

Exploring Millennial's Buying Motives through Needs Hierarchy and Situational Barriers Influencing Green Purchase Behaviour

Amanpreet Kaur Mishra

Assistant Professor, Shri Ram College of Commerce
University of Delhi
India
amanpreet.kaur@srcc.du.ac.in

Rahela Farooqi

Professor, Centre of Management Studies
Jamia Millia Islamia, Delhi
rfarooqi@jmi.ac.in

Abstract

With ever rising need to showcase behaviour that is sustainable not only for the present but the generations to come, there is an ardent need to understand what possibly might stop them for not doing so. The blame of the likely deviation from being environment friendly in choice of green substitutes could be charged on various situational factors, which in this paper has been termed as A's (*Affordability, Availability, Accessibility, Acceptability, Awareness, Apprehension*) – the moderators in the process of intents converting in to acts. The relevant literature mentions a lot in terms of what forms the basis for the intentions to shape up, however the paper proposes the use of Maslow's needs hierarchy model to delve into the driving motives to buy a certain product or service deemed to be GREEN. This paper also proposes a conceptual framework which weaves in the flow of the likely intention-action gap right from the motives that may shape the attitude to buy green products/service to situational roadblocks that may not allow to do so. The proposed model can be extended and thereby validated with empirical work as part of the future scope of study.

Keywords

Buying motives; green consumerism; green products, intention-action gap; Maslow's need theory; affordability, availability; accessibility; acceptability; awareness; apprehension

1. Introduction

Whilst a lot is often debated about going green, significance to sustainability both by consumers and the companies are at all-time high, where the former often holds later responsible for green production of their goods; consumers' green purchasing lags far behind: an intention-action gap exists (Carrington et al., 2014). Additionally, young consumers are the ones that suffer continuous confusion in making that purchase decision as to picking environmentally sustainable product or choosing products that they are brand loyal about which they may or may not be ecologically conscious (Barbarossa & Pastore, 2015).

Notwithstanding, the kind of importance that is conferred to be green and green products, the market share of green products stand at meagre 1-3% (Bray et al., 2011) Also, regardless of consumers' interest in sustainability and green products, green plays a very "non-important" criteria while making a purchase decision. Researchers find an obvious gap in what consumers deliberate and what they really act on when it comes to green purchasing: the so called attitude-behaviour gap (intent-action gap) (Vermeir & Verbeke, 2006), (Karem Kolkailah et al., 2012). Consumers particularly millennials often ask for brands that embrace purpose and sustainability. In a recent survey 65% respondents reported that they intend to buy purpose-driven goods that support sustainability, however only about 26% actually went ahead and exhibited the same. Hence, an unsatisfying inconsistency is at the core of green business (White et al., 2019).

Whilst consumer's mandates firms to be ever more environmentally conscious, firms expect the consumers to be more sustainable consumers. Like, with Unilever approximations of 70% of company's greenhouse gas footprints will be contingent to its consumer's choice of product and whether or not they use and dispose of them in

sustainable manner- by conserving water and energy while doing the laundry or recycling containers properly after use(White et al., 2019). Similarly Apple's recent move to sell iPhone 12 without chargers and earplugs in the box is company's move towards e-waste reduction whereas the customers have not taken this move positively and believe it is a way of cost cutting.

Despite several studies explain the underlying planned purchase behaviour and the theory of self-efficacy along with positive influencing factors, there is a gap in literature in term of the complete understanding of the consumer decision making process in green purchasing (Vermeir & Verbeke, 2006) and what stops them in not letting the intent turn into action. This slit may also need certain explanation on what needs drives consumers to make a certain purchase, be it GREEN. Since ages we have been fairly relating to Maslow's hierarchy of needs to determine what we need and where in the pyramid it falls (Seeley, 1992). Therefore, the present research paper aims at exploring, a probable grading of green purchases in line with Maslow's hierarchy of needs to determine the real purchase purpose that makes an individual buy a green product, also what could be the interceding role of conditional barriers in green purchase. The existing studies on consumer green purchase behaviour and the kind of significance it has in today's society, there is a need to comprehensively review the state of existing research and also add different angles and dimensions to the future researches to further explain individuals green purchase behaviour (Groening et al., 2018). Following research pastures are worth delving more into on account of tracing millennial's purchase behaviour and intention-

- a. The gap between young consumers' attitudes and behaviour concerning green purchasing- the factors that positively and negatively influence the millennial's attitude-behaviour relation in green purchasing
- b. Role of factors like individual characteristics, situational constraints and product-related factors in the buying behaviour of ecological conscious products play the trick.
- c. The studies in the past shows that intention does predict behaviour, but why is it that the factors influencing the intention and behaviour differ? Is it due to the role of consumer awareness, which is critical in actual green purchasing? Whether, why, and how consumers seek variety in their green product or service choices
- d. Findings in certain studies indicate that the availability of money takes no part in the attitude-behaviour green purchase behaviour, however, further investigations to find the precise relationship between availability of money and green purchasing behaviour
- e. Understanding the young consumers' green purchasing attitude-behaviour gap by identifying various motives to buy a product and grading it in Maslow's need Hierarchy- and whether or not the principle of gratification-activation principle works in case of green products as well.

2. Literature Review

To withstand the fierce competitive business world, firms resort to build on customer satisfaction and creating long-term profitable customer relationship. Generally, it's the continuous social and political forces that makes companies accept green marketing plans and pressing environmental concerns which may further act as their competitive advantage over their counter parts. Firms that look for profits do usually get motivated to adopt the strategies of green marketing in their businesses given the consumers exhibit a high degree of environmental attitude and hence make their purchasing decisions. However, the road doesn't seem to be easy for these firms. It is inevitable for the companies to explore how fuzzy their consumers are about being ecologically friendly, what are their actions pertaining to their attitudes and intentions to consume green products or environmental friendly products. Many a time's consumers alter their preferences, apprehensive about 'being green' claims and wary about a high cost invested in developing green products. This section tries to weave in the concept of green purchase intention and how there could be some moderating variables that interfere in converting it into a successful green purchase behaviour.

a. *Green Consumerism – Green Products*

Environmental Concerns, nowadays, has been shaping the trends and so called "Green Consumerism" is the ideology to keep a track of. People, for keeping themselves and their environment safe try to carefully pick and choose products that are environment friendly (Ottman, 1992). There is an uptrend in consumers looking up to industries to take care of their green products requirements. Ecologically conscious consumers may prove to be a promising market segment and few researches also highlight that by going green or using green marketing strategies and initiatives, companies end up enhancing their image which may lead to better profits and greater customer devotion (Montague & Mukherjee, 2010).

The current research plan lays emphasis on green products and the intentions of the so called ever so conscious consumer who claims to be environmentally concerned. A green product is a product which contributes to a more sustainable world by protecting and preserving the natural habitat and which will not pollute the earth or deplete natural resources(Shamdasani et al., 1993). A product qualifies to be green, when it uses a smaller quantity of adverse ingredients and can be recycled or uses less packaging to reduce its environmental impact (Booi Chen &

Teck Chai, 2010), features to be green among others may also include direct or indirect consideration towards environmental pollution, erosion and animal-welfare(Ottman, 1992), Eco- friendly examples/features of the products may also carry bags, recycled papers, herbal products, energy saving bulbs, energy efficient appliances and vehicles, and household Products etc. (Y. Joshi & Rahman, 2019). Explicit examples of these goods may also include (1)Sustainable clothing, apparel; (2) green home: energy efficient appliances, ethical cleaning products, sustainable timber and paper, rechargeable batteries and buying for re-use household products; (3) green personal products: like cosmetics which are produced under environmental friendly circumstances and are non-polluting and free of synthetic dyes or perfumes, buying for re-use clothing; sanitary napkins and real nappies instead of diapers; (4) community: local shopping for green products. Purchasing green products is called: green purchasing behaviour.

