

Development of a Conceptual Framework for Green Consumer Buying Behaviour for Personal Care Products in India

Premi Hansini

Abstract:

Growing environmental consciousness and the increasing demand for sustainable consumption have generated considerable interest among researchers and practitioners to understand green buying behaviour and consumption patterns. Although existing literature mainly focused on identifying isolated antecedents and indicators for green buying behavior, but limited attention has been given to the development of a comprehensive framework that provides insight into green buying behavior. To address this gap, the present study focuses on building and validating a theoretical framework grounded in Theory of Planned Behavior (TPB) theory, in the Indian personal grooming industry. Through extensive literature review twenty two elements from the literature were identified, out of which twenty were selected for the study to build the framework, through Domain Analysis. The study further evaluates the proposed framework using reliability and validity analysis, followed by factor Analysis, Correlation and Regression to check the relationship among the variables. The findings indicated that the identified variables had a significant impact on green buying behaviour, the strongest relationship was found with Green Environmental Attitude (.881*) among all the independent variable. Further the value of R^2 was (.842), demonstrating the Fit of the model to be sound and good. The comprehensive framework contributes to the existing body of knowledge by providing a more holistic understanding of green consumer behaviour with respect to developing economies and helps in providing practical insights for marketers, policy makers and green brands in designing effective green marketing strategies.

Keywords: Green Buying Behavior, Theory of Planned Behavior (TPB), Antecedents, Domain Analysis, Factor Analysis, Correlation and Regression.

JEL Classification: M31, Q56, D9

1. INTRODUCTION

After internationalization the economic, social and environmental consequences of unquestioning pursuit of economic growth had become crystal clear. Roused by the seriousness of the matter consumers have started to alter their purchase behavior. Concern for health and environment had become a priority. Consumers had started to indulge in more equitable ways to produce, consume and live. This transition led to a positive change in the attitude of consumers which translated into high demand in sustainable products by the consumers. According to (de Medeiros and Ribeiro, 2017) “Green Products, also named environmentally correct or environmentally sustainable products are those capable of adding long term benefits, reduce client stress and relieve them from their environmental responsibility, without however diminishing products and satisfying products”. (Kang and Choi, 2016) described “sustainable products, in this study, are broadly classified as those that embrace positive social, environmental and ethical attributes”. (Luchs et al., 2010) “Products which are produced without non-toxic chemicals or are recyclable, reusable, bio-degradable or having eco-friendly packaging and with low detrimental environmental impact at all stages of its life-cycle with the long term goal of preservation of natural environment are termed as green or environment friendly products”. This has created new environmental ethics, which have increased individuals ‘awareness and significantly changed their consumption behavior (Jang et al., 2011)”. Companies have responded by introducing a variety of green initiatives such as “green products and service design” (Chan et al., 2012; Danjelico and Pujari, 2010), “green supply chain management” (Wang and Chan, 2014; Tseng et al. 2013a), and “innovation practices” (Lin and Chen, 2014; Chen et al., 2006; Nishu. U et al., 2024). “Lack of information to the consumers about green products often results in an attitude-behavior gap between their environmental concern and actual buying behavior thus hindering the market share for green products (Ohtomo and Hirose, 2007)”. “Consumer research recognizes consumers' perception about green products, its price and quality (functional value), their urge to seek knowledge (Epistemic value), image concern, peer opinion (Social value), influence of promotional activities and subsidies (Conditional value), desire to exhibit protective role towards environment (Environmental value) may have strong influence and prognosticate sustainable consumption behavior” (Sharma and Bagoria, 2012; Laroche et al., 2001). “Despite extensive research on consumers' environmental actions, attitudes and apprehension in the context of Europe and USA, such studies are remarkably absent in the context of the developing economies of the East” (Arkesteijn and Oerlemans, 2005; Saxena and Khandelwal, 2010 ;). Many research studies were found studying, especially on “organic (sustainable) food purchase (see Gracia and Magistris, 2007; Vermeir and Verbeke, 2008; Grankvist and Biel, 2007, Ruiz de maya, Lopez-Lopez, & Munuera, 2011)”. However, “the analyses of eco-friendly cosmetic, personal care or appliance products are rather scarce (Kim and Chung, 2011; Cervellon and Wernerfelt, 2012)”. “Considering the location of the research of green products, the studies covering developing countries are growing in recent decade” (Tan, 2011; Lin and Huang, 2012; Chairy, 2012; Wu and Chen, 2014). With reference to these studies a theoretical framework is built to examine the relationship and influence of several factors identified like Brand trust, self- Image, Social value, environmental knowledge, environmental concern, conditional value and their influences on buying behavior of consumers' for products with green orientation. To state the research questions, problem statement and objectives clearly the paper aims to:

1.1 Research Questions

- What are the major determinants influencing green buying behaviour in personal grooming sector.
- To identify which theory explains the green consumer behaviour in the context of developing economies.
- Will the conceptual framework provide a more comprehensive explanation of green buying behaviour compared to the existing fragmented frameworks.

1.2 Problem Statement: There exists a paucity of literature on factors affecting the green buying behaviour in context of developing economies like India

1.3 Research Objective

- To identify the factors affecting green buying behaviour in personal grooming sector
- To perform a domain analysis and build a comprehensive framework explaining the relationship between the identified factors and green buying behaviour.
- To check the validity, reliability and the fit of the model

2. NEED FOR A FRAMEWORK

As understood so far there exist a dearth of framework's which explain a clear relationship between various elements which affect a consumer's buying behaviour. Existing frameworks have their own shortcomings because of which they cannot be used as they lack dynamism and do not consider each and every element. Therefore a framework is required which is dynamic yet simple and takes into account maximum number of elements which affect the consumers buying behaviour. Secondly, consumers are now becoming aware of their choices and our looking for more products which are green in their orientation (Nimse et al., 2007). With the increase in demand for environmentally sustainable products, personal grooming sector has drawn considerable attention of academic researchers, most of the studies discuss the marketing strategies without understanding the consumer behaviour aspect of it. "Without understanding the consumer behaviour for this product category, it would be difficult to devise effective marketing strategy Furthermore, although there are numerous studies regarding consumers attitude and purchase behaviour of green products (Chen, 2007; Magnusson et al., 2001; Padel and foster, 2005; Zanolli and Naspetti, 2002), most of them were focused on organic food products". Thus, our primary objective is to study consumer behaviour of green personal grooming products based on Theory of planned behaviour by (Ajzen, 1985) and to devise effective marketing strategies for the same.

