reasoned Action by introducing a third independent variable i.e., perceived behavioral control, which is thought to have both direct as well as indirect effect via intention (Naik et al., 2019). Behavioral intention is considered the most proximal predictor of behavior which are attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). The theory of planned behavior is used to analyze several purchase behaviors for environmentally friendly products (Kumar, 2012) as it is one of the most widely recognized socio-psychological theories predicting human behavior as also stated by (Naik et al., 2019). Although, Ajzen's (2002) model has strong empirical support, the literature assessment suggests that additional variables need to be added in order to better understand consumers' green product purchase intentions (Paul et al., 2016). Hence social factors i.e., environmental concern and green product information is taken to better understand the purchasing behavior. According to Klockner's review research (2013), the theory of planned behavior framework was used in 39% of all environmental psychology studies. Theory of planned behavior is one of the broadly used theories to explain pro-environmental behaviors (Turaga et al., 2010). A meta-analytic review of 185 independent studies published up to the end of 1997 proved that: the TPB accounted for 39% of the variance in intention to behave in a particular manner and 27% of variance in actual behavior (Alphonsa Jose & Sia, 2022). With this conclusion this research work uses the Theory of Planned Behavior (TPB).

1.1.3. Decomposed theory of planned behavior

Taylor and Todd (1995) provided an alternate form of TPB with a deconstructed belief system. This paradigm decomposes attitudinal, normative, and control beliefs into a multidimensional belief system. This theory identifies ideas and variables that impact three determinants of behavior: attitudes, subjective norms, and perceived behavioral control (Naik et al., 2019). According to the Theory of Planned Behavior, our intentions to engage in a specific behavior (such as adopting new technology) are influenced by three major categories of influence, namely, our attitudes toward the behavior, the influences (norms) of our social circle, and our perceived level of control over the behavior. The Decomposed idea of Planned Behavior extends the original idea by breaking down these three impacts into more specific aspects.

1.1.4. Norm Activation Theory

According to Norm Activation Theory (NAT), consumer behavior is determined by personal norms that are influenced by their knowledge of problems and their negative effects, their perceptions of the consequences of their actions, and their sense of personal accountability for those repercussions. The Norm Activation Theory (NAT) has initially been developed especially for one type of behavior i.e., altruism and helping behavior unlike theory of planned behavior which is more universal in nature (Klockner, 2013).

1.1.5. Value-Belief-Norm Theory (VBN)

Value-belief norm theory, values such as altruism, biospheric concerns, and egoism or collectivism play pivotal roles in shaping individuals' belief systems (Hong et al., 2024). This theory suggests that individuals who accept a movement's basic values, believe that valued objects are threatened, and believe that their actions can help restore those values have a

personal obligation to support the movement. The type of support provided depends on the individual's capabilities and constraints (Naik et al., 2019). This differs from the TPB, which primarily considers social norms (Hong et al., 2024).

1.1.6. Theory of Consumption Values

The theory of consumption values is based on three key propositions namely, consumer choice is influenced by numerous values, distinct values contribute to diverse choices, and consumption values are independent. These are functional value, social value, emotional value, epistemic value, and conditional value. Functional value is the perceived usefulness or functionality of an object. Social value is the perceived benefit derived from a commodity through affiliation with one or more distinct social groupings. Emotional value refers to the perceived usefulness gained by an alternative's ability to elicit emotions or affective states. Epistemic value refers to the perceived utility of an option in terms of arousing curiosity, providing novelty, and satisfying a need for information. The conditional value refers to the perceived benefit gained from a certain scenario or combination of circumstances for the decision-maker. Each of the five consumption levels can affect a choice (Naik et al., 2019).

1.2. Constructs of study

1.2.1. Subjective Norms (SN)

Subjective norm is a function of normative beliefs pertaining to people’s opinions about whether or not one should participate in a behavior and why the person is motivated to comply with them (Alphonsa Jose & Sia, 2022). Subjective norms are concerned with how one's behavior is influenced by the friends and family who surround them. Normative beliefs measure the likelihood of approval or disapproval from key persons or groups for a given behavior. Cultural norms, social influences, and the judgments of significant persons all

have the potential to impact subjective norms. They have a significant impact on a person's intentions and, as a consequence, their behavior. As it enables researchers and practitioners to address the social environment and variables that may affect individual decision-making, an understanding of subjective norms can be helpful in devising interventions and tactics to encourage or discourage certain behaviors. A global assessment of SN is often generated by asking respondents to rate the degree to which "important others" would agree or disagree with them engaging in a particular behaviors (Ajzen's, 1991). Furthermore, it reflects the level to which an individual feels ethically obligated to care for others by buying GPs, and how essential positive social image is to them (Barber et al., 2014).

Hypothesis 1: *Subjective norm has a significant impact on green product purchase behavior.*

1.2.2. Attitude towards green product purchase

An attitude is defined as “an enduring set of beliefs about the object that predisposes people to behave in a particular way towards the object” (Weigel, R. 1983). A consumer's attitude toward buying green items is defined as their inclination to react either positively or negatively to do so (Naik et al., 2019). Attitude towards green product purchase is way that one feels about buying green products which is influenced by a combination of personal awareness, societal influences, and external occurrences. It is anticipated that demand for sustainable products would increase as environmental concerns gain prominence. Taufique & Vaithianathan, (2018) conducted research in India and found that a favourable attitude towards the environment has a major impact on purchasing intention and is a key element in choosing eco-friendly products. In another way, a consumer's intention to buy an eco-friendly product is strongly correlated with their attitude toward green purchases.

Hypothesis 2: *Attitude towards green product purchase has a significant impact on green product purchase behavior.*

1.2.3. Perceived behavioral control

The term "perceived behavioral control" refers to how a person feels about their ability to act, it refers to the perceived ease or difficulty of implementing the behavior (Ricci et al., 2018). Perceived behavioral control, as defined by TPB, reveals whether a customer finds it easy or difficult to consume a certain product (Ajzen, 2002). Liobikiene et al., (2016) studied that perceived behavioral control is been affected by two sub-factors, they are price and convenience level. However, in this study, the impact of price and convenience level will be studied via perceived behavioral control.