Why Millennials?

Millennials, generation Y, are the demographic cohort born between 1981 and 1996 (ages 23 to 38 in 2019), and anyone born from 1997 onward is part of a new generation (generation Z)(Michael, 2019). They are considered to be a generation which is adequately educated, technologically advance and enormously diverse. According to some studies this group of consumers is also considered as the most environmentally conscious(Vermillion & Peart, n.d.). With adequate experiences from the past, there future in store and the possible threats that environment is posed with, it is assumed that these consumers may also be quite paranoid about the adverse impact of these products on their own health and that to the community at large.

Further bifurcation of this cohort is possible for the marketing initiatives and targeting point of view, whilst young millennials (18–24 years old) is the market segment which is vast and is also representative of current and future customers, focussing on older millennials (25-34 years old) may yield substantial results (Heo & Muralidharan, 2019). While millennials do comprehend the ecological dent their actions do and have the right resources, motivation, awareness and consciousness to be a part of the green movement, however, there remains a breach between their beliefs and actions. Millennial consumers value accessibility, affordability, and quality, while green products are often associated with inconvenience, high costs, and lower performance and unavailability (Shamdasani et al., 1993).

b. Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is the theory used to explain the relationship between various variables and the purchase intention toward green products. TPB is the extension of the Theory of Reasoned Action (TRA). These two models are often used to describe the relationships between attitude, subjective norms, i.e., social influence and perceived behavioural control (PBC) to formulate on consumer intention and consumer behaviour. TPB provides the premise that one's intention to behave in a certain way reflects one's attitude to a certain object, social influence, and PBC (Icek Ajzen et al., 2009). There are a numerous studies that used TPB as a base and extended it to add various other variables like environmental concern, environmental knowledge (Maichum et al., 2016), willingness to pay (Setyawan et al., 2018); recycling intentions (Kautish et al., 2019) along the traditional TPB. There are certain studies that supplemented the cultural perspective like collectivism, Long term orientation, man-nature orientation (Sreen et al., 2018); whilst others added the constructs like sense of duty, individual responsibility, consequences awareness and convenience (A. Kumar, 2019). **Figure 1** depicts the interaction of the theory of reasoned action and the extension further to the theory of planned behaviour thereby indicating the interactions of various variables with one another.

c. Green Purchase Intention (GPI)

Purchase intention is the likelihood that the consumer will buy a product after thorough evaluation of its attributes and functionalities whereas “green” purchase intention refers to the willingness and a specific kind of pro-environment behaviour giving preference to green products viz a viz conventional products in their purchase decisions(Rashid, 2009). An affirmative behaviour towards environmental friendly goods, the use of pro-environment services, organic products and certain activities like recycling, trash management and waste disposal, sum up to green purchase intentions. Various former studies dealt with consumer intentions and behaviour towards green products like hospitality industry(Gao et al., 2016), electronics and energy efficient appliances (Ahmad & Zhang, 2020)(G. Y. Joshi et al., 2019) organic food (Basha & Lal, 2019) (Golob et al., 2018), cosmetic industry (Singhal & Malik, 2018)(Liobikienė & Bernatoniėnė, 2017), apparel and clothing(Sullivan & Heitmeyer, 2008), e-waste recycling (A. Kumar, 2019)etc.

Per TPB, intentions are a function of individual attitudes, their social norms and perceived behavioural control among others determinants. To have a thorough understanding of customer's mind with respect to their purchase decisions, though intention is to be considered as a good predictor of behaviour, evaluation of values that affect

their attitudes is critical (Ramayah et al., 2010). Green purchase intention is a subset of the overall green behaviour and needs to be fairly diagnosed before understanding the behaviour. It is often said that intention is the best predictor of ones behaviour(I. Ajzen & Fishbein, 1980)(I. Ajzen & Fishbein, 1980), however it is also been observed that intention most often is inconsistent when it comes to actual behaviour (Morwitz, 1997).

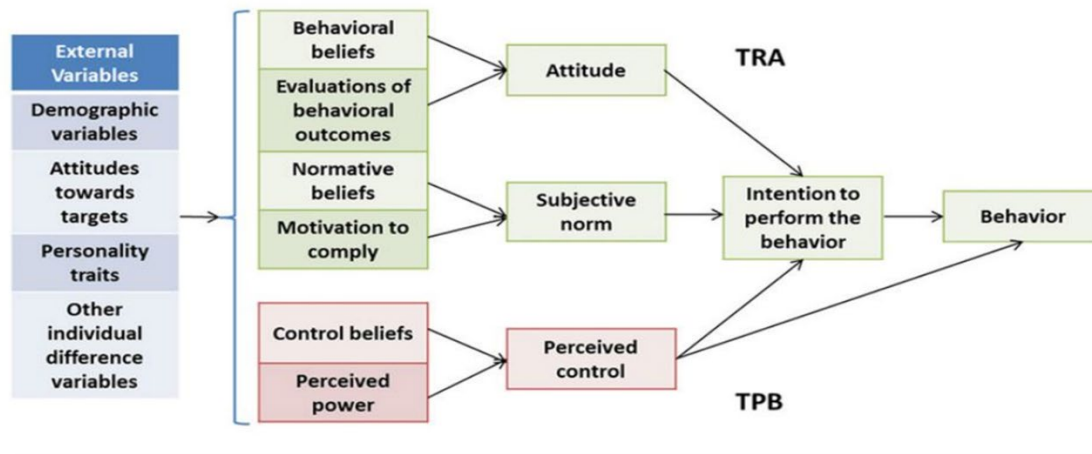


Figure 1. The Theory of Reasoned Action and Theory of Planned Behaviour

Source: https://www.researchgate.net/figure/The-Theory-of-reasoned-action-and-planned-behavior-Revised-from-Health-behavior-and_fig1_308784496

In early 1970's, a noteworthy amount of research was piloted on consumer behaviour for green products or pro-ecology products with various variables like demographic, psychographic and personality trait variables (Mei et al., 2012). Though with vast literature on consumer behaviour limited background is available in terms of studies on Asian arrangement and their green purchase behaviour. Mei and Piew (Mei et al., 2012) argued that it is critical to understand the consumer behaviour in Asian countries and how it's diverse from other western countries. Studies are also inadequate in Indian context as to how consumers hailing from different demographic segments intent and act with respect to green products and green purchase.

d. Green Purchase Behaviour (GPB)

Although it is well-known that generation Y (millennials) is very optimistic about green behaviour which is the function of pro-environmental intentions determined by green attitude, societal model, and perceived behaviour effectiveness amongst others (Muralidharan & Xue, 2016), but often intentions turn out to be poor indicator of the likely behaviour. There are other similar researches which highlight that generation Y pays attention to the environment, poverty and social issues as they yearn 'to save the world'. While their approach to life of this group may be different, generation Y also has substantial understanding on the areas like environment protection and ethical activities. (Ellis, 2010), (Hume, 2010) suggested that probability of inconsistencies always exist in what this cohort thinks and knows and what they actually do and perform.