3. REVIEWS OF THE EXISTING FRAMEWORKS

Researcher was able to identify and evaluate 24 frameworks from the published literature which study the attitudinal- behavioral gap. Over the course of time researchers and academicians have tried to minimize this gap. As most of the frameworks identified were in context of developed countries, their adoption with respect to developing countries like India were a concern. Most of the frameworks were found to be static in nature, elements could not be used as it is as some of them do not fit with the local needs and characteristics of one particular country. Secondly the studies on Green buying behaviour of consumers were scattered. (Hessam, Yousefi and Goudarzi, 2013). (Lin and Huang, 2012; Sinnappan and Abdrahman, 2011; Kaufmann et al; 2012).

4. JUSTIFICATION OF THE THEORY

“The TBP establishes a theoretical link between the concepts of beliefs and evaluates criteria to explain behavior. The model formalizes the assumption that the anticipated satisfaction with a product and consequently its purchase are based on beliefs about the perceived benefits (Kalafatis et al., 1999)”. “Green purchasing is based on beliefs about the perceived personal, altruistic and/or environmental benefits of green products and the positive consequences of buying (Bang et al., 2000; Jansson et al., 2010)”. The TPB provides a reasonable base for the present research problem. The theory of (TPB) model has been used in the literature very often to examine intension to engage in variety of behavior, therefore the model is applied to examine the effect. Therefore, the proposed framework takes into consideration the essential components of TPB namely Attitude, Personal and social norms, Perceived behavioral control and intention to pay and test these in context to green buying behavior. In this study the theory is extended by adding three new factors which are discussed below as well as Intension to pay has been studied as an Independent Variable.

5. METHODOLOGY

5.1 Domain Analysis of existing frameworks for Element Identification:

In the Domain Analysis a table is shown with a grid of numbers, in which each studied element in a particular framework is shown. It was constructed on the basis of the elements listed under each identified framework. It helps in revealing the similarities among between different frameworks. Frequency of occurrence of elements in identified frameworks was calculated. It was observed that certain elements had relative high frequency of occurrence that is more than 20 % or more stressing on the importance of that element. Such elements were considered for the study. This careful analysis and evaluation resulted in a new proposed framework which would provide solutions for organization to bridge the “Attitude- Behavioral gap”

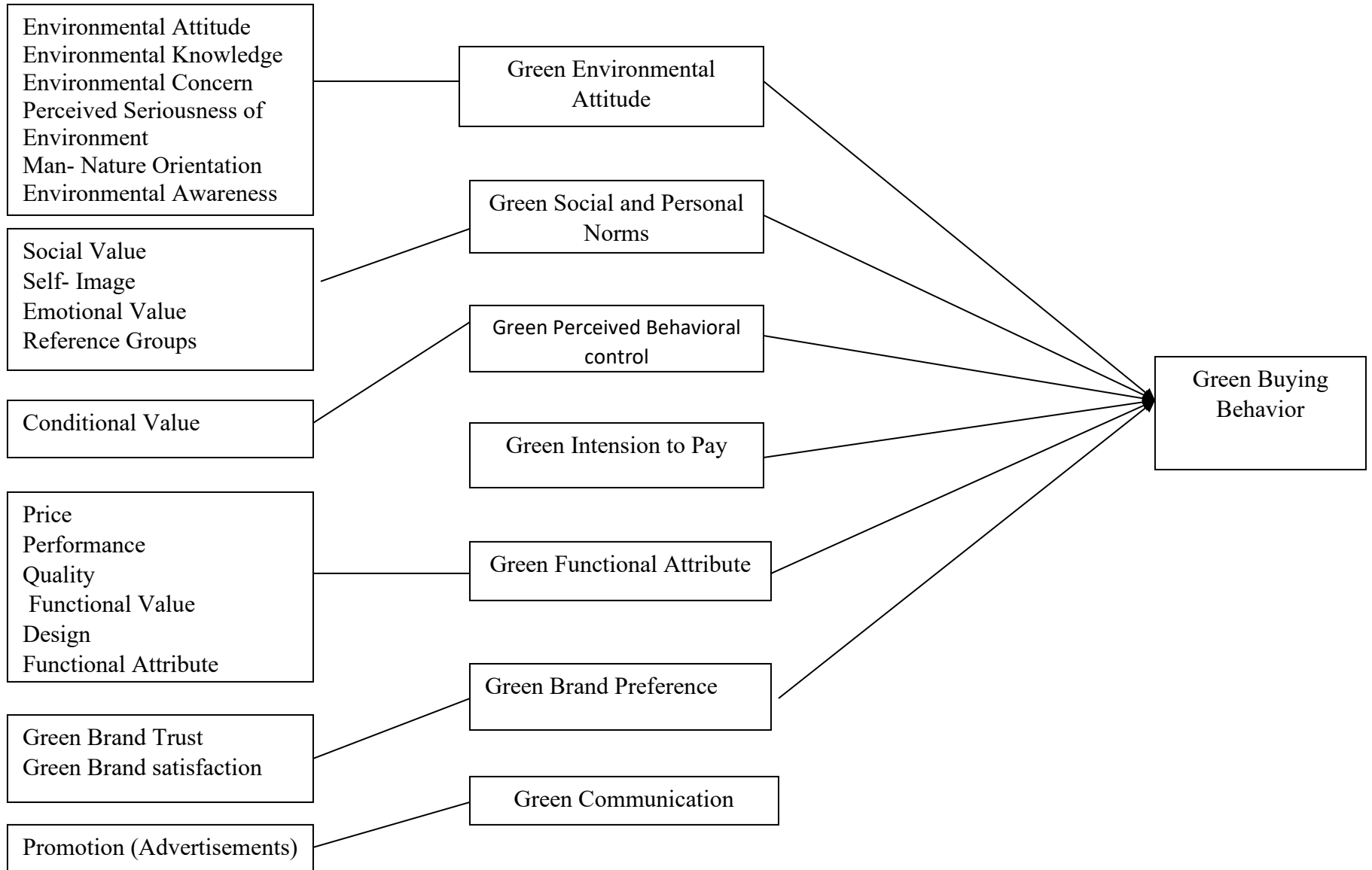
The following elements were identified from the literature: Environmental Attitude, Environmental Knowledge, Environmental Awareness, Man- Nature Orientation, Perceived Seriousness of Environment, Environmental concern, Personal and social Norms, Social Value, Emotional Value, Conditional Value, Reference Groups, Self-Image, Functional Value, Intension to Pay, Quality, Functional attribute, Price, Design, Performance, Brand Trust, Brand Satisfaction, Brand Preference, Promotion, Transparency, Collectivism, and Demographic Factors. After domain analysis chosen elements will be clubbed on the basis of similarities. Researchers believe that an understanding of relationship of these factors will help understand a consumers buying behavior and later will help in developing marketing strategies to enhance it. The Domain Analysis of Each identified element in different frameworks is shown below in **Table 1**