Convenience level determines the availability and affordability of green products. Therefore, creating an importance for green companies to be well-known and widely accessible. Green products are typically more expensive than conventional items because of the increased costs involved in purchasing quality raw ingredients and labelling certification, indicating price level to be an important factor for not purchasing of green products. Researchers discovered that customers are prepared to pay more for "green" items if they are of higher quality compared to conventional goods (Barber et al., 2014).

Hypothesis 3: *Perceived behavioral control has a significant impact on green product purchase behavior.*

1.2.4. Environmental concern

Environmental concern relates to the concern and orientation of an individual for the environment (Jhanji & Kaur, 2019). Environmental concern is influenced by life events and memories (Ramtiyal et al., 2023). The youth is concerned with environmental issues and environmental concern is the fourth predictor of green purchase (Jhanji & Kaur, 2019). Consumers' care for the environment is demonstrated by their desire to learn about the environmental effects of the items they use, which influences their decision to buy eco-friendly

goods (Barbarossa & De Pelsmacker, 2016). Concerns for the environment relate to people's awareness about the challenges faced by ecological systems. It is individual's responsibility to preserve the environment and lessen their ecological imprint, it is their personal obligation to purchase sustainable products and to be aware of environmental consequences (Carrión Bósquez et al., 2023). Therefore, in this study, the impact of environmental concern as social factor via intention will be studied to better understand the purchase behavior.

Hypothesis 4: *Environmental concern has a significant impact on green product purchase behavior.*

1.2.5. Green product information

Information or knowledge barrier affects all new products, but it is specially challenging for environmentally friendly products (Kaufman, 2014). Green product information turned out to be an essential indicator of customers' green buying behavior (Cheung & To, 2019). Considering the significance of information about green products, green marketers ought to provide clear and reliable online content to assist consumers in comprehending the features and attribute of real green products (Cheung & To, 2019). Therefore, this factor will also be studied as a social factor via intention.

Hypothesis 5: *Green product information has a significant impact on green product purchase behavior*

1.2.6. Green Product Purchase Intention

Ajzen and Fishbein (1980) claimed that behavioral intention, or willingness to do a given behavior, is the primary predictor of behavior. In this study, behavioral intention refers to the desire to buy environmentally friendly products, also known as Green Product Purchase Intention (GPPI). The Green Product Purchase Intention (GPPI) measures a person's likelihood

and desire to choose green products over non-green ones during their purchasing decisions (Naik et al., 2019).

Hypothesis 6: *Green product purchase intention has a significant impact on green product purchase behavior.*

1.3. Scope of the study

This scope of this research work is to investigate which of the psycho-social factors are affecting green product purchasing behavior and what is the relationship between green product purchasing intention and green product purchasing behavior. This study uses the paradigm of Theory of Planned Behavior to understand the behavioral pattern through intention. Our research expands on previous studies and proposes a model comprising of five constructs of which, we have first three constructs taken from the theory itself i.e., subjective norms, attitude towards green product purchase and perceived behavioral control which is considered as psychological factors. However, perceived behavioral control is studied by taking into consideration two sub-factors namely, price and convenience level. Further, the other two constructs taken in this study are environmental concern and green product information studied as social factors. Also, this research work is limiting its study to Goa. Structural Equation Modelling (SEM) is used to analyse the proposed model. The study also takes into consideration the demographic profile of the respondents which was collected through structured questionnaire survey. Secondary data was also gathered using appropriate citations and references from reliable publications, journals, and online sources published by earlier academics in addition to primary data. This research work adds to the current body of literature already available on consumer behavior in relation to purchasing behavior for green products.

1.4. Research Gap

- The literature study discloses that most studies on the influence of variables have been conducted individually, with few articles examining the combination of these set of psycho-social factors.
- With an increase in literacy rate and access to information, individuals are becoming more conscious of environmental problems and preservation. Due to this an individual's behavior towards purchasing can change in a short span of time.

1.5. Research question

RQ1: 'Do psycho-social factors influence consumer's green product purchase intention (GPPI)?' The main part of the study is to understand which of the psycho - social factors are affecting the purchasing behavior of a consumer.

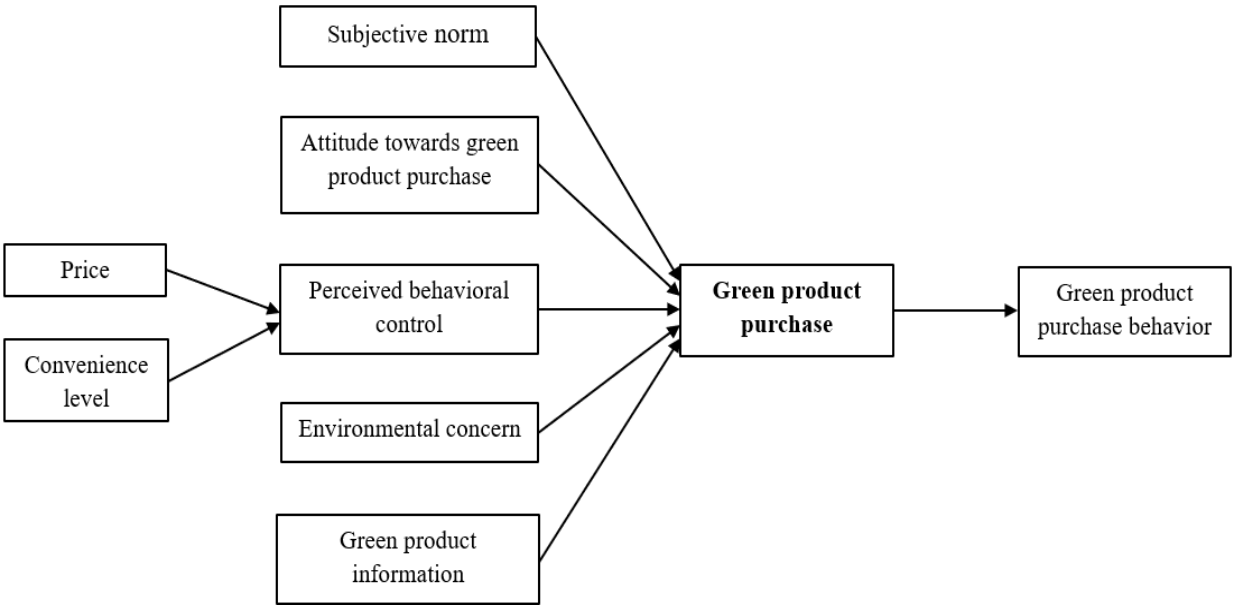
RQ2: 'Does purchase intention lead to purchasing behavior for green products?' Here we study whether purchase intention is causing purchasing behavior for green products.

