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DETERMINANTS OF GREEN PURCHASE INTENTION: AN EMPIRICAL STUDY IN INDIA

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Abstract: *Due to the challenges of global warming, nations and people these days have all time high concern for environmental protection. It leads to the emergence of a new way of business, Green Business. The industries who claim that they are environmentally friendly and have concern for society are known as green industries, their marketing philosophy is termed as green marketing and environment friendly products are referred as green products. The adoption of green marketing initiatives is principally a response to the increasing pressures of society on businesses to meet its comprehensive ethical and moral responsibilities. Such inclined trend towards eco-friendly initiatives has been measured by various researchers in different contexts, by emphasizing the measurement of consumers and industry's intention towards green marketing. Many of these researches have been conducted in developed countries and still there is required of putting more focus in the context of developing countries like India. The adoption of green marketing orientation by firms doing business in India is primarily based on intention to purchase green products by Indian consumers. Therefore, this study belongs to the identification and validation of prime factors responsible for affecting green purchase intention (GPI), in the concern context.*

Keywords: *Intention, Factor analysis, Environmental protection*

INTRODUCTION

Modern business practices are not only intended to achieve growth rather they also intended to achieve sustainable growth. Sustainable growth is advantageous for society and firm both. At one extreme society gets benefited due to conservation of resources and the environment, and at other extreme firm disseminates the message about their social responsibility and Eco-friendly business initiatives in the society, with the hope of achieving customer's attention and competitive advantage. The most frequent term used in allusion to the sustainable development is being reiterate as green marketing (Saxena & Khandelwal, 2010). Today green marketing is not only a mean to attain sustainable growth and competitive advantage, but it is also driving a lot of corporate's social responsibilities (CSR) themes. Firm's concern about green marketing and related issues can be attributed to the increasing consumer's concern about their consumption style and Eco-friendly consumer behavior (Promotosh & Sajedul, 2011). Over the last decade, concern for the environment-related issues have been gaining more importance due to increasing awareness of environmental deterioration (Kalafatis, Pollard, East, & Tsogas, 1999). Increasing pollution, depletion of natural resources, global warming, depletion of the ozone layer, sky high price of petroleum products, and increasing side-effects of all this on social, economic, and physical condition of human life have generated drastic change in consumer behaviour towards environmental friendly products (Sinnappan & Rahman, 2011; Sarigollu, 2009). A large segment of consumers are now putting emphasis on nature's protection as the main factor of their buying decisions (Fraj & Martinez, 2007). Under such environment, firms must adhere to these changing trends in consumer behavior to make themselves more competitive (Crassous & Gassmann, 2012; Arseculeratne & Yazdanifard, 2014). With the increasing consumer awareness about environment, firms are not only complying with environmental regulations, but on a practical ground they are also introducing products which are environmentally friendly (D'Souza, Taghian, & Khosla, 2007). Such environmental responsiveness behaviour helps firms to achieve competitive advantage, increase market share, and improve employee motivation, and commitment, in addition to the customer loyalty (Forte & Lamont, 1998; Chan, 2001; Porter & Van der Linde, 1995).

The momentous role of green marketing and related practices, incite researchers to understand the nature of green marketing in different markets. Though most of theses studies have focused on European and American contexts, consistent attempts are being made to generalise the outcomes in different contexts, in order to bring a better understanding about the construct (Kumar & Ghodeswar, 2015). Following the similar pattern, many firms are going green for gaining short term benefits while others are looking at it as a long term responsibility and incorporating 'green' as a part of their corporate DNA (Tripathi, 2011). The materialisation of these researches has reflected in the form of increasing

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research arena within Asian domain (Gurau & Ranchhod, 2005; Yam-Tang & Chan, 1998), but still there is scarcity of green marketing researches in Asian context (Chen, 2010; Lee, 2011). By giving due importance to the Asian context, Singh (2013) posits India as a potential market for green marketing initiatives. Although, India's presence in green marketing activities is not too encouraging, having 155th rank among 178 countries in environment related activities (Yale's environmental performance index, 2014). Though not extensively, few firms like Godrej, Hindustan Unilever, ITC, Fabindia, HCL, and TATA Group are putting focus on eco-friendly business initiatives. Consequently, to accelerate the business growth and customer loyalty, many firms are scuffling with the question of understanding the factors responsible for consumer's buying intention towards green products. In absence of in-depth understanding of consumer behaviour towards environmental friendly products, it is very difficult to work out effective green marketing strategies (Kim & Chung, 2011). Therefore, the objective of this study is to examine the antecedents of consumer intentions about purchasing green products in developing Asian countries like India. The outcome of the study provides a detailed viewpoint about the factors responsible for consumer's intention to purchase green products, so that it can be used for managerial decision-making.

THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

Green Marketing

Green marketing encompasses all activities concerning with the marketing of environmentally friendly products. The green marketing concept was first evolved in the era of the 1980s, when many marketers apprehend it as a tool to derive goodwill and increased market share (Lee, 2008). But at the initial outset of the evolution, effect of green marketing practices on consumer's purchase intention wasn't found significant (Schrum *et al*., 1995). Since 2000, due to continuous rise in environmental concern at global level, green marketing and affiliated practices *viz*, sustainable growth, and ethical consumerism have gradually picked up the momentum again (Lee, 2008).

As a result, companies have started upgrading the conventional production system in order to produce Eco-friendly products. Early literature identified green marketing as an approach, indicating signs of a shift in consumer attention towards green products. The Growing interest of consumers and companies induces interest among researchers, in order to bring more understanding about the construct. Brief literary arguments of such scholarly contributions are mentioned followed.

Rahbar and Wahid (2011) found a positive relationship between green marketing mix strategies and customer's buying pattern. Connolly and Prothero (2008) insisted that a well-implemented green marketing strategy can deliver satisfaction by producing a more supportive recall of the brand. Rashid (2009) has identified that when consumers are aware of Eco-labels they react more positively towards knowledge of green marketing and the purchase of green products.

In recent times, a lot of attention has been paid to the effect that mass media has on the audience's perceived seriousness of environmental hazards. An example of one such study is the research done by Moser and Uzzell (2003). In that study, the authors stated that the audiences are influenced by the way the mass media interprets the pollution levels. A product with a green image may improve the emotional tie-up with the customer and thereby increase customer loyalty (Ginsberg & Bloom, 2004). Green marketing practices, as a result of compulsion due to legal pressure and pressure of environmental supportive groups, have changed to authentic efforts to behave in an environmental-responsible manner and improve green marketing plans (Polonsky & Rosenberger, 2001). Coddington (1993) has found that green marketing is an important factor that leads to the success of green positioning strategies which makes the green customer to purchase the product. The following part of the paper provides a brief viewpoint about intention to purchase green products.

Green Purchase Intention (GPI)

Consumers' willingness to purchase a green product over other non-green products in their purchase consideration is referred as green purchase intention (Hasan, 2013). Chen and Chang (2012) define green purchase intention as a probability of purchasing green products by the consumers in the light of their environmental needs. According to Rizwan, Khan, Saeed, Muzaffar, Arshad, and Hussain (N.d.), purchase intention can be understood as a behaviour of an individual that how he/she thinks of any product and what comes in his/her mind first about it. Ajzen (1991) argued that intention is a subjective measure of individual's valuation about a specific behavior. Rashid, Jusoff, and Kassim (2009) defined green purchase intention as the probability and individual's willingness to give preference to Eco-friendly products against other traditional products in their purchase considerations. Karat & Mat (2014) conceptualise green purchase intention as a specific action taken by environmentally friendly consumers. A number of researchers have empirically examined the relationship of green purchase intention with various psychological drivers. Hartmann, Apaolaza Ibanez, and Forcada Sainz (2005)

state that emotional brand benefits are the notable factor inspiring consumers to change real purchase behavior to buy Eco-friendly goods and services. D'Souza et al., (2006), posit that Eco-labels directly affect consumer purchase intention of products which are deemed to environmentally safe. Kong, Harun, Sulong, and Lily (2014) argued that intention can be assumed as the factor which can regulate the "motivational" factors that influence behaviour. Sinnappan, & Rahman (2011) found significant relationship, between purchase intention and environmental attitude. Peattie (2001) and Park and Ha (2012) advocate social factors, as a significant predictor of purchase intention. They observed that people who purchased green products exhibit significantly higher levels of subjective norms compared to the people who did not. Shrum *et al*. (1995), Li (1997), and Kim (2011) recognised a positive relationship between personality factors and green purchase intentions. Schultz et al., (2005), argued that people with high levels of altruistic and biospheric concern are more likely to engage in green purchase behaviours, against people with low altruistic and biospheric concern. Azizan and Suki (2013) suggested that green purchase intention can be significantly explained by environmental knowledge, health consciousness and environmental attitude. Mei, Ling, and Piew (2012) argued that government initiative has the most significant influence on green purchase intention. Sinnappan and Rahman (2011) and Ling (2013) identified a strong relationship between store image and role of sales person and green purchase intention. Barbarossa and Pastore (2015) identified, higher price and scarce availability of green products as the main barriers to green purchasing.