Environmental Awareness	Environmental Concern	Frameworks
1	1	The triple bottom line (1997) John Elkington
1	1	Natural Capitalism (1999) Paul Hawken, Amory Lovins and L. Hunter Lovins
1	1	The Natural Step Framework Perhay, J. (2005), Robert and Hølemberg (2011).
		CSR Behavior as a consequence of consumer needs and regulations Andrew C. M. Menck, Dr. Joe Bento de Oliveira Filho
1	1	Conceptual Framework of factors influencing green purchase behavior of consumers (2014)
		A New Framework: Make Green Marketing Strategy go with competitive strategy (2014) Chun-Shuo Chen, Dr. Long- Yi Lin
1	1	The SERVQUAL Model Eastwood D.B. Brooker J.R. Smith (1996)
1	1	The conceptual Model of effective factors on consumers green purchasing intensions (2020) Hessam Zand Hessami, Parisa Yousefi, Ghazaleh Goudarzi.
1	1	Factors affecting consumers Green purchasing behavior: an integral conceptual framework(2012)
		A Framework for Sustainable Marketing(2011) Ross Gordan, Marylyn Carrigan, Gerard Hastings
1	1	Theory of Consumption Value (2012) Pei- Chun Lin Yi- Hsuan Huang
1	1	Cheah and Phau Model (2011)
1	1	Sinnappan and Abd Rahman Model (2011) Sinnappan and Rahman
1	1	The Marketing Grid (2008) John Grant
		Pro- environmental Consumption model (2009) Heinz WelschJan Kuhling
1	1	Business Intelligence (BI) Model (2009) Mohamed M. Mostafa
1	1	Self-Organizing Maps Model (2010) Marlei Pozzebon Maria Petrin
		Theory of planned behavior and the role of confidence and values (2008) Iris VermeirWim Verbeke
		Drivers of pro – environmental purchasing behavior (2005) Andrea K. Moser framework
1	1	Jain. S and Kaur.G framework (2004)
		Yasser. M and Ahmed. E Model (2012)
1		Rahbar. E and Wahid.Nabsiah Model (2011)
		Aysel Boztepe Model (2012)
0.60	0.60	Frequency

Willingness to Pay					1	1	1	1	1				1		1	1		1	1	1				0.47
Man- Nature Orientation	1	1	1		1			1	1	1		1	1	1				1						0.47
Epistemic Value					1		1	1	1	1	1		1		1		1	1						0.43
Conditional Value					1		1	1	1	1	1		1		1		1	1						0.43
Emotional Value					1		1		1	1	1		1		1		1	1						0.39
Green Buying Behavior						1	1	1	1	1	1		1		1					1				0.39

Functional Attribute				1		1	1	1	1					1					1			1	0.34	
Promotion					1	1		1				1										1	1	0.26
Green Brand Satisfaction					1	1	1														1	1		0.21
Green Brand Preference									1		1	1			1							1		0.21
Demographic Factors					1				1												1		1	0.17
Green Brand Trust																				1		1		0.08

6. FRAMEWORK OF FACTORS AFFECTING GREEN BUYING BEHAVIOUR OF A CONSUMER



6.1 Features of the framework

1. This framework is an extension of TPB theory in which Green functional Attribute, Green Brand Preferences and Green Communication is being added.
2. One important feature of this framework is that in this Green Intension to pay is being studied as an Independent Variable rather as a Mediating Variable which also makes this framework unique as in most of the studies it is being studied as a Mediating variable. Researchers believe that this would bring new insights about the relationship between Green Intension to pay and Green Buying Behavior.
3. This Framework consists of 20 elements, which were carefully selected after Domain Analysis. They were clubbed together on the basis of similarity into 7 Initiatives of Green Buying Behavior (Dependent Variable).
4. The framework tries to provide an explanation of relationships between various elements and Green Buying Behavior and how they influence it.
5. The number of elements included in the proposed framework is comparatively higher than those identified in the literature.
6. According to the researchers maximum effort has been put to take care of the shortcomings of the previous frameworks.

6.2 Elements Specification

6.2.1. Green Environmental Attitudes: (Allport, 1935) discusses attitude as a: “A mental and neural state of readiness, which exerts a directing, influence upon the individual’s response to all objects and situations with which it is related” (Schultz and Zelezny, 2000) “attitudes of environmental concern are rooted in a person’s concept of self and the degree to which an individual perceives him or herself to be an integral part of the natural environment”. “Attitudes are conventional assessment of objects, people’s perception or topics represented by a clear inclination towards one direction” (Ajzen, 2001). It can be simply concluded that, attitude is a reflection of consumer’s choices and their buying behavior is mostly dependent on their green attitudes (Irland, 2007).

6.2.2 Personal Norms and Social Norms:

6.2.2.1 Social Norms: “Conceptualized in TPB, relate to Social pressure of complying with certain behavior” (Ajzen, 1991). “People use social norms as guidelines for appropriate behaviors to decide not only what is morally right or wrong but also whether it is easy or beneficial to act in such a way” (Bamberg and Moser, 2007). “By incorporating social norms into consistent personal values system, personal norms are established” (Jansson et al., 2010).

6.2.2.2 Personal Norms: are defined as “feelings of strong moral obligations to engage in altruistic or green behavior” (Ajzen, 1991). “Personal norms have a positive effect and behavior, which is empirically, confirmed in the domains of green mobility” (Jansson et al., 2010) and “energy efficiency products” (Ha and Janda, 2012). “Strong Personal norms even increase the probability of changing consumption patterns overtime to environmentally friendly behavior” (Thogerson and Olander, 2006).

6.2.3 Perceived Behavioral Control: “is the perceived control one has over one’s actions. It refers to the capacity of an individual to perform a given behavior (Ajzen, 1988)”. “In most of the studies it was seen that there existed a significant and positive impact on green buying behavior (Ma, Littrell and Niehm, 2012; Wang et al., 2014)”. There was however few studies stating that there exist no relation between the two (Arvola et al., 2008). It can be said although

there is some evidence that PBC positively influences green buying behavior, yet further empirical investigation is required.

6.2.4 Intention/ Willingness to Pay

“It is conceptualized as the probability and willingness of a person to give preferences to products having eco – friendly features over the other traditional products in their purchase considerations (Ajzen, 1991)”. “In a study on Australian consumers, (Suchard and Michael,1991) found that 61.5% of the respondents would pay more for environmental friendly products that cost 15% and 20% higher while 22.2% were unsure if they would pay more for green products”. “There are literatures suggest that strong environmental motivations may result in a greater willingness to pay a price premium of up to 10% (D’Souza, Taghian and Lamb, 2006, Chan et al.,2023)”.