1.6. Aim and Objective of the study

Objective 1: To determine the impact of psycho-social factors on green product purchase intention among consumers.

Objective 2: To investigate the relationship between consumers' green product purchase intention and green product purchasing behavior.

Figure 1.1. Conceptual Model



Source: (Carrión Bósquez et al., 2023; Naik et al., 2019; Liobikiene et al., 2016; Cheung & To, 2019)

CHAPTER 2: REVIEW OF LITERATURE

Over years in the field of behavioral research, there have been many theories developed to study and understand consumers' purchasing behavior. Naik et al. (2019) stated that green product purchase behavior has been studied using several behavioral theories such as, Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Value Belief Norm (VBN) Theory, Decomposed Theory of Planned Behavior (DTPB), Theory of Consumption Values. Liobikiene et al. (2016); Kim & Chung (2011) have adopted Theory of Planned Behavior, and few researches have involved additional elements to determine their effect on one's desire to purchase green products (Naik et al., 2019). TPB is one of the key frameworks used in the fields of psychology to describe human behaviors in numerous domains, as well as one of the extensively used theories to explain pro-environmental behaviors (Alphonsa Jose & Sia, 2022). Individual-level consumer theories employed by the researchers to GPPB are classified into six categories: values and knowledge, beliefs, attitudes, intents, motives, and social aspects. These theories come from a variety of domains, including marketing, management, economics, psychology, sociology, and philosophy (Naik et al., 2019). Also, a multi-theoretic approach has been employed in several research to solve GPPB difficulties.

2.1. Subjective norms

Subjective norms have been extensively researched in a variety of behavioral theory-based investigations, and they are regarded as one of the most essential notions. Subjective norms significantly influence their purchase intention (Carrión Bósquez et al., 2023; Al-Swidi et al., 2014). A study conducted in EU countries applying TPB revealed subjective norms to be the factor showing the highest influence, simultaneously being the only factor to depend on economic development (Liobikiene et al., 2016). These results can be confirmed by Kamalanon et al. (2022) who found that subjective norms were strongly associated with green purchasing

intention although in the negative direction. However, Kumar (2012) states that subjective norm was not found to be significantly associated with purchasing intention.

2.2. Attitude towards green product purchase

Suki (2016) demonstrates that the desire of customers to acquire green items is significantly positively correlated with their opinion about such products when analyzed quantitatively. In other words, as customers' attitudes about green products improve, so does their desire to buy green products, and their findings reveal that consumers with good sentiments about sustainable enterprises are inclined towards a more optimistic behavior and have a stronger inclination to purchase green products. The results are further confirmed by Carrión Bósquez et al. (2023) that a group of consumers who have highly favorable attitudes towards green products have greater probability to purchase green products over non-green products.

2.3. Perceived behavioral control

Perceived behavioral control significantly and positively affects green purchase intention (Kamalanon et al., 2022) however, the sub factors of price and convenience level has opposing effects. Liobikiene et al. (2016) ascertained that convenience level has substantial favorable influence, meanwhile a price is an element that reduces purchase intention (Carrión Bósquez et al., 2023).

2.4. Environmental concern

Kamalanon et al. (2022) demonstrated that the intention to make green purchases is positively and directly correlated with environmental concern. Environmental consciousness of consumers had no significant impact on GPPI, it is quite possible to forecast behavior based

on intention. They demonstrated how a person's actions cannot always align with their intention, values, beliefs, or attitudes. This provides evidence against the concept that claims concern for environment has a major impact on consumers' GPPI (Mishal et al., 2017).

2.5.Green product information

Considering the significance of green product information, green marketers want to offer clear and relaible online information to assist consumers in comprehending the features and attributes of the products, hence enhancing the beneficial impact of green product information on environmentally conscious purchasing behavior having more significance on higher quality of green product rather than its lower quality counterpart (Cheung & To, 2019).

2.6. Literature review as per individual author

2.6.1. (Chen & Chang, 2012)

The research lacks solid evidence on how to generate and sustain purchasing intentions within an environmental thinking. This study explores how perceived value and perceived risk influence buying intentions in environmental management and explores the link between green buying intentions, perceived value, risk, and trust.

2.6.2. (Cheung & To, 2019)

This study is among the first to investigate the conditions and method by which consumers' environmental values indirectly affected their green purchasing behavior through their environmental views. Customers' attitudes toward eco-social benefits and environmental challenges had a greater impact on their purchase of green products when the products were of high quality as opposed to poor. However, the association between green product information and green buying behavior was not moderated by the quality of the green product. Our results

are constrained, as is the case with most research, by the cross-sectional design. A longitudinal study should be used in future research to evaluate the suggested research paradigm. Future studies might look at various types of environmental attitudes, such reference groups' environmental concern.