A brief capitulation of preceding studies identifies different antecedents of green purchase intention. Contextual differences of these studies lead to the emergence of diverse determining factors of green purchase intention (Mei *et al*., 2012). The majority of authors take a different perspective to determine the antecedents of green purchase intention, with no holistic standard to operationalise the green purchase intention. Therefore, such diversities as well as contradiction strongly necessitated such type of study in which the precedence of intention is identified and validated in the concern context. This study identifies variable from the literature and described them as follows.

Concern for Self-Image (SI) and Green Purchase Intention (GPI)

Self-image is an individual's own perception about himself/herself (Goldsmith, Moore, & Beaudoin, 1999) in order to get acceptability in their reference group (Faust & Smardon, 2001). Under the influence of reference group, individual put efforts to label themselves as eco-friendly, and act in environmentally friendly way, the phenomena is referred as concern for self-image (Werff, Steg, & Keizer, 2013). Malhotra (1988) posits that consumers prefer products which are more congruent with their self-image. Sirgy (1987), Landon and Laird (1974), and Lee (2008) also reported the similar outcomes. Hence, the individual exhibiting eco-friendly label will prefer to purchase eco-friendly products and we are hypothesizing that environmental self-image is significantly related to the green purchase intention.

H1: Concern for self-image significantly affects the green purchase intention.

Product Availability (PAVL) and Green Purchase Intention (GPI)

Product availability has always been believed to enhance purchase intention. A general understanding about availability supports a positive indication for product's purchase because when the product is available to purchase, customer rate it in a positive sense (Steinhart, Mazursky, & Kamins, 2013). Contrary to this, lack of product availability adversely affects the purchase intention (Sengupta & Fitzsimmons, 2004; Steinhart & Mazursky, 2010). Better availability of product, under the more involvement environment emerged due to emphasizing efforts of green marketing, leads to a positive purchase intention (Goldsmith & Goldsmith, 2002; Bian & Moutinho, 2011). Therefore in the domain of eco-friendly environment it is hypothesizing that availability of green products positively influence green purchase intention.

H2: Concern for product availability significantly affects the green purchase intention.

Perceived Consumers Effectiveness (EFF) and Green Purchase Intention (GPI)

Perceived consumer effectiveness was coined by Kinnear, Taylor, and Ahmed (1974), as a measure of one's belief about his/her ability to resolve an environmental issue. It is somewhat related to the self-assessment where an individual believes that action taken by himself/herself will make a difference in the direction of finding the solution of a problem (Berger & Corbin, 1992). A high degree of perceived consumer effective exhibits conversion of consumer positive attitude about green products into actual purchase behaviour (Vermeir & Verbeke, 2006; Roberts, 1996). Since individual behaviour is strongly guided their perceived effectiveness belief, we are hypothesizing that,

H3: Consumer perceived effectiveness significantly affects green purchase intention.

Environmental Attitudes (EA) and Green Purchase Intention (GPI)

Individual's intention to purchase or not to purchase is determined by his/her own behaviour, which in turn is a function of attitude towards the behaviour (Ajzen, 1991). Attitude, being a predisposition about ones liking and disliking, leads individuals to behave in a specific manner. Bagozzi (1992) posits attitude as an evaluation, appraisal, individual behaves in accordance with the result of that evaluation, which ultimately determines their intention. Numerous scholarly contributions (Chan & Lau, 2000; Schlegelmilch & Houston, 1989; Kalafatis *et al*., 1999; Tarkiainen & Sundqvist, 2005) suggest that a positive attitude towards the environment, leads individuals to purchase eco-friendly products. There we are hypothesizing that attitude towards environment significantly affect green purchase intention.

H4: Environmental attitude significantly affects green purchase intention.