6.2.5 Green Functional Attributes: “Consumers are willing to integrate sustainable actions into their everyday shopping behavior and place high importance on ecological attributes, for instance when they buy dishwashers (Moser, 2016) or food (Gadema and Oglethrope, 2011)”. “Price is one the major attributes on which purchasing decisions are based (Premi et al., 2019)”. “Consumers state high prices as barriers to green consumption (Gleim et al., 2013; Paul and Rana, 2012; Vega- Zamora et al., 2014)”. “Researchers found that product attributes positively influenced purchase of green products (Chen and Chang, 2012; Young et al., 2010)”. “Consumers preferred functional attributes of the product (that fulfill personal needs and desires) over its ethical characteristics (Chen and Lobo, 2012; Tsakiridou et al., 2008)”. “Taste, quality and healthiness of product have been reported as important attributes for consumers who purchase green food products (Cerjak et al., 2010)”. In most of the studies it was reported that the functional attributes, product quality and design had prominent influence while making a purchase of green products (Mondelaers et al., 2009; Smith and Paladino, 2010; Tsakiridou et al., 2008), only in one study (Chan and Wong, 2012) it was reported that product attributes had no significant influence on consumers buying decision.

6.2.6. Green Brand Preference: “The green commitments and concern of the firm will add or subtract value to the products and services offered by the brand, which results in the green brand preference. In other words the consumer’s perception of the brand will affect their choices (Gunasti and Ross, 2010), Mishra and Khan, 2023)”. Many organizations in 70’s and 80’s made false claims with respect to green products, which created a negative perception in the minds of the consumer. Therefore, consumers are willing to trust only well-established brands and will choose or make purchasing decisions of green products based on their previous experiences.

6.2.7 Green Communication: “The theory of reasoned Action (Ajzen and Fishbein, 1980) suggests that marketers can influence consumer’s attitude and intentions by changing their evaluations through adding new beliefs and targeting normative beliefs”. Branding plays a crucial role in altering of attitudes. “Brands are effective because they have an effect on the affective domain: rational reasons are translated into emotional preferences (Tonn, English and Travis, 2000)”. Thus, brands possess power to change a consumer’s perception about a brand and can make them shift to more sustainable and greener consumption patterns.

6.2.8 Green buying behavior (Dependent Variable): It is when a consumer is willing to pay for environmentally sound products. Green buying behavior is seen as a socially responsible and conscious decision which is a nexus of ethical right decision-making behavior. “As a socially responsible consumer, the green consumer takes into account the public consequences of his or her private consumption and attempts to use his or her purchasing power to bring about social change” (Moisander, 2007). Consumers should be able to understand that pro-environmental behaviors are different from our general day to day buying behaviors. General

day to day buying behavior is motivated by evaluating immediate benefits and price associated that are directed towards immediate satisfaction of needs solely of the consumer performing the behavior whereas, environmentally conscious buying behavior is unlikely to deliver instant satisfaction or gratification, its results are more future-oriented and long lasting, that often benefits society at large (Kim and Choi, 2005). In recent times due to increased awareness and consumer growing sentiment towards the desecrating environment more research is being conducted. Consumers across the globe commit of their environmentally responsible behavior and consciousness towards the environment (Diekmann and Franzen, 1999; Dunlap and Mertig, 1995). “Customers are ever more aware of the seriousness of the environmental degradation, resulting more ecologically consciousness and desire to purchase eco-friendly products and services, favoring businesses that prefer environmental practice (Roberts, 1996; Kalafatis et al., 1999)”. “Accordingly, academic research in this area has centered on the identification of consumer motivation underlying pro-environmental behaviors (Bagozzi and Dabholkar, 1994; Lee and Holden, 1999) and the explanation of the relationship between cognitive or motivational factors and environmentally conscious behavior (Dietz, Stern and Guagnano, 1998; Karp, 1996; Mc Carty and Shrum, 1993 and 1994)”. Despite of so many studies undertaken to study consumer behavior, researchers and marketers are still not able to comprehend consumers’ green or sustainable behavior. In the last three decades, many marketers, organizations, psychologists, environmentalist and sociologists have tried to answer the root cause of consumer’s pro-environmental action. It still remains a mystery as to “Why do people act environmentally friendly” and “What are the barriers to pro-environmental behavior?” is extremely complex. A number of theoretical frameworks have been developed over the decades to explain the “Attitude- behavioral gap” still there was no successes in understanding as to what factors drive or motivate consumers to act in a particular way. Hence, it can be said that although, many studies have been done, no definite explanation has been given yet (Kollmus and Agyeman, 2002).

Based on the proposed framework grounded in the TBP theory, the following hypothesis will be tested

- H1: Consumer possessing stronger green environmental attitude are more likely to engage in green buying behaviour.
- H2: Social and personal normative influences positively shaped consumers green buying behaviour.
- H3: A higher level of perceived behaviour control enhances consumers tendency to purchase green personal care products
- H4: Consumers demonstrating a greater willingness to pay for environmentally sustainable products exhibit stronger green buying behaviour
- H5: Functional attributes significantly influence green buying behaviour
- H6: Green brand preference strengthens consumer inclination towards environmentally responsible buying behaviour.
- H7: Effective green communication positively encourages green consumer buying behaviour.

7. ANALYSIS AND RESULTS

The reliability analysis conducted for all the constructs indicated satisfactory internal consistency. The Cronbach’s Alpha value varied from (.732) to (.923) there by fulfilling the recommended threshold of alpha value exceeding the value of (0.7) and confirming the reliability of the identified constructs. To examine the construct validity, factor analysis was performed was It suggested 7 constructs were adequate to represent the data as the Eigen value

was higher than 1 for all the constructs and together these explained more than 70% of the variance indicating a strong and acceptable structure for the proposed framework.

Further, criterion-related validity was assessed through correlation. The results demonstrated significant and positive relationships between the dependent variable and all independent variable, with the correlation coefficients ranging from (.441) to (.881). The strongest relationship was found with Green Environmental Attitude (.881*) among all the independent variable highlighting the growing importance of environmental consciousness and green attitude in influencing the green buying behaviour within the personal grooming industry. In order to evaluate predictive relationship, regression analysis was performed for assessing the relationship between the dependent and the independent variable. The analysis resulted in a mathematical equation being formulated explaining the variance and the contribution of each variable to the total variance is explained. The value of R^2 was .842, demonstrating that 84.2% green buying behaviour can be explained by the mentioned 7 factors. The Fit of the model was found to be sound and good.