2.6.3. (Costa et al., 2021)

This study examined the correlation between prior buying experiences, attitudes toward green products, environmental awareness, and purchase intentions. The results indicate that attitudes play an important role in predicting green product buying intentions. However, this variable does not moderate the impact of prior buying experiences on purchase intentions. Previous experience with green items does not influence environmental awareness or purchasing intentions. The findings provide significant contributions to studies on consumer behavior in environmental scenarios. The lack of correlation between environmental knowledge and desire to purchase green items suggests that this characteristic may not always lead to sustainable behavior. Despite the harmful impact of consumerism on the environment, this features itself does not indicate a shift towards sustainable consumption behavior.

2.6.4. (Do Paço et al., 2013)

The study's findings, which were based on replies from a large proportion of university students from England, Germany, Portugal, and Spain on their purchasing habits and attitudes toward the environment, are presented in this paper. The value-attitude-behavior hierarchy model sequence was validated by the estimate model's results, which showed a link between values and attitudes as well as between attitudes and behavior. But in the future, this model may be enhanced by adding other factors, such lifestyles, environmental awareness, environmental activism, and the kind of housing people reside in, among other things.

2.6.5. (Kumar & Ghodeswar, 2015)

This research helps analyse green buyers in India and provides insights on consumer demand for green items in the industry. Green product managers may utilize the information to understand the behavior of potential buyers. Marketers may utilize these tools to engage successfully with customers and preserve or increase market share. Additionally, international firms launching green products in India might utilize the insights to develop marketing strategies.

2.6.6. (Mehta & Chahal, 2021)

The research conducted on the attitudinal profile of green customers has been poor according to the literature, and nothing is known about their entire attitudinal profile. Overall, by emphasizing the significance of consumer attitudes toward eco-friendly items in consumer market segmentation and defining the characteristics of eco-friendly customers, the study adds to the body of knowledge on green marketing. The study's conclusions may be extremely significant to scholars, researchers, and marketers working in the subject of green marketing. The study filled a gap in the literature by defining and validating the segments of green customers based on consumer attitude toward green products. This was necessary since there is a lack of information about the attitudinal profile of green consumers. The findings of the study advocate that factor such as perceived environmental benefits, intentions to use, green trust, price of green products and perceived quality of green products encourage pro-environmental consumers to purchase green products. Therefore, it is advised that in order to develop positioning strategies and determine the likelihood of success for marketing green goods, firms carefully need to consider the prospects of the selected customer categories.

2.6.7. (Mishra & Kulshreshtha, 2023)

This study proposes a new framework that includes a new independent variable (motives for purchasing green products) and a control variable (Indian customers' demographics) to examine their purchasing decisions. The following conclusion may be drawn: As environmental issues worsen, consumers are becoming more concerned and responsible about environmental conservation. Consumers recognize the harmful impact of conventional items on the environment, advocating for environmental protection and responsible practices. Supporting environmental protection, environmental responsibility, green product experience, company environmental friendliness, purchasing motives, social appeal, and control variables (gender and qualification) all have a significant impact on green product purchase decisions. This paper's conclusion has ramifications for how managers and marketers should formulate their strategy. The market's understanding of the factors influencing decisions to buy green products was enhanced by the findings.

2.6.8. (Uddin & Khan, 2016)

Researchers studying the green buying habits of young Indian urban consumers and marketing professionals might benefit greatly from the study's findings. Additionally, it may support both domestic and foreign marketers in creating relevant promotional messaging and integrating their marketing strategy. Marketers should be aware that there is a potential market for green products among young Indian customers. Use of phrases like "Let's contribute" or "It's time to be green" can raise awareness among young Indian customers. According to study results, young Indian consumers' perceptions of EC influence their purchasing decisions; as a result, marketing messaging should emphasize the "buy consciously" concept. Studies show that women are more likely than men to be environmentally conscious customers. As a result, items marketed to men in the media should put more of an emphasis on encouraging men to

take an active role in protecting the environment. Offers such as "buy one, get one free" may encourage more people to adopt green products because online sales are growing.

2.6.9. (Yue et al., 2020)

This study investigates how customers' environmental responsibility influences their willingness to pay for eco-friendly items during the shopping process. According to the findings, people who feel more responsible for the environment are more inclined to purchase ecologically friendly items. Concern for the environment is also an important consideration. As environmental concerns grow, those with low price sensitivity are more likely to buy green items than those with high price sensitivity. However, price sensitivity does not mitigate the favorable link between environmental responsibility and green purchase intentions. There are some useful implications of this study for policy planners as well. The findings demonstrate how environmental responsibility and concern have a beneficial impact on consumers' intentions to consume sustainably. Policymakers should incorporate environmental education into the national education system to foster the environmental value of managing the interaction between humans and nature appropriately in order to increase green consumption.

CHAPTER 3: METHODOLOGY

3.1. The Measurement Scales

The research employed well-known and thorough measuring scales that have been proven and supported by several academics in the past literatures. An in-depth assessment of relevant research enabled an examination of previously validated scales that were substantially adjusted to satisfy the study's requirements. All the statements for respective constructs were taken from (Liobikiene et al., 2016; Naik et al., 2019; Kim & Choi, 2005; Ramtiyal et al., 2023; Cheung & To, 2019). All the statements were analysed and collected using a five-point Likert scale, which was represented by SD - “Strongly Disagree” (1), D - “Disagree” (2), N - “Neutral” (3), A - “Agree” (4) and SA - “Strongly Agree” (5).

3.2. Data analysis

To verify the suggested model and to test the research hypothesis, a sample of 306 responses were gathered and used for analysis, there were no missing values found as the survey was conducted using online platform (Google forms), a structured questionnaire was circulated based on a five-point Likert scale. The sample size was determined in accordance with (Hair, Black, Jr, et al., 2019), which suggested that "the minimum sample size is 5-10 times the number of indicators used. The study included 28 statements, resulting in a sample of 280 respondents. The questionnaire was separated into two distinct sections. The first portion dealt with the respondents' demographic profile, which included gender, age, occupation, qualification, monthly income, and location. The second portion dealt with customers' perceptions of the underlying constructs.