Govt. Initiatives (GI) and Green Purchase Intention (GPI)

Environmental protection is largely affected by the relevant government's initiatives. The role of government becomes more important in developing country context because due to lack of proper resource, majority of population heavily relied on infrastructure provided by the government. Whether it's a matter of communicating the benefits of eco-friendly products or framing policies/legislations etc., all are induced by government initiatives. Under the influence of legislations or other initiatives, people may intent to purchase green products.

Therefore, we are hypothesizing that relevant government initiatives positively affects the green purchase intention.

H5: Government initiatives significantly affect green purchase intention.

RESEARCH METHODOLOGY

Sample and Data Collection

The data were collected through a survey conducted in the northern part of India. The final questionnaire consisted 29 items, which were initially shown to the experts in the field, with a few minor modifications to the final questionnaire was drafted. Convenience sampling technique was used to select the survey participants. Within the time frame of approximately eleven months, 418 responses were finally found eligible for the data analysis. The respondents' demographic profile is shown in Table 1.

Respondents consisted of 48% females and 52% males. In terms of the age group 46% of respondents belonged to below 25 yrs age category, 30% to between 25 to 30 yrs category, and 24% to above 35 yrs age category. Approximately 41% of the respondents belonged to student community and the rest belonged to service business and other categories.

Table 1: Demographic Profile of Respondents (n=418)

Characteristics		N	%
Gender	Female	203	48.6
	Male	215	51.4
Age Group	Below 25 Yrs	193	46.2
	Between 25-30 Yrs	124	29.7
	Above 35 Yrs	101	24.2
Occupation	Business	66	15.8
	Service	96	23.0
	Students	172	41.1
	Others	84	20.1

Measures

The concerned constructs were measured using five point Likert type scale, ranging from 1= Strongly Disagree to 5= Strongly Agree, with a neutral point. The concern for self-image construct was measured by utilising the items adapted from Sinnappan and Rahman (2011) and Vermier and Verbeke (2008). Control on availability was measured with the help of items adapted from Sparks and Shepherd (1992), perceived consumer effectiveness was measured by using items of Roberts (1996), govt. initiative was measured with items adapted from Mei *et al*. (2012) and Rahbar and Wahid (2011), and GPI was measured by using items adapted from the scale of Rehman & Dost (2013). All measurement items are provided in Appendix 1 and 2.

ANALYSIS

In order to assess model fitness and validity, structural equation modeling was applied by using AMOS-21. Initially measurement model was tested through confirmatory factor analysis and then the overall structural model was examined to test the different hypotheses.

Measurement Model Assessment

The measurement model consisting, *concern for self-image, control for availability, perceived consumer effectiveness, environmental attitude* and *govt. initiatives* constructs, was tested by CFA with maximum likelihood estimation technique. The final CFA output contains several indices

used to assess model fitness. These indices can be categorized into absolute fit, incremental fit, and parsimonious fit indices categories. To assess the model fitness, at least three fit indexes, one index forms, each category, should be taken (Afthanorhan, 2014; Holmes-Smith, 2006). A brief summary of such indices and their accepted values is given in Table 2, along with default model indices.

Table 2. Model Fit Indices in CFA

Category	Name of Index	Index Full Name	Level of acceptance	Literature	Default Model Indices
Absolute Fit	GFI	Goodness of fit	GFI>0.90	Joreskog and Sorbom (1986)	0.946
	AGFI	Adjusted Goodness of Fit	AGFI>0.90	Joreskog and Sorbom (1986)	0.932
	SRMR	Standardised root mean residual	SRMR<0.08	Bentler (1995)	0.046
	RMSEA	Root mean square error of estimation	RMSEA<0.06	Steiger and Lind (1980)	0.025
	Comment: Higher values of GFI and AGFI as well as lower value of SRMR and RMSEA indicate better model data fits.				
Incremental Fit	NFI	Normed Fit Index	NFI>0.90	Bentler and Bonett (1980)	0.972
	TLI	Tucker Lewis Index	TLI>0.95	Tucker and Lewis(1973)	0.993
	RNI	Relative Non-centrality Index	RNI>0.90	McDonald and Marsh (1990)	NA
	CFI	Comparative Fit Index	CFI>0.95	Bentler (1989, 1990)	0.994
	IFI	Incremental Fit Index	IFI>0.90	Bollen (1989)	0.99
	Comment: Higher values of incremental fit indices larger improvement over the baseline model fit				
Parsimonious Fit	Chi-square/ DF	Chi-square/ Degree of Freedom	Chi-sq/ DF< 5.0	Marsh and Hancover (1985)	1.268
	Comment: Very sensitive to sample size.				