8. CONCLUSIONS

The present study contributes to the growing body of literature on green consumer buying behaviour by developing and validating an integrated conceptual framework grounded in the theory of planned behaviour (TPB) within the context of the personal grooming industry. While previous studies have largely examined green buying behaviour through fragmented and isolated antecedents, the current paper offers more comprehensive understanding by integrating multiple behavioural, social, functional, and communication related factors into a unified framework.

The findings of the study after domain analysis revealed major 7 initiatives namely Green Environmental Attitude, Green social and Personal Norms, Green Perceived Behavioral control, Green Intension to Pay, Green functional Attribute, Green Brand Preference, and Green Communication. Among these green environmental attitude emerged as one of the strongest determinants, indicating the growing environmental consciousness and ethical consumption orientation of the consumers. The result further validate the applicability of TBP in explaining the green buying behaviour in context of developing economies like India.

The study also provides significant managerial implications for marketers and personal care brands. The findings suggest that organizations should focus not only on product quality and functionality but also on transparent green communication, ecofriendly branding strategies and consumer awareness strategies to strengthen positive purchase intensions. From a theoretical perspective the study adds to the existing literature by building a comprehensive framework that helps in understanding the green consumption patterns and offer a foundation for future empirical and conceptual studies in the domain of green marketing and consumer behaviour.

Despite its contribution certain limitations prevail. First the research is primarily centered on the personal care grooming sector and focuses on consumers within Indian context which may limit the generalizability of the findings across different sectors and geographical regions. Secondly in future the study may extend the framework in other product categories or study different moderating variables to provide a deeper insight into green consumer behaviour.

In conclusion the study highlights the increasing importance of sustainability oriented consumer behaviour and emphasis the need for the businesses to align marketing practices with environmental responsibility and evolving customer expectations. The proposed framework not

Development of a Conceptual Framework for Green Consumer Buying Behaviour for Personal Care Products in India

only enriches academic understanding of green buying behaviour but also serves as a strategic guide for organizations seeking to promote sustainable consumption in contemporary markets.

REFERENCES

- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckmann (Eds.), *Actions Control* (pp. 11-39). Springer.) <https://doi.org/10.1007/978-3-642-69746-3>
- Ajzen, I. (1988). *Attitude, Personality and behaviour*. Open University Press Milton Keynes. <https://psicoexperimental.wordpress.com/wp-content/uploads/2011/03/ajzeni-2005-attitudes-personality-and-behaviour-2nd-ed-open-university-press.pdf>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52, 27-58. <https://doi.org/10.1146/annurev.psych.52.1.27>
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Prentice- Hall. <https://cir.nii.ac.jp/crid/1572543024551612928>
- Allport, G. W. (1935). Attitudes. In C. Murchison (Ed.), *Handbook of social psychology* (pp. 798-844). Clark University Press, Worcester, MA. <https://www.scribd.com/document/333120405/Allport-G-W-1935-Attitudes-in-Handbook-of-Social-Psychology-C-Murchison-798-844>
- Arkesteijn, M., & Oerlemans, L. (2005). The early adoption of green power by Dutch households. *Energy Policy*, 33(2), 183-196. [https://doi.org/10.1016/S0301-4215\(03\)00209-X](https://doi.org/10.1016/S0301-4215(03)00209-X)
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lahteenmaki, L., & shepherd, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the theory of planned behaviour. *Appetite*, 50(2-3), 443-454. <https://doi.org/10.1016/j.appet.2007.09.010>
- Bagozzi, R. P., & Dabholkar, P. A. (1994). Consumer recycling goals and their effect on decisions to recycle: A means- end chain analysis. *Psychology & Marketing*, 11(4), 313-340. <https://doi.org/10.1002/mar.4220110403>
- Bamberg, S., & Moser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta – analysis of psycho- social determinants of pro-environmental behavior. *Journal of Environmental Psychology*, 27(1), 14-25. <https://doi.org/10.1016/j.jenvp.2002.12.002>
- Bang, H., Ellinger, A. E., Hadjimarcou, J., & Traichal, P. A. (2000). Consumers concern, Knowledge, belief and attitude toward renewable energy: An application of the reasoned action theory. *Psychology & Marketing*, 17 (6), 449-468. [https://doi.org/10.1002/\(SICI\)1520-6793\(200006\)17:6%3C449::AID-MAR2%3E3.0.CO;2-8](https://doi.org/10.1002/(SICI)1520-6793(200006)17:6%3C449::AID-MAR2%3E3.0.CO;2-8)
- Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of business research*, 59(1), 46-53. <https://doi.org/10.1016/j.jbusres.2005.01.001>
- Boztepe, A. (2012) Green Marketing and Its Impact on Consumer Buying Behaviour, *European Journal of Economic & Political*, 5 (1), 17- 20. https://www.researchgate.net/publication/288525147_Green_Marketing_and_Its_Impact_on_Consumer_Buying_Behavior
- Cerjak, M., Mesic, Z., Kopic, M., Kovacic, D., & Markovina, J. (2010). What motivates consumers to buy organic food: comparison of Croatia, Bosnia Herzegovina, and Slovenia, *British Food Journal*, 112(9), 1108-1125. <https://doi.org/10.1108/00070701011080223>
- Cervellon, M. C., & Wernerfelt, A. S. (2012). Knowledge sharing among green fashion

communities online: Lessons for the sustainable supply chain. *Journal of fashion marketing and management: An international journal*, 16(2), 176-192.

<https://doi.org/10.1108/13612021211222860>

Chairy, C. (2012). Spirituality and green attitudes in advertising appeals. *Procedia- Social and Behavioral Sciences*, 57, 243- 246. <https://doi.org/10.1016/j.sbspro.2012.09.1181>

Chan, R. Y. K., & Wong, Y. H. (2012). The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco- fashion consumption decision. *Journal of Fashion Marketing and Management*, 16(2), 193-215. <https://doi.org/10.1108/13612021211222824>

Chan, R. Y. K., Wong, Y. H., & Leung, T. K. P. (2023). Applying ethical concepts to the study of “green” consumer behaviour: An analysis of Chinese consumers’ intentions to bring their own shopping bags. *Journal of business ethics*, 114(3), 473-486. <https://doi.org/10.1007/s10551-007-9410-8>

Cheah, I., & Phau, I. (2011). Attitudes towards environmentally friendly products: The influence of eco literacy, interpersonal influence of eco literacy, interpersonal influence and value orientation. *Marketing Intelligence & Planning*, 29(5), 452-472. <https://doi.org/10.1108/02634501111153674>