Often personal values and environment knowledge tend to effect the consumption choices. The society also tends to exert a certain underlying pressure to make an individual accepted and to enjoy a peer group identity, also the conditions like availability of green products at competitive prices also impact the choices made by an individual to be green (Biswas & Roy, 2015). The ultimate behaviour of green choices in terms of goods, services and some non-purchase related activities needs to be deep delved in terms of back tracking the confounding variables that define attitudes, societal pressures and self-efficacy by introducing newer paradigms in pre-existing foundational theories in attitudes and behaviour. Society, in general, desires to adapt to the behaviour of others and habits they develop overtime thereby increasing the overall chances of consuming green or opting for sustainable choices (White et al., 2019). (Straughan & Roberts, 1999) in their study suggested that the sole best predictor of green purchase behaviour is consumer's perception about the effectiveness of their behaviour, if they believe that their behaviour will have positive impact on the overall sustainability of the planet, they act and they behave!

e. Intention-Action Gap (Paradoxes)

The possible difference between what people say they would like / plan to do and what they actually do is intention-action gap. Although consumers intend to change and maintain their behaviour, some recent studies on intent behaviour phenomena suggests that many will not follow through with their intention. There could be multiple

reasons why intentions are poor predictors of behaviour and thus have lower predictive power of foreseeing green behaviour. Some recent studies also assume that while some moral intentions are genuine; there are numerous factors underplaying that bring in the said intent action drift (Carrington et al., 2014). On the face of it, it seems that this is the best time to launch products and services that are sustainable as consumers tend to be more environmentally aware and conscious, they often claim to give preference to products with purpose. Yet green business constantly suffers with an exasperating puzzle within (White et al., 2019). Some recent surveys claim that while 65% of the people wanted to purchase purpose driven brands however only 26% only went ahead did so (White et al., 2019). The drift of 39% clearly indicates that an intent to act paradox exists.

This gap is very well explained through the classical models of TPB and TRA (Icek. Ajzen & Fishbein, 1980) which have been applied in lot of recent studies explaining the green behaviour and the likely intentions that derive it. However it is still an area under scrutiny whether the wide application of these two theories sans any new dimensions to the likely “attitude-behaviour gap” cracks the likely drift in the green consumer psychology or there is a need to load certain cognitive factors that helps deep dive in this behavioural phenomena (Jaiswal & Kant, 2018). Often these paradoxes are also “energy paradox”, i.e., non-adoption of energy efficient technologies despite the savings they bring in (not buying high star rating ‘efficiency’ appliances-for good looks, or for lower price).

How green are millennials?

What deters the millennials from not opting for something they planned for is the matter of further investigation. There could be multiple barriers (internal, social or external) that may lead to inconsistencies in the action behaviour flow (Liobikiene & Bernatoniene, 2017). This section provides an oversight of the possible moderating factors that may act as situational barriers in the attitude-behaviour relation.

Situational Barriers (A's) - The Moderators

While evaluating a brand consumers position the brands and the green products which forms an important consideration in the entire purchase decision process. However, two most important influencers that can come between purchase intention and purchase decision; is one, attitude of others and the second is situational factors (Kotler et al., 2016). For example; the consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits (Naderi & van Steenburg, 2018). Following are the few moderators that can intercede the intent to act process.

Affordability - Consumers consider various factors when making purchase decisions and one of the most significant factors that influence the purchasing decision is the product price factor. The price of the product is generally viewed from three dimensions- what's the fair price, is there any fixed price, and what is the relative price of the other counterparts (Albari & Safitri, 2018). Some consumers are very price sensitive, whereas others may not consider price that important, while making purchase decision - price has relative effect. Perception about the price greatly affects a consumers decision to choose a particular product (Popovic et al., 2019) as consumers are reasonably rational while doing the rightful cost benefit analysis before depicting a purchase behaviour. This price sensitivity needs to be at the very crux of the marketers while producing eco-friendly products so variation in the mark-up should not deter the consumers to be green consumers. Lack of money may also keep the consumers away from the green product and appear in the intent to act spectrum (Kollmuss & Agyeman, 2002). This paper keeps price as one of the moderators in terms of how it appears in the affordability spectrum and the way it may affect the overall purchase outcome of a green product/service.

Availability - The second possible facilitator in the process of consumer decision making or green purchase could possibly be availability of the sustainable products. Though the motivation to consume sustainable products is high, it may be difficult to do so because of little or irregular availability (Vermeir & Verbeke, 2006). Also, Patrick and Glenn (Pelsmacker et al., 2003) suggested in their study that ethical products generally have inadequate availability and suffer low vicinity, may be due to less promotion. There is also a need to understand that whether these green products are given fair chance to compete viz a viz their conventional counterparts. To this, Dr. Jaiswal (Jaiswal & Kant, 2018) in his study found that green products in various categories were available in the outlets like, food items - jams, marmalades, fruit juices, squashes, sauces, rajmah, chole, kabuli chana, chana dal, red-gram dal, rice, dry- green peas, sugar, jaggery, honey, spices like turmeric, red chilli powder, cinnamon stick, black pepper, cumin seed, clothing, crockery, fruits and vegetables. Other than green products pertaining to food, availability of pro-environment goods in terms of vehicles that emit less of harmful gases or electrical equipments that harness solar energy is also equally critical for the consumers to exhibit all round green behaviour. However, some researches also suggest that lack of availability and limited range of the green products is one of the reason for low green consumption(Barbarossa & Pastore, 2015).

Accessibility - The literal meaning or difference between the two terms availability and accessibility, can have the same meaning, but availability only means that something can be used, whereas accessibility typically also means that the available thing is easy to use ("user-friendly"). From the literature, Convenience, in terms of ease of access or PBC is also one of the critical factors that may reveal whether the consumer can easily consume a certain product, or whether its consumption is difficult or impossible (Liobikienė & Bernatoniene, 2017). It also indicates whether or not the product is available in stores, or are being sold within a convenient proximity to consumer's place of stay or shopping (de Carvalho et al., 2016). Sustainable purchase intentions are many a times depicted with how well the product is reachable and handy. Having the green product at the right time at right place may lead to greater likelihood final purchase.

Acceptability - Another key characteristic moderating the purchase process is the acceptability of the product which may include functional attribute of the product i.e., meeting and surpassing the essentialities and potentials of the customer (quality, reliability), also psychological dimensions (brand image, style, social and emotional value) (Abendroth & Pels, 2013). There could be multiple other dimensions that may lead to (un)acceptability of the product, for instance restructuring pricing of the product in question may lead to higher or lower acceptability of the same product. A positive word of mouth, a viral post, or a third party association may surge the chances of the product to enjoy greater acceptability (Abendroth & Pels, 2013). Ahmed (Ahmed et al., 2019) also in one of his studies suggested that if we take the example of energy, those have faced the challenges of living in energy starved regions will have greater acceptability of such green initiatives. Acceptability of green products may also come from certain segments of the market, for instance, high income group being responsive to green marketing initiatives, or older people not being very acceptable or going green or sustainable buying (Tejpal, 2016).

Awareness – Though consumers, nowadays, have confidence in green products that they are better for the environment, also if we talk about India its way ahead than China but lags in comparison to USA and Canada (Yaduvanshi et al., 2016). The central idea here is to know the consumer's awareness about sustainable products and how consumers can help the environment by shift over to green products from their conventional substitutes (Divyapriyadarshini et al., 2017). The cognizance of being green and environmental friendly, using green products, determine the green buying decisions. The organizations are also rethinking the way how by changing the designing, consuming, and labelling eco-friendly products can help reduce environmental damage and for this consumer awareness is essentially important. The government of India, also launched the eco-labelling scheme, called 'Ecomark' for ease in identification of pro-environmental products. There are studies that show that 63% of Indian consumers are aware of green products and 85% of Indians do have confidence that for the betterment of the environment adoption of green products is the key (Yaduvanshi et al., 2016). Although there exists awareness, there are multiple researches which suggest that other than awareness, there are several underlying factors like, attitude that influence green purchase. The awareness amongst the consumers because of their concern for environment, knowledge, social media or promotional activities (Divyapriyadarshini et al., 2017).