Source: Afthanorhan (2014)

Absolute fit Index

Absolute fit indices measure either goodness of fit or badness of fit. Goodness of fit indices indicate how well the specified model fits the observed sampled data, and so higher values of these indices are desirable. It includes GFI and AGFI (Malhotra & Dash, 2011). The default model GFI=0.946(>0.90) and AGFI=0.932 (>0.90) values represent the goodness of fit (Table 3). On the other hand, badness of fit indices measure error, so the lower value of these indices is desirable. It commonly includes SRMR and RMSEA. For the default model, SRMR=0.046 (<0.08) and RMSEA=0.025 (<0.06) represent the model fitness at this front. So as far as absolute fit indices are concerned, the default model fulfills all the acceptable levels of different indices and is proved to be fit model.

Incremental Fit Index

In contrast to absolute fit indices, the incremental fit indices evaluate how well the specified model fits the sample data relative to any other alternative model which is treated as baseline model. The most commonly used indices are CFI, IFI, and TLI. For the default model, the CFI=0.994 (>0.95), IFI=0.994 (>0.90), and TLI=0.993 (>0.95), signify the model fitness.

Parsimony Fit Index

Parsimony fit indices are goodness of fit measures, which can be improved by a better fit or by a simple, less complex model that estimates fewer parameters. We are using Chi Square/ dof measures to evaluate the model fitness (278.982/220, 1.268 <5), and it can be concluded that the parsimony fit index is also found to be default model fit. The overall CFA results showed that the default model provides a reasonably good fit.

Table 3: Standardised Regression Estimates of Constructs

Construct	Standardised Regression Estimates	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Self-Image				
Supporting environmental protection makes me more socially attractive	0.877	0.953	0.952	0.74
Supporting environmental protection makes me special	0.861			
I will be perceived by others as out dated if I don't support environmental protection.	0.859			
My friends expect me to engage in environmentally sustainable product usage behaviour.	0.857			
My family expects me to engage in environmentally sustainable product usage behaviour.	0.869			
My society expects me to engage in environmentally sustainable product usage behaviour.	0.867			
People can rely on me to make a positive contribution to the society due to my environmentally sustainable product usage behaviour.	0.844			
Control on Availability				
I am familiar with the availability of environmentally sustainable products in my locality.	0.883	0.916	0.916	0.784
I can easily get environmentally sustainable products whenever I need them	0.874			
I have complete control over the number of environmentally sustainable products that	0.9			
I need to buy for personal use.				
Perceived Consumer Effectiveness				
It is worthless for the individual consumer to do anything about pollution.	0.899	0.947	0.946	0.816
When I buy environmentally sustainable products, I try to understand how its use will affect the environment and other consumers.	0.915			
Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what I do.	0.884			
Each consumer's behaviour can have a positive effect on society by purchasing products sold by socially and environmentally responsible companies.	0.917			
Govt. initiative				
Environmental protection is the responsibility of the Indian government, not me.	0.878	0.941	0.94	0.8
The government should subsidise research on technology for recycling waste products.	0.908			
Government should enforce environmental rules and regulations.	0.9			
School should require all students to take course dealing with environmental and conservation problem.	0.894			
Environmental Attitude				
It is essential to promote green living in India.	0.902	0.963	0.963	0.838
More environmental protection works are needed in India.	0.919			
It is very important to raise environmental awareness among Indian people.	0.917			
Environmental protection issues are none of my business.	0.916			
It is unwise for India to spend a vast amount of money on promoting environmental protection.	0.923			

Validity Establishment

The composite reliabilities (CR) estimate ranges from 0.916 to 0.963 and the factor loadings range from 0.844 to 0.923. It articulates existence of convergent validity; indicators of each construct share a high proportion of variance in common (Hair, Babin, Anderson, & Black, 2015; see Table 3). The AVE scores which range between 0.838 and 0.74 (above the minimum acceptable value, 0.5; Hair *et al*., 2015), was found greater than the square of correlation estimates between the two constructs (see Table 4).