Chen, C. S., & Lin, L-Y. (2014). Green marketing strategy and competitive strategy: Evidence from the Taiwan manufacturing industry. *Journal of Business Ethics*, 123(2), 233-250. <https://doi.org/10.1007/s10551-013-1842-1>

Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management decision*, 50(3), 502-520. <https://doi.org/10.1108/00251741211216250>

Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food – related personality traits. *Food quality and Preferences*, 18(7), 1008-1021. <https://doi.org/10.1016/j.foodqual.2007.04.004>

Chen, Y. S., & Lobo, A. (2012). Organic food products in China: Determinants of consumers’ purchase intentions. *The International Journal of Consumer Studies*, 36(4), 335- 341. <https://doi.org/10.1080/09593969.2012.682596>

Chen, Y.S., Lin, M. J. J., & Chang, C. H. (2006). The influence of green innovation performance on corporate advantage in Taiwan. *Journal of Business Ethics*, 67(4), 331-339. <https://doi.org/10.1007/s10551-006-9025-5>

Chen, C. S., & Lin, L. Y. (2011). A new framework: Make green marketing strategy go with competitive strategy. *Journal of Global Business Management*, 7(2), 1. <https://www.proquest.com/openview/bf19a848d15f965f1d4a176ea6f9548a/1.pdf?pq-origsite=gscholar&cbl=406316>

D’Souza, C., Taghian, M., & Lamb, P (2006). An empirical study on the influence of environmental labels on consumers. *Corporate Communications: An International Journal*, 11(2), 162-173. <https://doi.org/10.1108/13563280610661697>

Dangelico, R. M., & Pujari, D. (2010). Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability. *Journal of Business Ethics*, 95(3), 471–486. <https://doi.org/10.1007/s10551-010-0434-0>

De Medeiros, J. F., & Ribeiro, J. L. D. (2017). Environmentally Sustainable Innovation: Expected Attributes in the Purchase of Green Products. *Journal of Cleaner Production*, 142(Part 1), 240-248. <https://doi.org/10.1016/j.jclepro.2016.07.191>

- Diekmann, A., & Franzen, A. (1999). The wealth of nations and environmental concern. *Environment and Behaviour*, 31(4), 540–549. <https://doi.org/10.1177/00139169921972227>
- Dietz, T., Stern, P. C., & Guagnano, G. A. (1998). Social structural and social psychological bases of environmental concern. *Environment and Behaviour*, 30(4), 450–471. <https://doi.org/10.1177/001391659803000402>
- Dunlap, R. E., & Mertig, A. G. (1995). Global concern for the environment: Is affluence a prerequisite? *Journal of Social Issues*, 51(4), 121-137. <https://doi.org/10.1111/j.1540-4560.1995.tb01351.x>
- Elkington, J. (1997). The triple bottom line. *Environmental management: Readings and cases*, 2(1997), 49-66.
- Eastwood, D. B., Brooker, J. R., & Smith, J. D. (2005). Developing marketing strategies for green grocers: an application of SERVQUAL. *Agribusiness: An International Journal*, 21(1), 81-96. <https://doi.org/10.1002/agr.20032>
- Gadema, Z., & Oglethorpe, D. (2011). The use and usefulness of carbon labelling food: A policy perspective from a survey of UK consumers. *Food Policy*, 36(6), 815-822. <https://doi.org/10.1016/j.foodpol.2011.08.001>
- Gleim, M., & J. Lawson, S. (2014). Spanning the gap: An examination of the factors leading to the green gap. *Journal of Consumer Marketing*, 31(6/7), 503-514. <https://doi.org/10.1108/JCM-05-2014-0988>
- Gordon, R., Carrigan, M., & Hastings, G. (2011). A framework for sustainable marketing. *European Journal of Marketing*, 45(11/12), 1745-1767. <https://doi.org/10.1108/0309561111162532>
- Gracia, A., & de Magistris, T. (2007). Organic food product behaviour: A pilot study for urban consumers in south of Italy. *Spanish Journal of Agricultural Research*, 5(4), 439-451. <https://doi.org/10.5424/sjar/2007054-5356>
- Grankvist, G., & Biel, A. (2007). Predictors of purchase of eco-labelled food products: A panel study. *Food Quality and Preference*, 18(4), 701-708. <https://doi.org/10.1016/j.foodqual.2006.11.002>
- Grant, J. (2008). Green marketing. *Strategic Direction*, 24(6), 25-27. <https://doi.org/10.1108/02580540810868041>
- Gunasti, K., & Ross, W. T. (2010). How and when altruistic versus egoistic appeals work in promoting sustainable products. *Journal of Marketing Theory and Practice*, 18(2), 149-163. <https://dergipark.org.tr/en/pub/ibr/issue/45510/595038>
- Ha, H. Y., & Janda, S. (2012). Predicting consumer intentions to purchase energy-efficient products. *Journal of Consumer Marketing*, 29(7), 461-469. <https://doi.org/10.1108/07363761211274974>
- Hawken, P., Lovins, A. B., & Lovins, L. H. (1999). *Natural Capitalism: Creating the next industrial revolution*. Little, Brown and Company. <https://doi.org/10.1017/CBO9780511813051>
- Hessami, H. Z., Yousefi, P., & Goudarzi, G. (2013). The conceptual model of effective factors on consumers' green purchasing intentions. *International Journal of Engineering and Innovative Technology*, 2(7), 10-17. <https://european-science.com/eojnss/article/view/251/pdf>
- Hessami, H. Z., Yousefi, P., & Goudarzi, G. (2020). Modeling green purchase intention: An empirical study of Iranian consumers. *Sustainability*, 12(10), 4217.

<https://doi.org/10.3390/su12104217>

Holmberg, J., & Robèrt, K. H. (2000). Backcasting—A framework for strategic planning. *International Journal of Sustainable Development & World Ecology*, 7(4), 291-308. <https://doi.org/10.1080/13504500009470049>

Irland, L. C. (2007). Developing markets for certified wood products: greening the supply chain for construction materials. *Journal of Industrial Ecology*, 11(1), 201-216. <https://doi.org/10.1162/jiec.2007.1052>

Jain, S. K., & Kaur, G. (2004). Green marketing: An attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5(2), 187–205. <https://doi.org/10.1177/097215090400500203researchgate.net+9library.acadlore.com+9journals.sagepub.com+9>

Jang, Y. J., Kim, W. G., & Bonn, M. A. (2011). Generation Y consumers' selection attributes and behavioral intentions concerning green restaurants. *International Journal of Hospitality Management*, 30(4), 803-811. <https://doi.org/10.1016/j.ijhm.2010.12.012>