Apprehension – Why consumers apprehend about the green products? What makes them unsure about the massive benefits these ecology friendly products can offer to the environment and oneself? A consumer's trust is inevitable purchase benchmark which may positively influence the green purchasing behaviour also consumers may have their personal favourite, or preferred brands and they may choose them over green brands (Y. Joshi & Rahman, 2019). Therefore, it is important for the companies to build that brand image to avoid any kind of uneasiness that the consumer may face while making that switch. Also, it is critical to state that apprehension about pursuing ecological behaviour can be reduced if the peer group members accept it (Khare, 2014). Scepticism is a common predisposition when we talk about sustainable produce where there is an absolute need to provide right and reassuring information is a challenge (Golob et al., 2018). The consumers would be more comfortable in making the purchase of any product (green) if companies set in right yardsticks to be both accountable and responsible for the claims the brand, label or the product makes.

f. Motives that may drive consumers to buy Products (Green)

When buying a product what could be the possible predictors that define 'NEED' to purchase. Every product/service when bought or consumed is pursued by some need, driven by some motive. There could be various reasons why the consumer actually buys the product. It could be because of its functional value, i.e., its price and quality; it could be because he is looking to seek knowledge which is the epistemic value or could be for peer opinion or image i.e., social value; or just desires to have a positive impact on the environment which in turn leads the consumer to exhibit sustainable consumption behaviour (Biswas & Roy, 2015) There is also a type of self-image that an individual wants to himself/herself to depict. Consumers select products that are consistent with their self-images and further heighten it. With four different aspects like; actual self-image, ideal self-image,

social self-image and ideal social self-image. This could originate from one’s personal background, education and experience. Consumers often wish to change their self-image—to become a different or improved self and this they do by using self-altering products- to express their uniqueness and individualism, choosing clothing, jewellery, or for that matter green products.

Grading motives in Maslow’s Needs hierarchy – *Need-Want-Desire* (trilogy)

Marketers try to make consumers mindful about needs that are unfelt or latent, rather than creating them. Dr. Abraham Maslow (1965) formulated a widely accepted theory of human motivation by identifying five basic levels of human needs ranked in the order of importance from lower order needs to higher order needs. Maslow suggested that an individual first satisfies lower order needs and thus scale to higher order needs. According to Maslow, the physiological needs are at the base of the pyramid for instance survival needs like food, water, after which security needs , social needs (association) and self-esteem (acknowledgment) needs follow and at the top is self-actualization needs (Raaji, W. Fred, Wandwossen, 2013). This theory stands on dual principles, gratification-activation principle- i.e., one satisfied need leads to another rising need, other principle is deprivation-domination principle, which states the most unsatisfied need dominates the human mind. There are certain studies on Needs theory and its derived relation with consumer behaviour, which propose the economic wellbeing and class position are directly proportional to environmental concern (Leonidou et al., 2015). **Table 1 shows** the tabulation of the systematic review of motives that can be graded in Maslow’s model and there references thereby to better understand the needs that may lead to the demand of green products.

Table 1. Systematic Literature review of the Needs determined by motives in green product purchase

Need	Motives	Meaning	“Green Product” References
Basic	Core functionality	What the product does?	-
	Compulsory	compulsion to make a certain purchase	“Relationships between young Chinese consumers' money attitudes and their compulsive buying will help marketers and policy makers to better understand these consumers' spending behaviour.”(Li et al., 2009)
Augmented	Convenience	Product that makes things easier-(time, effort)	“The external factors such as information, convenience and confidence level, and a big assortment of these products should promote the purchase behaviour”(Liobikiene & Bernatoniene, 2017)
	Replacements	Replacement of a used product- may be the product they already have no longer does what it is intended to do.	“When the usage goal was for alternate purposes, the likelihood of replacement was significantly lower for those high in spend stinginess.(Park & Mowen, 2007)
	Great offers	Irresistible offerings- Price, cash back or kind	“Different formats of price promotion presentations influence consumers' purchase perceptions differently. Consumers with a high degree of greenness are attracted to promotions emphasizing gain, while those with a low degree of greenness prefer promotions underlining reduced loss(Weisstein et al., 2014)
	Lower price	Reduced price of the product – leading to untimely purchase	“Higher prices are reported as a significant barrier to purchasing environmentally sustainable products”(Vermeir & Verbeke, 2006)
	Innovation	Something novel that makes your target market to make a purchase	“One way to offset such negative associations is to highlight the product’s positively viewed attributes—such as innovativeness, novelty, and safety. For example, Tesla focuses on the innovative design and functional performance of its cars more than on their green credentials”(White et al., 2019)

	Brand Recognition	Aided recall of the brand in the mind of the customers	“studies on the relationship among green brand positioning (GBP), green brand knowledge (GBK), attitude toward green brand (AGB), and green purchase intention (GPI)(Huang et al., 2014).
Social	Peer pressure	Direct and indirect influence of peers to choose a certain product	“The peer pressure, or feeling of guilt, by not doing what was asked when others were complying, can caused a large behavioural shift”(Mei et al., 2012)
	Guilt	A discomfoting, yet an emotion that makes consumers to choose a certain product.	“Consumers adopt moral disengagement to justify their non-green buying behaviour. In addition, the research tested the relationship as mediated by consumers’ guilt ” (Sharma & Paço, 2021)
	Reciprocity	Another socially derived motive, where two or more individuals engage in similar buying behaviour	“moderating role of a consumer’s personal reciprocity in the relationships between brand trust, brand loyalty and product familiarity, and future purchase intentions.”(Wu et al., 2008)
	Empathy	Purchase decisions made to show compassion for greater good	“Models of altruism, empathy, and prosocial behaviour are another framework for analysing pro-environmental behaviour.”(Kollmuss & Agyeman, 2002)
Esteem	Prestige	Consumers in order to enjoy greater stature in exchange for their environmentally friendly consumption habits	“Consumers are increasingly willing to pay for pricier hybrid cars, expecting social recognition and prestige in exchange for their environmentally friendly consumption habits, a study finds. Society and the environment stand to benefit”(Sexton & Sexton, 2014)
	Scarcity/Limited edition	luxury brands launching limited edition (LE) products	“Behind offering LE products is to create a sense of exclusivity among the target consumers”(Jang et al., 2015). “Fossil is focussing on launching its limited edition solar watch which claims to reduce 16 plastic bottles from earth each (<i>Fossil Says Buying Its New Limited Edition Solar Watch Will Rid the Earth of 16 Plastic Bottles - The Financial Express</i> , n.d.)
	Emotional Vacuum	Generally relates to the feeling of emptiness, momentarily, makes consumers depict a certain buying behaviour	“sometimes we buy to fulfil a sense of emptiness, which momentary filled by approval and attention to make new purchases and new appearances - So called ‘mini-fix’(<i>Gen BuY: How Tweens, Teens and Twenty-Somethings Are Revolutionizing Retail - Kit Yarrow, Jayne O’Donnell - Google Books</i> , n.d.)
	FAD	Commonly called as Craze, a strong and widely shared enthusiasm for something, especially one that is short-lived	“Earth Day has been around since 1970, when it started as an “environmental teach-in.” And as a national day of observance, it has had its ups and downs as concern over the planet’s health waxed and waned”(O’CONNOR, n.d.)
Self-Actualization	Aspirational Purchase	Buying something or choosing any product as it induces a sense of financial achievement beyond what is realistic	“Another item that aspirational shoppers love is eco-conscious clothing, some brands truly work on reducing the gas emissions but many resort to greenwashing”(Jones, n.d.)