To analyse the data and evaluate the hypothesis, the study used Structural Equation Modelling (SEM) based on Partial Least Squares (PLS). The SEM method was chosen because

it can be used to analyse all hypotheses in a single analysis (Anthony et al., 2023). Also, Structural Equation Modelling (SEM) is a is a multivariate technique incorporating observed (measured) and unobserved (latent) variables (Naik et al., 2019). PLS-SEM approach is popular among academics because it allows them to estimate complicated models with many constructs, indicator variables, and structural paths without imposing distributional assumptions on the data (Hair, Risher, et al., 2019). The measurement and structural model were assessed using Smart PLS 4, and the descriptive analysis was conducted using Jamovi.

CHAPTER 4: ANALYSIS AND RESULTS

Table 4.1: Results of Demographic profile of respondents

		#	%
Gender	Female	162	52.9
	Male	144	47.1
Age	18 to 25	199	65.0
	26 to 44	84	27.5
	45 to 59	16	5.2
	60 years and above	7	2.3
Qualification	HSSC & below	37	12.1
	Graduation	163	53.3
	Post – Graduation	102	33.3
	Others	4	1.3
Occupation	Student	125	40.8
	Employed	139	45.4
	Unemployed	23	7.5
	Business	19	6.2
Monthly Income	Below 60,000	180	58.8
	60,001 to 1,20,000	78	25.5
	1,20,001 & above	48	15.7
Location	North Goa	182	59.5
	South Goa	124	40.5

Note: (n = 306)
Source: Author's own compilation

Table 4.1 shows the results of the demographic profile of the respondents wherein we have taken into consideration their gender, age, qualification, occupation, monthly income and location. The data was gathered from 18 years and older. A total number of 306 responses were collected however, although 23 responses were having a standard deviation of less than 0.25, nevertheless, we took these responses in account as well, as incorporating them improves the study's R^2 to the overall. Based on the data gathered, it is evident that 162 out of 306 responses are from female (52.9%), while 144 responses are from male (47.1%). Furthermore, we found that majority of the responses belonged from the age group of 18-25 years having 65.0% which represents the young population followed by 26-44 years having 27.5%, and age group of 60 years and above (2.3%) which represented the lowest percentage of responses. Qualification

having majority of the responses holding graduation degree i.e., 163 (53.3%) followed by post-graduates 102 (33.3%). Also, majority of the respondents are working means are employed i.e., 139 (45.4) followed by students 125 (40.8%) least being involved in business 19 (6.2%). As we found that majority of the respondents are youth their monthly income is below 60,000 that is 180 (58.8%). Gender and location were approximately equally distributed. The majority responses are from North Goa i.e., 182 (59.5%) and the remaining come from South Goa i.e., 124 (40.5%). Also, before proceeding further with the analysis a pilot study was conducted in order to test the viability, consent of experts was taken into consideration.

Table 4.2: Descriptive Statistics

Acronym	Statements	Mean	Std D.
GPPB1	I often purchase recycled paper and cloth products.	3.59	1.040
GPPB2	I often purchase products in reusable containers.	3.63	0.994
GPPB3	I often purchase organic or natural personal care products and cosmetics (e.g. cream, lotion, shampoo, face wash)	3.40	1.124
GPPB4	I purchase eco-friendly (e.g. LED bulbs) light bulbs over others light bulbs.	3.75	1.121
GPPB5	I purchase electrical appliances such as T. V., washing machine, refrigerator, air conditioner laptops, fans, after considering BEE (Bureau of Energy Efficiency) star label.	3.53	1.044
GPPB6	I purchase products with ecolabels termed as recyclable, biodegradable, ozone friendly, sustainable, carbon neutral, eco-friendly	3.55	1.014
GPPI1	I intend to purchase products with eco-labels termed as recyclable, biodegradable, ozone friendly, sustainable, carbon neutral, eco-friendly	3.54	1.018
GPPI2	I intend to purchase energy saving bulbs/tube lights/appliances.	3.87	1.083
GPPI3	I intend to purchase products in reusable containers/packages so that the containers/packages can be reused.	3.71	0.964
GPPI4	I am willing to buy products that make use of recycled /recyclable material.	3.83	1.102
SN1	I feel that using environmentally friendly products is the right thing to do.	3.96	1.028
SN2	People around me generally believe that using organic product is better for health.	3.82	1.053
SN3	Most of the people who are important to me support purchase of green products.	3.59	1.015
ATGPP1	I think purchasing green products reduces environmental problems.	3.90	1.045
ATGPP2	I think purchasing green products saves scarce natural resources.	3.93	1.047
ATGPP3	I feel it is difficult to recognize the differences between green products and non-green products with respect to environmental features.	3.39	1.002
ATGPP4	I feel that very limited choices are available in green products.	3.65	1.053
CL1	I agree that environmentally-friendly products are easily available in shops.	3.29	0.983
CL2	I agree that it is easy to differentiate environmentally – friendly products from other products.	3.47	1.059
CL3	I agree that environmentally – friendly products are good value for money.	3.58	1.006
P1	I would say that, when making a decision on what products to buy, the price of the product is important.	3.76	1.055
EC1	I am deeply concerned about the state of the world's ecology and what it means for my future.	3.73	0.952
EC2	In order to survive, humans need to live with harmony with nature.	3.95	1.020
EC3	I have avoided buying a product because it had potentially environmental effects.	3.53	0.876
EC4	I make a special effort to buy paper and plastic products that are made from recycled materials.	3.59	1.050
GPI1	I would like more information about the green products that are available at the point of sale before buying them.	3.80	0.992
GPI2	More information about green products could help me make decisions about them.	3.99	1.018
GPI3	Labels and specifications describing the characteristics of the green products could help me decide whether to buy them.	3.84	1.047

Note: (n = 306)
Source: Author's own compilation

The above Table 4.2 depicts the results of the descriptive analysis which shows the mean scores and the standard deviation of the statements. The mean scores are ranging between 3.29 to 3.99 which states that most of the respondents agree that green product purchase behavior is been influenced by psycho-social factors.