Jansson, J., Marell, A., & Nordlund, A. (2010). Green consumer behaviour: Determinants of curtailment and eco-innovation adoption. *Journal of Consumer Marketing*, 27(4), 358-370. <https://doi.org/10.1108/07363761011052396>

Jin Ma, Y., Littrell, M. A., & Niehm, L. (2012). Young female consumers' intentions toward fair trade consumption. *International Journal of Retail & Distribution Management*, 40(1), 41-63. <https://doi.org/10.1108/09590551211193595>

Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: A cross-market examination. *Journal of Consumer Marketing*, 16(5), 441-460. <https://doi.org/10.1108/07363769910289550>

Kang, J., & Choi, W. J. (2016). Endorsed Sustainable Products: The Role of Celebrity Ethicality and Brand Ethicality. *Clothing and Textiles Research Journal*, 34(4), 303-319. <https://doi.org/10.1177/0887302X16658345> (Original work published 2016)

Kam-Sing Wong, S. (2012). The influence of green product competitiveness on the success of green product innovation: Empirical evidence from the Chinese electrical and electronics industry. *European Journal of Innovation Management*, 15(4), 468-490. <https://doi.org/10.1108/14601061211272385>

Karp, D. G. (1996). Values and their effect on pro-environmental behaviour. *Environment and Behavior*, 28(1), 111–133. <https://doi.org/10.1177/0013916596281006>

Kaufmann, H. R., Panni, M. F., & Orphanidou Y. (2012). Factors affecting consumers' green buying behavior: an integrated conceptual framework. *Amfiteatru Economic Journal*, 14(31), 50-69. <https://hdl.handle.net/10419/168746>

Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40-47. <https://doi.org/10.1108/07363761111101930>

Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behavior: An examination of collectivism, environmental concern, and PCE. *Advances in Consumer Research*, 32, 592-599. https://www.researchgate.net/publication/233894746_Antecedents_of_green_purchase_behavior_An_examination_of_collectivism_environmental_concern_and_PCE

Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behaviour? *Environmental Education Research*,

8(3), 239–260. <https://doi.org/10.1080/13504620220145401>

Laroche, M., Begeron, J., & Barbaro-Forleo, G., 2001. Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), pp. 503- 520. <https://doi.org/10.1108/EUM00000000006155>

Lee, K., & Holden, S. J. S. (1999). Understanding the determinants of environmentally conscious behaviour. *Psychology & Marketing*, 16(5), 373–392. [https://doi.org/10.1002/\(SICI\)1520-6793\(199909\)16:5<373::AID-MAR3>3.0.CO;2-R](https://doi.org/10.1002/(SICI)1520-6793(199909)16:5<373::AID-MAR3>3.0.CO;2-R)

Lin, P. C., & Huang, Y.-H (2012). Understanding green purchases: The theory of consumption values perspective. *Journal of Business Ethics*, 108(1), 35-46. <https://doi.org/10.1007/s10551-011-1088-9>

Lin, P. C., & Huang, Y. H. (2012). The influence factors on choice behaviour regarding green products based on the Theory of Consumption Values. *Journal of Cleaner Production*, (22), 11–18. <https://doi.org/10.1016/j.jclepro.2011.10.002>

Tseng, M. L., Wang, R., Chiu, A. S., Geng, Y., & Lin, Y. H. (2013). Improving performance of green innovation practices under uncertainty. *Journal of cleaner production*, 40, 71-82. <https://doi.org/10.1016/j.jclepro.2011.10.009>

Luchs, M. G., Naylor, R. W., Irwin, J. R., & Raghunathan, R. (2010). The Sustainability Liability: Potential negative effects of ethicality on product preference. *Journal of Marketing*, 74(5), 18-31. <https://doi.org/10.1509/jmkg.74.5.18>

Magnusson, M. K., Arvola, A., Hursti, U. K. K., Åberg, L., & Sjöden, P. O. (2001). Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103(3), 209–227. <https://doi.org/10.1108/00070700110386755>

Mehta, A., Sharma, M., & Gupta, N. (2024). Determinants responsible for sustainable consumption behaviour among youths. *Socio Economic Challenges*, 8(1), 240-252. [https://doi.org/10.61093/sec.8\(1\).240-252.2024](https://doi.org/10.61093/sec.8(1).240-252.2024)

Menck, A. C. M., & de Oliveira Filho, J. B. (2014). A marketing approach to corporate social engagement. *AIJCR: American International Journal of Contemporary Research*, 4(3). https://aijcrnet.com/journals/Vol_4_No_3_March_2014/4.pdf

Mishra, P., & Khan, C. Consumer Behavior and Green Product Adoption: Motivations, Challenges, and Green Practices Implications in India. *International Journal of Research*, 13, 344-349.

Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, 31(4), 404–409. <https://doi.org/10.1111/j.1470-6431.2007.00586.x>

Mondelaers, K., Verbeke, W., & Van Huylenbroeck, G. (2009). Importance of health and environment as quality traits in the buying decision of organic products. *British Food Journal*, 111(10), 1120–1139. <https://doi.org/10.1108/00070700910992952>

Moser, (2014). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32 (3), 167-175. <https://doi.org/10.1108/JCM10-2014-1179>

Moser, A. K. (2016). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167-175. <https://doi.org/10.1108/JCM-10-2014-1179>

Mostafa, M. M. (2009). Shades of green: A psychographic segmentation of the green consumer in Kuwait using self-organizing maps. *Expert systems with Applications*, 36(8), 11030-11038.

<https://doi.org/10.1016/j.eswa.2009.02.088>

Mourad, M., & Serag Eldin Ahmed, Y. (2012). Perception of green brand in an emerging innovative market. *European journal of innovation management*, 15(4), 514-537. <https://doi.org/10.1108/14601061211272402>

Nimse, P. S., Vijayan, A., Kumar, A., & Varadarajan, C. (2007). A review of green product databases. *Environmental Progress*, 26(2), 131-137. <https://doi.org/10.1002/ep.10210>

Nisha, U., A, M. A., & Firdouse Jahan, S. (2024). Green it Adoption as CSR – Insights from Indian it Companies. *Acta Universitatis Bohemiae Meridionalis*, 27(3), 46-66. <https://doi.org/10.32725/acta.2024.012>

Ohtomo, S. & Hirose, Y. (2007). The dual-process of reactive and intentional decision-making involved in eco-friendly behavior. *Journal of Environmental Psychology*, 27 (2), 117-25. <https://doi.org/10.1016/j.jenvp.2007.01.005>

Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606-625. <https://doi.org/10.1108/00070700510611002>

Paul, J., & Rana, J. (2012). Consumer behaviour and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412-422. <https://doi.org/10.1108/07363761211259223>

Perhay, J. (2005). The natural step: A Scientific and pragmatic framework for a sustainable society. *SUL Rev.*, 33, 249.