	Ego patting	Ego satisfying behaviour leading to peculiar motives that takes care of one's Self-image	"Products with sustainable and eco-friendly claims, claim that sometimes the core need of consumption (organic food) is Ego-satisfaction which studies certain countertrends like increase in the use of disposable and single use product- concerns about global warming, wastage of resources is more like a trend or status symbol"(Howard R. Moskowitz)
	Niche identity	Marginal, niche corner – appealing only to the passionate few	"Products, services and organisations that have green credentials can learn from successful niche brands. They have to think in a newer way and move away from the idea of persuading people to believe the green benefits, rather deliver those benefits(Gordon, 2002). "In particular the niche concept of the MLP provides one possible conceptual location to integrate psychological analyses of when and how individuals respond collectively to the socio-ecological crisis"(Schulte et al., 2020)
	Indulgence	the act of giving way to one's desires, something granted as a privilege	"We propose that the goals of self-indulgence and personal gratification are consistent with positive attitudes towards the individual consequences and negative attitudes toward environmental consequences.(Follows & Jobber, 2000)"; "Status motives increased attractiveness of pro-environmental products specifically when people were shopping in public. When people were shopping in private, however, status motives increased desire for luxurious, self-indulgent nongreen products"(Griskevicius et al., 2010)

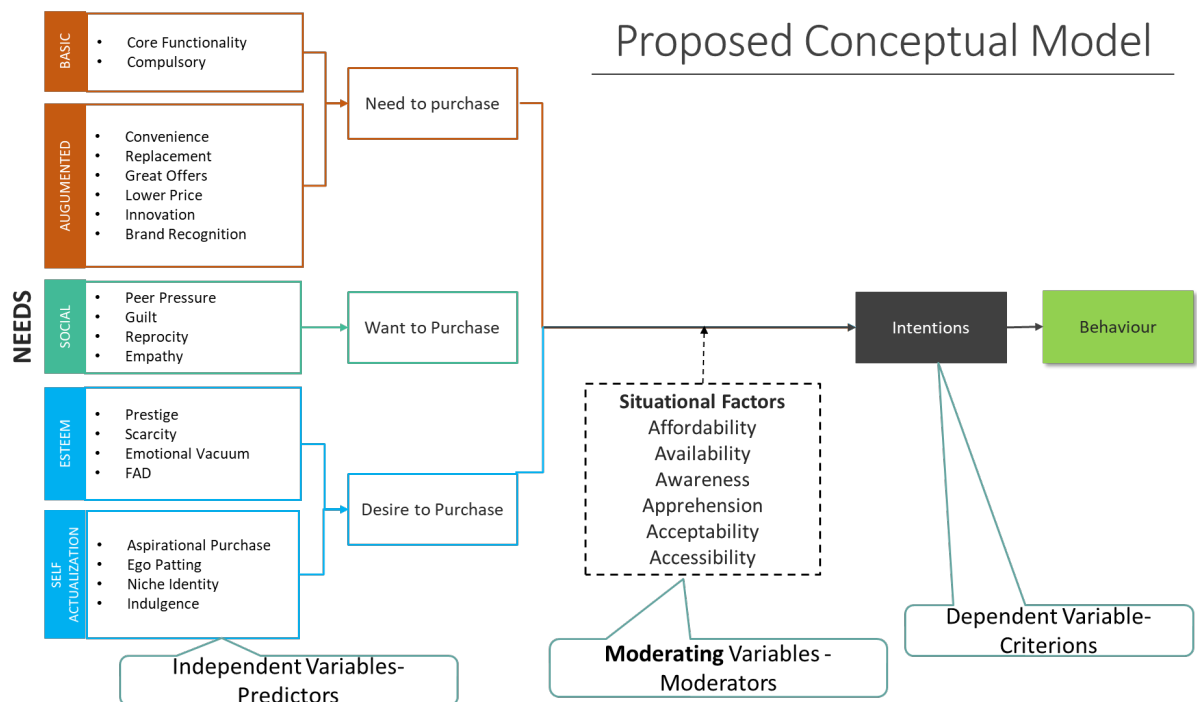


Fig. 2- Need Hierarchy, grading of motives – a conceptual model of possible moderators in green buying behaviour

3. The conceptual framework

The conceptual model for this research is developed partly based on the Theory of Reasoned Action (TRA) and other variables from the extant literature derived from the associated constructs of Maslow's Need theory and the intent is to gauge how they fit in the green products purchase decision process. The comprehensive model, shown if Figure 2, calls out for the *criteria*s like the final outcome to purchase or no purchase which defines the likelihood or intentions towards green buying. It is in retrospect dependant on certain buying motives i.e., *Predictors* which may be graded in Maslow's needs hierarchy theory –describing NEED-WANT-DESIRE continuum; may be further mediated by situational *moderators* like affordability, availability, accessibility, acceptability, awareness and apprehension.

4. Implications of the Study-

The extant literature on the domain of green consumerism with the researchers focus on attitude-behaviour paradox which may steer because of certain situational barriers along with the drivers to buy green product graded in needs hierarchy set-up, the implications and application is drilled down along the following lines-

Marketers - If the marketers change their operation lines, ultimately the product turns out to be green and if the product is green the marketing automatically turns out to be green. "Green your operations and the products will take care of themselves. Green your products and the marketing will take care of itself"(Ottman, 1992). By understanding the predictors of the green purchase behaviour amongst the educated millennials will help the green marketers to create tailor-made market plans and strategies to tap this segment with tremendous potential(Chaudhary & Bisai, 2018).

Agencies/third Parties - Getting associated with the third parties that propagate environmental concerns and initiatives will further help companies steering their products in the markets and known as GREEN (Ottman, 1992). Private parties, marketers, multiple NGOs and communities have already come together and have initiated their steps towards sustainable awareness amongst people for greener future. A flagship campaign against global warming and overpopulation, i.e., World environment day is celebrated every 5th June; and 3rd July is celebrated as an international plastic bag free day(G. A. Kumar, 2021) where the green marketers may associate their brands and products with the said cause for a greener avenues.

Non-Purchase related behaviours - Most of the literature and published works focus on the consumers attitude towards products or consumables, however a lot can be deep delved into the study of non-purchase related behaviours such as recycling paper, avoiding single use plastic, turning off ignition at traffic lights of the car, avoidance of styrofoam containers for food, reprocessing of drink cans or bottles and sorting of trash from recyclable materials when disposing of wastes.(Shamdasani et al., 1993). (Costa Pinto et al., 2019) in their research suggested that the interaction between motives and identity goals can lead to a greater impact on recycling and green buying intentions.

Needs theory Arrangement - Can lower economic status consumers be motivated to focus on higher levels of need and adopt pro-environmental behaviours?. The real ask from the marketers that claim to be green is the need to find out the answer to this very question and if there is anyway the levels/need theory arrangement may be indicative of the chances that individuals would engage in pro-environmental purchase. The willingness-to-pay for green products, based upon what level of needs the products addresses, may differ by socio-economic group (Groening et al., 2018).