4.1 Assessment of Measurement Model

The first stage in analysing the generated model with confirmatory factor analysis (CFA) is to evaluate the link between the model's constructs and to examine the factor loadings, construct reliability, and validity (Hair, Risher, et al., 2019). A factor loading indicates how much of the variation is explained by the statements of the respective construct. Reliability is the degree to which the measurement can be dependent to be accurate. Similarly, validity describes how a variable varies from other variables in the same model in terms of assessing the intended outcome (Hair, Risher, et al., 2019). A factor loading of 0.07 indicates that each item is strongly related to the associated construct (Henseler et al., 2009). However, 0.60 is also acceptable (Bagozzi & Yi, 1988). The construct reliability was tested using Cronbach's α, Composite Reliability and Average Variance Extracted. Cronbach's α measures the reliability of items in a set, indicating their positive relationship (Hair, Black, Jr, et al., 2019). Cronbach's α also is another measure of internal consistency reliability that assumes similar thresholds, but produces lower values than composite reliability, thus rho_A is considered as an approximately exact measure of construct reliability, which usually lies between Cronbach's α and Composite reliability (Hair, Risher, et al., 2019). The Cronbach Alpha for all the construct were greater than the significance level of 0.07 (Joseph F Hair, 2013)**.** Average Variance Extracted (AVE) measures the variance explained by the constructs on its items (Hair, Risher, et al., 2019). It's advisable that latent variables must account for more than 50% of the indicator variance, which is larger than 0.50 (Hair, Black, Jr, et al., 2019), hence fulfilling the criteria (Table 4.3). Also,

based on the results of table 4.3, factor loadings are ranging from (0.600 to 0.904) which fulfils the given criteria for the proposed model.

Table 4.3: Loadings, Cronbach Alpha, Construct Reliability, and Average Variance Extracted

	Loadings	CA	CR	AVE
Green Product Purchase Behavior (GPPB)		**0.825**	**0.831**	**0.873**
GPPB1	0.747			
GPPB2	0.755			
GPPB3	0.612			
GPPB4	0.761			
GPPB5	0.724			
GPPB6	0.776			
Green Product Purchase Intension (GPPI)		**0.888**	**0.889**	**0.922**
GPPI1	0.841			
GPPI2	0.887			
GPPI3	0.873			
GPPI4	0.859			
Subjective Norms (SN)		**0.825**	**0.840**	**0.895**
SN1	0.865			
SN2	0.879			
SN3	0.834			
Attitude Towards Green Product Purchase (ATGPP)		**0.792**	**0.839**	**0.863**
ATGPP1	0.872			
ATGPP2	0.869			
ATGPP3	0.600			
ATGPP4	0.770			
Perceived Behavioral Control (PBC)		**0.811**	**0.815**	**0.876**
CL1	0.762			
CL2	0.862			
CL3	0.803			
P1	0.768			
Environmental Concern (EC)		**0.824**	**0.838**	**0.883**
EC1	0.843			
EC2	0.873			
EC3	0.748			
EC4	0.766			
Green Product Information (GPI)		**0.872**	**0.875**	**0.921**
GPI1	0.904			
GPI2	0.883			
GPI3	0.889			

CA-Cronbach's Alpha; CR-Composite Reliability; AVE-Average Variance Extracted
Source: Authors own compilation

Figure 4.1 Measurement Model

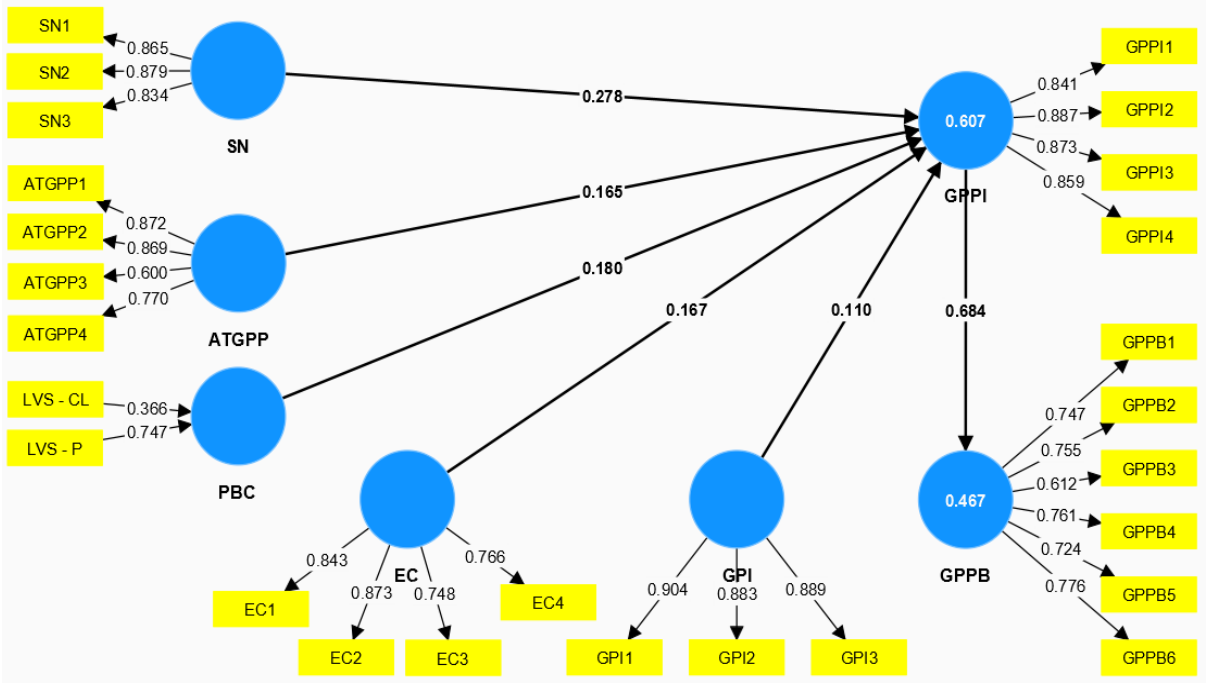


Table 4.4: Discriminant Validity - Heterotrait-Monotrait ratio (HTMT)