Premi, H., Sharma, M., & Dangayach, G. S. (2019). An empirical investigation of factors affecting consumer buying behaviour for green personal care products in India. *PURUSHARTHA-A journal of Management, Ethics and Spirituality*, 12(1), 32-49. <https://journals.smsvaranasi.com/index.php/purushartha/article/view/298>

Pozzebon, M., & Petrini, M. (2010). Managing sustainability with the support of business intelligence: Integrating socio- environmental indicators and organizational context. *Journal of Strategic Information systems*, 19(4), 330-350. <https://doi.org/10.1016/j.jsis.2010.10.002>

Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business strategy series*, 12(2), 73-83. <https://doi.org/10.1108/1756311111114877>

Roberts, J. A. (1996). Green consumers in the 1990s: Profile and implications for advertising. *Journal of Business Research*, 36(3), 217-231. [https://doi.org/10.1016/0148-2963\(95\)00150-6](https://doi.org/10.1016/0148-2963(95)00150-6)

Ruiz de Maya, S., López-López, I., & Munuera, J. L. (2011). Organic food consumption in Europe: International segmentation based on value system differences. *Ecological Economics*, 70(10), 1767-1775. <https://doi.org/10.1016/j.ecolecon.2011.04.019>

Sarumathi, S. (2014). Green purchase behavior- a conceptual framework of socially conscious consumer behavior. *Global Journal of Finance and Management*, 6(8), 777-782. <https://www.ripublication.com/Volume/gjfmv6n8spl.htm>

Saxena, R. P., & Khandelwal, P. K. (2010). Can green /marketing be used as a tool for sustainable growth? A Study performed on consumers in India- an emerging economy. *The International Journal of Environmental, Cultural, Economic and Social sustainability*, 6(2), 277-291. <https://doi.org/10.18848/1832-2077/CGP/v06i02/54702>

Schultz, P. W., & Zelezny, L. (2000). Promoting environmentalism. *Journal of Social Issues*, 56(3), 365-371. <https://doi.org/10.1111/0022-4537.00172>

- Sharma, S. C., & Bagoria, H. (2012). Green marketing: A gimmick or the real deal. *International Journal of Research in Finance and Marketing*, 2(2), 404-414. <https://www.scribd.com/document/590051446/Satish-Sharma>
- Sinnappan, P., & Rahman, A. A. (2011). Antecedents of green purchasing behavior among Malaysian consumers. *International Business Management*, 5(3), 129-139. <https://doi.org/10.3923/ibm.2011.129.139>
- Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal*, 18(2), 93-104. <https://doi.org/10.1016/j.ausmj.2010.01.001>
- Subonteng, P., McCleary, K. J., & Swan, J. E. (1996). SERVQUAL revisited: A critical review of service quality. *Journal of Services Marketing*, 10(6), 62-81. <https://doi.org/10.1108/08876049610148602>
- Suchard, H. T., & Polonsky, M. J. (1991). A theory of environmental buyer behaviour and its validity: The environmental action-behaviour model. In M. C. Gilly & F. Dwyer (Eds.), *AMA Summer Educators' Conference Proceedings (Vol. 2, pp. 187-201)*. American Marketing Association. <https://www.scribd.com/document/426644275/Advances-in-Marketing-Customer-Relationship-Management-and-E-services-AMCRMES-Book-Series-Kaufmann-Hans-Ruediger-Panni-Mohammad-Fateh-Ali-Khan>
- Shrum, L. J., McCarty, J. A., & Lowrey, T. M. (1995). Buyer characteristics of the green consumer and their implications for advertising strategy. *Journal of advertising*, 24(2), 71-82. <https://doi.org/10.1080/00913367.1995.10673477>
- Tan, B. C. (2011). The roles of knowledge, threat, and PCE on green purchase behaviour. *International Journal of Business and Management*, 6(12), 14-27. <https://doi.org/10.5539/ijbm.v6n12p14>
- Thøgersen, J., & Ølander, F. (2006). The dynamic interaction of personal norms and environment-friendly buying behavior: A panel study. *Journal of Applied Social Psychology*, 36(7), 1758-1780. <https://doi.org/10.1111/j.0021-9029.2006.00080.x>
- Tonn, B., English, M., & Travis, C. (2000). A framework for understanding and improving environmental decision making. *Journal of Environmental Planning and Management*, 43(2), 163-183. <https://doi.org/10.1080/09640560010658>
- Tsakiridou, E., Boutsouki, C., Zotos, Y., & Mattas, K. (2008). Attitudes and behaviour towards organic products: An exploratory study. *International Journal of Retail & Distribution Management*, 36(2), 158-175. <https://doi.org/10.1108/09590550810853093>
- Tseng, S.-C., & Hung, S.-W. (2013). Improving Performance of Green Innovation Practices under Uncertainty, *Journal of Cleaner Production*, 40, 71-82. <https://doi.org/10.1016/j.jclepro.2011.10.009>
- Vega-Zamora, M., Torres-Ruiz, F. J., Murgado-Armenteros, E. M., & Parras-Rosa, M. (2014). Organic as a heuristic cue: What Spanish consumers mean by organic foods. *Psychology & Marketing*, 31(5), 349-359. <https://doi.org/10.1002/mar.20699>
- Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behavior and the role of confidence and values. *Ecological economics*, 64(3), 542-553. <https://doi.org/10.1016/j.ecolecon.2007.03.007>
- Wang, S., Wang, J., & Zhao, S. (2014). Consumer characteristics and demand for urban green travel modes: A case study of Tianjin, China. *Transportation Research Part D: Transport and Environment*, 32, 207-217. <https://doi.org/10.1016/j.trd.2014.08.020>

Welsch, H., & Kuhling, J. (2009). Determinants of pro-environmental consumption: The role of reference groups and routine behavior. *Ecological Economics*, 69(1), 166-176. <https://doi.org/10.1016/j.ecolecon.2009.08.009>

Wu, S. I., & Chen, J. Y. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intension for Green Products. *International Journal of Marketing Studies*, 6(5), 81–100. <https://doi.org/10.5539/ijms.v6n5p81>

Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: Green consumer behaviour when purchasing products. *Sustainable Development*, 18(1), 20–31. <https://doi.org/10.1002/sd.394>

Zanoli, R., & Naspetti, S. (2002). Consumer motivations in the purchase of organic food: A means-end approach. *British Food Journal*, 104(8), 643–653. <https://doi.org/10.1108/00070700210425930>