5. Conclusion

Despite several studies do explain the underlying planned purchase behaviour and the theory of self-efficacy along with positive influencing factors, there is a gap in literature concerning the complete understanding of the consumer decision making process in green purchasing (Vermeir & W, 2006). Therefore, the present research aims at exploring the relation between attitude and behaviour of millennials when it comes to green purchasing behaviour and to find the baseline factors that determine this relation, especially a particular sector can be studied for instance (FMCG or electronic products that lead to e-waste) in Indian urban population. The planned objective may be to understand the drift of millennial's towards green buying behaviour and green consumption decisions in Fast Moving Consumer Goods (FMCG) sector, i.e. products that are sold quickly and at a relatively low cost. Examples include non-durable goods such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables. Some goods have a short shelf life, either as a result of high consumer demand or as the result of fast deterioration. Some FMCGs, such as meats, fruits, vegetables, dairy products, and baked goods are highly perishable.

With the conceptual model in place, it would be of great interest to explore the underlying factors and test the model empirically in order to have concrete contribution in the field of business and marketing research. The pastures are further green for a lot of other values, beliefs, attitudes, intention, motivation, social confirmation models (Groening et al., 2018) may be deployed to study the relationships with intentions to behaviour. Further multiple theories and inter-relationships amongst these theories may help to further understand the systemic nature of complex green consumerism. The limitation of this paper is that this model needs to be empirically tested for its validity.

6. Directions for future research

A lot, holistically, in terms of green products is written and explored however, getting responses in terms of any specific product category, for instance FMCG product range could garner specific results. Hence, this study in future could be extended to focus on a particular “ready to consume” product category. In terms of demographic extension this study could be replicated on the older Millennials (25–32 years old) who have graduated and are currently in the workforce; with regard to peer and family communication, future research may include social interaction in the learning process and explore its individual impact on the consumer socialization process. As far in product segmentation variety of product type like paper products, detergents, food, diapers, sanitary pads or denims should be tested. As an individual’s value orientation is relatively stable over time it would be interesting to determine if values affect attitudes toward some products more than others. Future research may also examine the factors that influence green scepticism among consumers and also to find how sceptical customers make decisions, empirical findings and a few examples that can rebut the scepticism may be designed and developed. The very essence of this study is to investigate the underlying paradoxes, hence future work could apply on an experimental approach to draw valid conclusions about the causality of the relationships, especially regarding the spill over effect among various sustainable behaviours ; further expansion into other antecedents, such as health consciousness. The inconsistencies related to consumer behaviour may also be delved with by studying the seasonal effect (*electricity, usage of diapers in colder places*) of certain products. The current study aims to deploy the Needs theory (Maslow), however since the green product purchase decision is majorly driven by motivation, it is important to look it through the lens of a long established models based on which various researches have inferred results that benefitted the marketers at large (Sheth et al., 1991).

References

- Abendroth, L. J., & Pels, J. (2013). *Customer-Centricity in Emerging Markets: 4A's and Value Co-Creation*.
- Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production*, 267. <https://doi.org/10.1016/j.jclepro.2020.122053>
- Ahmed, J. U., Talukder, N., Ahmed, A., & Hoque, M. T. (2019). Sustainable energy solutions: Akon Lighting Africa. *DECISION*, 46(3), 253–266. <https://doi.org/10.1007/s40622-019-00220-x>
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour*. Prentice-Hall. <http://www.citeulike.org/group/38/article/235626>
- Ajzen, Icek, Czasch, C., & Flood, M. G. (2009). From intentions to behavior: Implementation intention, commitment, and conscientiousness. *Journal of Applied Social Psychology*, 39(6), 1356–1372. <https://doi.org/10.1111/j.1559-1816.2009.00485.x>
- Ajzen, Icek., & Fishbein, Martin. (1980). Understanding attitudes and predicting social behavior / Icek Ajzen, Martin Fishbein. *Understanding Attitudes and Predicting Social Behavior, Englewood Cliffs, N.J. :*
- Albari, & Safitri, I. (2018). The influence of product price on consumers’ purchasing decisions. *Review of Integrative Business and Economics Research*, 7(2), 328–337. <http://buscompress.com/journal-home.html>
- Barbarossa, C., & Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products: A cognitive mapping approach. *Qualitative Market Research*, 18(2), 188–209. <https://doi.org/10.1108/QMR-06-2012-0030>
- Basha, M. B., & Lal, D. (2019). Indian consumers’ attitudes towards purchasing organically produced foods: An empirical study. *Journal of Cleaner Production*, 215, 99–111. <https://doi.org/10.1016/j.jclepro.2018.12.098>
- Biswas, A., & Roy, M. (2015). Green products: An exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87(1), 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Booi Chen, T., & Teck Chai, L. (2010). Attitude towards the Environment and Green Products: Consumers’ Perspective. *Management Science and Engineering*, 4(2), 27–39. www.cscanada.net/%5Cnwww.cscanada.org
- Bray, J., Johns, N., & Kilburn, D. (2011). An Exploratory Study into the Factors Impeding Ethical Consumption. *Journal of Business Ethics*, 98(4), 597–608. <https://doi.org/10.1007/s10551-010-0640-9>

- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2014). Lost in translation: Exploring the ethical consumer intention-behavior gap. *Journal of Business Research*, 67(1), 2759–2767. <https://doi.org/10.1016/j.jbusres.2012.09.022>
- Chaudhary, R., & Bisai, S. (2018). *Factors influencing green purchase behavior of millennials in India*. <https://doi.org/10.1108/MEQ-02-2018-0023>
- Costa Pinto, D., Maurer Herter, M., Rossi, P., Meucci Nique, W., & Borges, A. (2019). Recycling cooperation and buying status: Effects of pure and competitive altruism on sustainable behaviors. *European Journal of Marketing*, 53(5), 944–971. <https://doi.org/10.1108/EJM-09-2017-0557>
- de Carvalho, B. L., de Fátima Salgueiro, M., & Rita, P. (2016). Accessibility and trust: The two dimensions of consumers' perception on sustainable purchase intention. *International Journal of Sustainable Development and World Ecology*, 23(2), 203–209. <https://doi.org/10.1080/13504509.2015.1110210>
- Divyapriyadarshini, N., Devayani, S., Agalaya, V., & Gokulpriya, J. (2017). Consumer Awareness Towards Green Products. *International Journal of Management (IJM)*, 8(5), 8–14. <http://www.iaeme.com/IJM/index.asp><http://www.iaeme.com/ijm/issues.asp?JType=IJM&VType=8&IType=5><http://www.jifactor.com><http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=8&IType=5>
- Ellis, T. (2010). *The new pioneers: Sustainable business success through social innovation and social entrepreneurship*. <https://www.wiley.com/en-us/The+New+Pioneers%3A+Sustainable+business+success+through+social+innovation+and+social+entrepreneurship-p-9780470748428>
- Follows, S. B., & Jobber, D. (2000). Environmentally responsible purchase behaviour: a test of a consumer model. *European Journal of Marketing*, 34(5/6), 723–746. <https://doi.org/10.1108/03090560010322009>
- Fossil says buying its new limited edition Solar Watch will rid the Earth of 16 plastic bottles - *The Financial Express*. (n.d.). Retrieved July 3, 2020, from <https://www.financialexpress.com/industry/technology/fossil-says-buying-its-new-limited-edition-solar-watch-will-rid-the-earth-of-16-plastic-bottles/2007617/>
- Gao, Y. L., Mattila, A. S., & Lee, S. (2016). A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research. *International Journal of Hospitality Management*, 54, 107–115. <https://doi.org/10.1016/j.ijhm.2016.01.010>
- Gen BuY: How Tweens, Teens and Twenty-Somethings Are Revolutionizing Retail* - Kit Yarrow, Jayne O'Donnell - Google Books. (n.d.). Retrieved July 3, 2020, from https://books.google.co.in/books?id=_Eg1lKXy8bwC&pg=PA74&lpg=PA74&dq=feeling+of+emptiness+buying+decisions&source=bl&ots=OA4nro4Haj&sig=ACfU3U2ljhrIAuyAT5apOINBJKdxuFzEBg&hl=en&sa=X&ved=2ahUKEwixgeG2o7HqAhXpxTgGHd0HABgQ6AEwA3oECAgQAQ#v=onepage&q=feeling%20of%20emptiness%20buying%20decisions&f=false
- Golob, U., Kos Koklic, M., Podnar, K., & Zabkar, V. (2018). The role of environmentally conscious purchase behaviour and green scepticism in organic food consumption. *British Food Journal*, 120(10), 2411–2424. <https://doi.org/10.1108/BFJ-08-2017-0457>
- Gordon, W. (2002). *"green alliance... brand green: mainstream or forever niche?"* www.green-alliance.org.uk
- Griskevicius, V., Tybur, J. M., & van den Bergh, B. (2010). Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation. *Journal of Personality and Social Psychology*, 98(3), 392–404. <https://doi.org/10.1037/a0017346>
- Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. In *Journal of Cleaner Production* (Vol. 172, pp. 1848–1866). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2017.12.002>
- Heo, J., & Muralidharan, S. (2019). What triggers young Millennials to purchase eco-friendly products?: the interrelationships among knowledge, perceived consumer effectiveness, and environmental concern. *Journal of Marketing Communications*, 25(4), 421–437. <https://doi.org/10.1080/13527266.2017.1303623>
- Howard R. Moskowitz, I. S. S. (n.d.). *An Integrated Approach to New Food Product Development* - Google Books. Retrieved July 3, 2020, from https://books.google.co.in/books?id=-wOkPmBVsaOC&pg=PA94&lpg=PA94&dq=ego+satisfaction+and+green+products&source=bl&ots=Zfay4G9l6_&sig=ACfU3U3jOukGqvzZv2P4IYwlvk437Hrsw&hl=en&sa=X&ved=2ahUKEwi8m7WA0bHqAhUczDgGHV6RDKIQ6AEwBx0ECAsQAQ#v=onepage&q=ego+satisfa
- Huang, Y. C., Yang, M., & Wang, Y. C. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence and Planning*, 32(3), 250–268. <https://doi.org/10.1108/MIP-10-2012-0105>
- Hume, M. (2010). Compassion without action: Examining the young consumers consumption and attitude to sustainable consumption. *Journal of World Business*, 45(4), 385–394. <https://doi.org/10.1016/j.jwb.2009.08.007>
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>

- Jang, W. E., Ko, Y. J., Morris, J. D., & Chang, Y. (2015). Scarcity Message Effects on Consumption Behavior: Limited Edition Product Considerations. *Psychology and Marketing*, 32(10), 989–1001. <https://doi.org/10.1002/mar.20836>
- Jones, C. (n.d.). *The Problem with Aspirational Shopping | The Real Problem with Aspirational Purchases*. Retrieved July 3, 2020, from <https://www.theearthawards.org/the-real-problem-with-aspirational-purchases/>
- Joshi, G. Y., Sheorey, P. A., & Gandhi, A. V. (2019). Analyzing the barriers to purchase intentions of energy efficient appliances from consumer perspective. *Benchmarking*, 26(5), 1565–1580. <https://doi.org/10.1108/BIJ-03-2018-0082>
- Joshi, Y., & Rahman, Z. (2019). Consumers' Sustainable Purchase Behaviour: Modeling the Impact of Psychological Factors. *Ecological Economics*, 159, 235–243. <https://doi.org/10.1016/j.ecolecon.2019.01.025>
- Karem Kolkailah, S., Abou Aish, E., & El-Bassiouny, N. (2012). The impact of corporate social responsibility initiatives on consumers' behavioural intentions in the Egyptian market. *International Journal of Consumer Studies*, 36(4), 369–384. <https://doi.org/10.1111/j.1470-6431.2011.01070.x>
- Kautish, P., Paul, J., & Sharma, R. (2019). The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. *Journal of Cleaner Production*, 228, 1425–1436. <https://doi.org/10.1016/j.jclepro.2019.04.389>
- Khare, A. (2014). Consumers' susceptibility to interpersonal influence as a determining factor of ecologically conscious behaviour. *Marketing Intelligence and Planning*, 32(1), 2–20. <https://doi.org/10.1108/MIP-04-2013-0062>
- Kollmuss, A., & Agyeman, J. (2002). Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239–260. <https://doi.org/10.1080/13504620220145401>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0: Moving from Traditional to Digital - Philip Kotler, Hermawan Kartajaya, Iwan Setiawan - Google Books*. <https://books.google.co.in/books?hl=en&lr=&id=jN9mDQAAQBAJ&oi=fnd&pg=PR13&dq=kotler+keller+2016&ots=nxHagXc7-i&sig=0i6S6UXLKCYSRu45RT1uKyZ9gV0#v=onepage&q=kotler+keller+2016&f=false>
- Kumar, A. (2019). Exploring young adults' e-waste recycling behaviour using an extended theory of planned behaviour model: A cross-cultural study. *Resources, Conservation and Recycling*, 141(October 2018), 378–389. <https://doi.org/10.1016/j.resconrec.2018.10.013>
- Kumar, G. A. (2021). *Framing a model for green buying behavior of Indian consumers: From the lenses of the theory of planned behavior*. <https://doi.org/10.1016/j.jclepro.2021.126487>
- Leonidou, L. C., Coudounaris, D. N., Kvasova, O., & Christodoulides, P. (2015). Drivers and Outcomes of Green Tourist Attitudes and Behavior: Sociodemographic Moderating Effects. *Psychology & Marketing*, 32(6), 635–650. <https://doi.org/10.1002/mar.20806>
- Li, D., Jiang, Y., An, S., Shen, Z., & Jin, W. (2009). The influence of money attitudes on young Chinese consumers' compulsive buying. *Young Consumers*, 10(2), 98–109. <https://doi.org/10.1108/17473610910964688>
- Liobikienė, G., & Bernatoniene, J. (2017). Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature review. In *Journal of Cleaner Production* (Vol. 162, pp. 109–120). <https://doi.org/10.1016/j.jclepro.2017.05.204>
- Maichum, K., Parichatnon, S., & Peng, K. C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability (Switzerland)*, 8(10), 1–20. <https://doi.org/10.3390/su8101077>
- Mei, O. J., Ling, K. C., & Piew, T. H. (2012). The antecedents of green purchase intention among Malaysian consumers. *Asian Social Science*, 8(13), 248–263. <https://doi.org/10.5539/ass.v8n13p248>
- Michael, D. (2019). *Where Millennials end and Generation Z begins | Pew Research Center*. Pew Research Center. <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Montague, J., & Mukherjee, A. (2010). *Marketing Green Products: What Really Matters?*
- Morwitz, V. G. (1997). Why consumers don't always accurately predict their own future behavior. *Marketing Letters*, 8(1), 57–70. <https://doi.org/10.1023/A:1007937327719>
- Muralidharan, S., & Xue, F. (2016). *Understanding the Green Buying Behavior of Younger Millennials from India and the United States: A Structural Equation Modeling Approach Journal of International Consumer Marketing Understanding the Green Buying Behavior of Younger Millennials from India. January*. <https://doi.org/10.1080/08961530.2015.1056328>
- Naderi, I., & van Steenburg, E. (2018). Me first, then the environment: young Millennials as green consumers. *Young Consumers*, 19(3), 280–295. <https://doi.org/10.1108/YC-08-2017-00722>