	ATGPP	CL	EC	GPI	GPPB	GPPI	P	SN
ATGPP								
CL	0.659							
EC	0.831	0.710						
GPI	0.776	0.588	0.885					
GPPB	0.756	0.720	0.880	0.703				
GPPI	0.760	0.611	0.782	0.737	0.795			
P	0.640	0.630	0.678	0.656	0.582	0.662		
SN	0.834	0.715	0.816	0.794	0.798	0.813	0.689	

Source: Author's own compilation

Discriminant validity of the model was assessed using Heterotrait-monotrait (HTMT) ratio of correlations which is a new way of assessing. The degree to which a construct is empirically distinct from other constructs in the structural model is known as discriminant validity (Hair, Risher, et al., 2019) and the square root of AVE should be greater than

correlation among constructs. Henseler et al., (2015) clearly demonstrates that the Fornell-Larcker criterion and the assessment of cross-loadings used in two standard approaches in assessing the discriminant validity in variance-based SEM, have an unacceptable low sensitivity, which means that they are mostly unable to identify a lack of discriminant validity. More precisely, discriminant validity concerns are entirely missed by the cross-loadings evaluation. Also, Hair, Risher, et al., (2019) stated that the Heterotrait-monotrait (HTMT) ratio of correlations is defined as the mean value of the item correlations across constructs relative to the geometric mean of the average correlations for the items measuring the same construct. Problems with discriminant validity arise when the HTMT values are higher (Hair, Risher, et al., 2019). Based on the HTMT findings, Table 4.4 values demonstrated that there were no problems with discriminant validity as (HTMT<0.90 criteria) as stated by Henseler et al., (2015) that HTMT <0.90 holds a higher threshold limit however HTMT 0.85 the most conservative criterion, as it achieves the lowest specificity rates of all the simulation condition. This result suggested that the latent construct's collinearity issues were not detected by the HTMT criteria.

Table 4.5: VIF

	VIF
ATGPP -> GPPI	2.440
EC -> GPPI	3.004
GPI -> GPPI	2.785
GPPI -> GPPB	1.000
PBC -> GPPI	2.280
SN -> GPPI	2.725

Source: Author's own compilation

When assessing the collinearity of formative indicators, the variance inflation factor (VIF) is frequently applied. Critical collinearity problems between the indicators of formatively

assessed constructs are indicated by VIF values of 5 or above (Hair, Risher, et al., 2019), also stated that lower VIF of 3 may cause collinearity issues, hence, recommended VIF values to be close to 3 and lower. Thus, fulfilling the given criteria (Table 4.5).

Table 4.6: Model Fit

	Saturated model	Estimated model
SRMR	0.059	0.086
d_ULS	1.224	2.584
d_G	0.600	0.663
Chi-square	1075.652	1143.838
NFI	0.797	0.784

Source: Author's own compilation

As name suggests, SRMR The square root of the sum of the squared differences between the empirical correlation matrix and the model-implied correlation matrix, or the Euclidean distance between the two matrices (Henseler et al., 2016), he reported that the Standardized Root Mean Square Residual (SRMR) was reported as an approximate measure of model fit and that the goodness of fit (GoF) of the research model was evaluated for both estimated and saturated models. The SRMR value for this study framework is 0.064, as shown in the above Table 4.6, and the findings show that this model meets the requirement of SRMR < 0.08 (Henseler et al., 2016).

4.2. Structural Equation Model

Table 4.7: Results of Path Coefficients (β) and Hypothesis status

Hypothesis	Relations	β	t-statistics	p-values	Hypothesis status
H1	SN -> GPPI	0.277	3.573	0.000*	Supported
H2	ATGPP -> GPPI	0.164	1.858	0.063	Not supported
H3	PBC -> GPPI	0.179	2.662	0.008*	Supported
H4	EC -> GPPI	0.172	2.573	0.010*	Supported
H5	GPI -> GPPI	0.109	1.536	0.125	Not supported
H6	GPPI -> GPPB	0.685	14.73	0.000*	Supported

* Significance at 0.05
Source: Author's own compilation

Table 4.7 depicts that having achieved adequate reliability and validity we further tested the hypothesis with SEM by using the framework of TPB to study the impact of the psycho-social factors on behavior. According to the first hypothesis, Green Product Purchase Intention (GPPI) is positively influenced by Subjective Norm (SN), the beta coefficient value (β = 0.277), derived from the path analysis, validates that Green Product Purchase Intention (GPPI) is influenced by Subjective norm (SN). Thus, we accept the first hypothesis i.e., *Subjective norm has a significant impact on green product purchase behavior.* Similarly Perceived Behavioral Control (PBC) (H3), the beta coefficient value (β = 0.179) and Environmental Control (EC) (H4), the beta coefficient value (β = 0.172) derived from the path analysis, depicts GPPI is influenced by PBC and EC as well. Therefore, we accept the third and fourth hypothesis i.e., (H3) *Perceived behavioral control has a significant impact on green product purchase behavior* and (H4) *Environmental concern has a significant impact on green product purchase behavior.* Also Green Product Purchase Intention (GPPI) (β = 0.685) positively influences Green Product Purchase Behavior (GPPB) thus, accepting the sixth hypothesis i.e., (H6) *Green product purchase intention has a significant impact on green product purchase behavior.* However, the results show that Attitude towards green product purchase (H2) (β = 0.164) and

Green Product Information (GPI) (β = 0.109) fail to reject the hypothesis i.e., (H2) *Attitude towards green product purchase has a significant impact on green product purchase behavior* and (H5) *Green product information has a significant impact on green product purchase behavior.*

Table 4.8: Results of R^2 and Q^2

	R^2	Adjusted - R^2	Q^2 predict	RMSE	MAE
GPPB	0.467	0.466	0.506	0.711	0.553
GPPI	0.607	0.601	0.584	0.652	0.455

Source: Author's own compilation

Furthermore, we have the R^2 that measures the variance explained of the endogenous construct and is therefore a measure of the model's explanatory power. R^2 values of 0.75, 0.50 and 0.25 are considered substantial, moderate and weak, R^2 values of 0.90 and higher are typically indicative of overfit (Hair et al., 2019). Q^2 explains the predictive power of the model. Q^2 values greater than 0, 0.25, 0.5 depict small, medium and large predictive accuracy respectively (Hair et al., 2019). Table 4.8 shows that GPPB has a weak explanatory power however it has a high predictive power. GPPI on the other hand shows moderate explanatory power with a high predictive power.

CHAPTER 5: CONCLUSION AND SUGGESTIONS

5.1. Conclusions

The findings implicate that of the constructs taken from Theory of Planned Behavior (TPB), Subjective norm (SN) and Perceived Behavioral Control (PBC) have significant impact on Green Product Purchase Behavior (GPPB), whereas, Attitude towards green product purchase (ATGPP) does not. Furthermore, of the two social constructs, Environmental concern (EC) has significant impact, whereas, Green Product Information (GPI) does not. Emphasizing the impact of both individual attitudes and societal influence on consumers purchasing behavior. The structural equation model utilized in the study had a moderate explanatory power with a high predictive power. We can see a fall in the R^2 from GPPI to GPPB which indicate further studies may consider other constructs in addition to GPPI that may have a direct impact on GPPB.

Overall, the study adds to the current literature on green consumerism and has practical implications for firms and government that want to encourage sustainable purchasing patterns. By identifying critical characteristics impacting green product purchasing behavior, the study provides useful insights for establishing tailored efforts to encourage ecologically friendly choices among consumers.

5.2. Limitations and Suggestions to the study

Though the study shows reliable and significant results there are some limitations to the study. The geographical area of this study limits to Goa from India, a developing country, these results might not hold true for the other states in India, also in other developed and underdeveloped countries. Secondly, the demographic sample consider for this research work may vary in other states and countries, hence these results cannot be generalized. Furthermore,

we noticed that the overall R^2 of GPPI is moderate which is 60.7% (0.607) however, we can see a fall in the overall GPPB's R^2 i.e., 46.7% (0.467) which implies weak explaining power. Further studies can consider the other social constructs that are affecting directly or indirectly the results of green product purchase behavior. This research work may be further extended in order to probe better connection and relationship between consumer's intention and their green product purchasing behavior.

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Annexure I - Questionnaire

Abbreviations: “SD” - Strongly disagree; “D” - Disagree; “N” - Neutral; “SA” - Strongly agree; “A” - Agree.

Constructs	Items	Statements	SD	D	N	A	SA
Subjective norms	SN1	I feel that using environmentally friendly products is the right thing to do.	**(Naik et al., 2019) (Liobikiene et al., 2016)**				
	SN2	People around me generally believe that using organic product is better for health.					
	SN3	Most of the people who are important to me support purchase of green products.					
Attitude towards green product purchase	ATGPP1	I think purchasing green reduces environmental problems.	**(Naik et al., 2019)**				
	ATGPP2	I think purchasing green saves scarce natural resources.					
	ATGPP3	I feel it is difficult to recognize the differences between green products and non-green products with respect to environmental features.					
	ATGPP4	I feel that very limited choices are available in green products.					
Perceived behavioral control	PBC1	I can make my decision about the type of green products to be purchased.	**(Naik et al., 2019) (Liobikiene et al., 2016)**				
	PBC2	I can make my decision about extra amount to be spent on the purchase of green products.					
Convenience level	CL1	I agree that environmentally-friendly products are easily available in shops.					
	CL2	I agree that it is easy to differentiate environmentally - friendly products from other products.					
	CL3	I agree that environmentally - friendly products are good value for money.					
Price	P1	I would say that, when making a decision on what products to buy, the price of the product is important.					

Environmental concern	EC1	I am deeply concerned about the state of the world's ecology and what it means for my future.	**(Kim & Choi, 2005) (Ramtiyal et al., 2023)**
	EC2	In order to survive, humans need to live with harmony with nature.	
	EC3	I have avoided buying a product because it had potentially environmental effects.	
	EC4	I make a special effort to buy paper and plastic products that are made from recycled materials.	
Green product information	GPI1	I would like more information about the green products that are available at the point of sale before buying them.	**(Cheung & To, 2019)**
	GPI2	More information about green products could help me make decisions about them.	
	GPI3	Labels and specifications describing the characteristics of the green products could help me decide whether to buy them.	
Green product purchase intention	GPPI1	I intend to purchase products with eco-labels termed as recyclable, biodegradable, ozone friendly, sustainable, carbon neutral, eco-friendly.	**(Naik et al., 2019)**
	GPPI2	I intend to purchase energy saving bulbs/tube lights/appliances.	
	GPPI3	I intend to purchase products in reusable containers/packages so that the containers/packages can be reused.	
	GPPI4	I am willing to buy products that make use of recycled /recyclable material.	
Green product purchase behavior	GPPB1	I often purchase recycled paper and cloth bags.	**(Naik et al., 2019)**
	GPPB2	I have often purchase products in reusable containers	
	GPPB3	I have often purchase organic or natural personal care products and cosmetics (e.g. cream, lotion, soap, shampoo, face wash)	
	GPPB4	I purchase eco-friendly (e.g. LED bulbs) light bulbs over others light bulbs.	
	GPPB5	I purchase Electrical appliances such as T. V., washing machine, refrigerator, air conditioner laptops,	

		fans after considering, BEE (Bureau of Energy Efficiency) star label.	
	GPPB6	I purchase products with ecolabels termed as recyclable, biodegradable, ozone friendly, sustainable, carbon neutral, eco-friendly.	