- O'CONNOR, C. (n.d.). *Going "green" a fad or for real? – The Denver Post*. Retrieved July 3, 2020, from <https://www.denverpost.com/2008/04/20/going-green-a-fad-or-for-real/>
- Ottman, J. A. (1992). Industry's Response to Green Consumerism. *Journal of Business Strategy*, 13(4), 3–7. <https://doi.org/10.1108/eb039498>
- Park, S., & Mowen, J. C. (2007). Replacement purchase decisions: on the effects of trade-ins, hedonic versus utilitarian usage goal, and tightwadism. *Journal of Consumer Behaviour*, 6(2–3), 123–131. <https://doi.org/10.1002/cb.212>
- Pelsmacker, P., Driesen, L., & Rayp, G. (2003). Are fair trade labels good business? Ethics and coffee buying intentions. *Journal of Consumer Affairs*, 39(2).
- Popovic, I., Bossink, B. A. G., & van der Sijde, P. C. (2019). Factors influencing consumers' decision to purchase food in environmentally friendly packaging: What do we know and where do we go from here? *Sustainability (Switzerland)*, 11(24), 1–22. <https://doi.org/10.3390/SU11247197>
- Raaji, W. Fred, Wandwossen, K. (2013). *Motivation-Need theories and consumer behavior*. Advances in Consumer Research Volumen 5. <https://www.acrwebsite.org/volumes/9488/volumes/v05/NA-05/full>
- Ramayah, T., Lee, J. W. C., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), 1419–1427. <https://doi.org/10.1016/j.resconrec.2010.06.007>
- Rashid, N. R. N. A. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4(8). <https://doi.org/10.5539/ijbm.v4n8p132>
- Schulte, M., Bamberg, S., Rees, J., & Rollin, P. (2020). Social identity as a key concept for connecting transformative societal change with individual environmental activism. *Journal of Environmental Psychology*, 72, 101525. <https://doi.org/10.1016/j.jenvp.2020.101525>
- Seeley, E. (1992). Human needs and consumer economics: the implications of Maslow's theory of motivation for consumer expenditure patterns. *Journal of Socio-Economics*, 21(4), 303–324. [https://doi.org/10.1016/1053-5357\(92\)90002-0](https://doi.org/10.1016/1053-5357(92)90002-0)
- Setyawan, A., Noermijati, N., Sunaryo, S., & Aisjah, S. (2018). Green product buying intentions among young consumers: Extending the application of theory of planned behavior. *Problems and Perspectives in Management*. [https://doi.org/10.21511/ppm.16\(2\).2018.13](https://doi.org/10.21511/ppm.16(2).2018.13)
- Sexton, S. E., & Sexton, A. L. (2014). Conspicuous conservation: The Prius halo and willingness to pay for environmental bona fides. *Journal of Environmental Economics and Management*, 67(3), 303–317. <https://doi.org/10.1016/j.jeem.2013.11.004>
- Shamdasani, P., Chon-Lin, G. O., & Richmond, D. (1993). Exploring Green Consumers in an Oriental Culture: Role of Personal and Marketing Mix Factors. *Advances in Consumer Research*, 20, 488–493.
- Sharma, N., & Paço, A. (2021). *Moral disengagement: A guilt free mechanism for non-green buying behavior*. <https://doi.org/10.1016/j.jclepro.2021.126649>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Singhal, A., & Malik, G. (2018). The attitude and purchasing of female consumers towards green marketing related to cosmetic industry. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-11-2017-0063>
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41(July 2017), 177–189. <https://doi.org/10.1016/j.jretconser.2017.12.002>
- Straughan, R. D., & Roberts, J. A. (1999). Environmental segmentation alternatives: A look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 16(6), 558–575. <https://doi.org/10.1108/07363769910297506>
- Sullivan, P., & Heitmeyer, J. (2008). Looking at Gen Y shopping preferences and intentions: Exploring the role of experience and apparel involvement. *International Journal of Consumer Studies*, 32(3), 285–295. <https://doi.org/10.1111/j.1470-6431.2008.00680.x>
- Tejpal, M. (2016). Green Marketing: Awareness and Acceptability of Green Products and Green Initiatives in Northern India. In *MMU Journal of Management & Technology* (Vol. 1).
- Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude - Behavioral intention" gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194. <https://doi.org/10.1007/s10806-005-5485-3>
- Vermillion, L. J., & Peart, J. (n.d.). *GREEN MARKETING: MAKING SENSE OF THE SITUATION*. 15(1).
- Weisstein, F. L., Asgari, M., & Siew, S. W. (2014). Price presentation effects on green purchase intentions. *Journal of Product and Brand Management*, 23(3), 230–239. <https://doi.org/10.1108/JPB-06-2013-0324>
- White, K., Hardisty, D. J., & Habib, R. (2019). The elusive green consumer: People say they want sustainable products, but they don't tend to buy them. here's how to change that. *Harvard Business Review*, 2019(July-August).

- Wu, W. P., Chan, T. S., & Lau, H. H. (2008). Does consumers' personal reciprocity affect future purchase intentions? *Journal of Marketing Management*, 24(3-4), 345-360. <https://doi.org/10.1362/026725708X306130>
- Yaduvanshi, N. R., Myana, R., & Krishnamurthy, S. (2016). Circular economy for sustainable development in India. *Indian Journal of Science and Technology*, 9(46). <https://doi.org/10.17485/ijst/2016/v9i46/107325>

Biographies

Ms. Amanpreet Kaur Mishra is an Assistant Professor in the Commerce Department, Shri Ram College of Commerce since 2010. She is a Business Economics graduate from University of Delhi and an MBA from Bharati Vidyapeeth University, Pune. She is currently pursuing PhD from Jamia Millia Islamia in the field of consumer behaviour in Marketing. She is experienced in teaching a diverse set of subjects in the field of commerce and business such as Managerial Economics, Management Principles and applications, Human Resource Management, Marketing and Advertising for past 11 years. She is currently pursuing her PhD at the Centre of Management Studies, Jamia Millia Islamia. Her research interests include consumer buying behaviour, consumer purchase decisions paradox, sustainable marketing. Her research work focuses on using exploring buying motives and possible roadblocks for positive sustainable buying behaviour. She is been actively involved in the institutes placement endeavours and have actively participated in various business case competitions. She has also served in the capacity of management consultant in standards and Poor's for a period of two years. She was actively involved in recruitment and selection processes along with training and development initiatives at S&P.

Dr Rahela Farooqi is a Professor with Centre for Management Studies, Jamia Millia Islamia (Central University), New Delhi. She has an experience of around 22 years out of which 19 years are in Jamia Millia Islamia. She is a Phd in Management and an MBA from Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh. She is a recipient of Junior Research Fellowship from UGC. She has published various papers in refereed international and national journals published by Emerald, Sage, Springer etc and presented papers in International & National Conferences in India (at IIT Delhi, IIM Calcutta, MDI, IIM Kohzicode, Indore and Raipur) and abroad namely Denmark, Germany, Malaysia and Thailand. She has guided research to 16 doctoral students out of which ten has been awarded Phd. She has completed a Major Research project sponsored by UGC. She has edited three books in management and has organized many conferences and workshops in the department. Her areas of interest include Services Marketing. Retail Management & E-marketing. She has conducted extensive faculty development programmes in the area of Communication skills, Leadership, Strategic Planning and Time management. She has been incharge of Training and Placement at the University and Department level.