Table 4: AVE and Square of Correlation Estimated

	SI	CAVL	EFF	EA	GI
SI	0.743				
CAVL	0.03	0.784			
EFF	0.1	0.144	0.816		
EA	0.47	0.055	0.36	0.838	
GI	0.06	0.244	0.2	0.09	0.8011

Note: The diagonal values represent AVE. Below diagonal values are square of correlation estimates.

The relatively higher value of AVE in comparison to squared correlation estimates provides evidence regarding the discriminant validity of the construct (Fornell & Larcker, 1981).

Hypothesis Testing

For the purpose of hypotheses testing, structural equation was tested by using maximum likelihood estimation technique. The fit indices for measurement model, CFI=0.991,Chi-Sq/dof=1.245, SRMR=0.047, and RMSEA=0.024 revealed that model fits well to the observed data. Fig. 1 represents the concern research model along with the path coefficients.

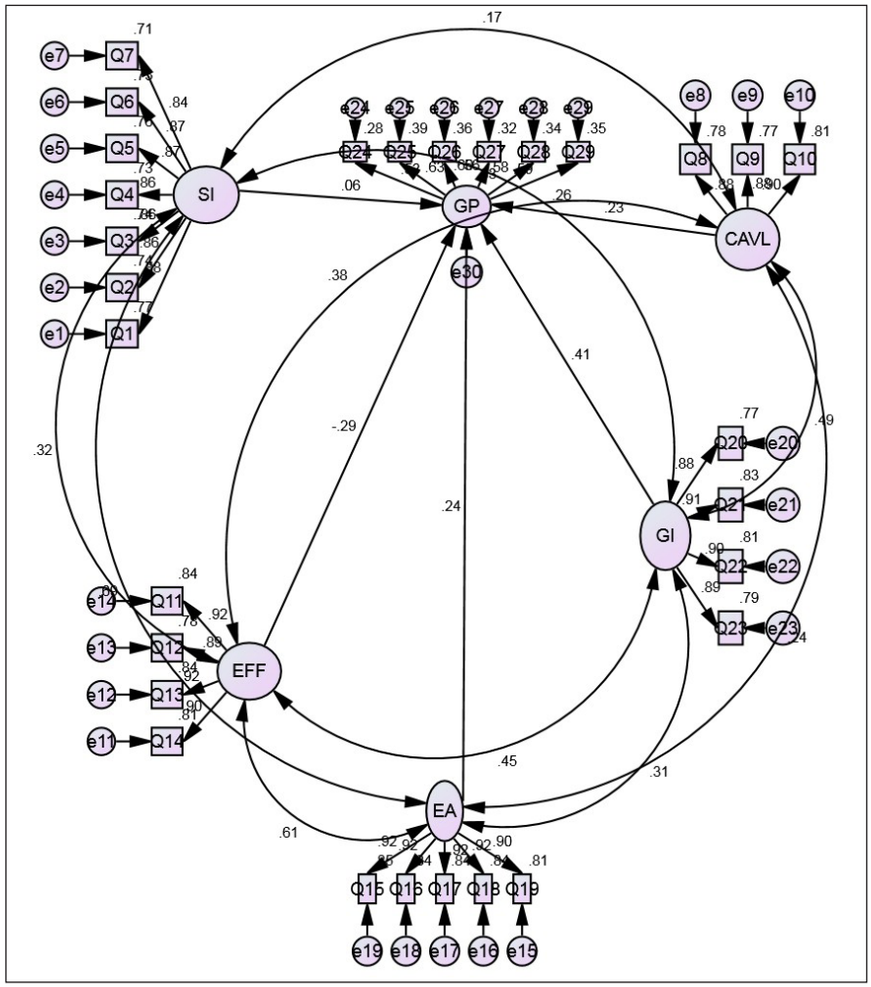

Fig. 1: Structural Model with Parameter Estimates

Table 5: Hypotheses Testing

Hypothesised Path	Standardised Coefficients	Unstandardised Coefficients	S.E.	'p	Result
Self-ImageàGreen Purchase Intention	0.064	0.028	0.033	0.393	H1: Rejected
Availabilityà Green Purchase Intention	0.233	0.103	0.029	0.000	H2: Accepted
Effectivenessà Green Purchase Intention	-0.292	-0.116	0.031	0.000	H3: Rejected
Attitudeà Green Purchase Intention	0.243	0.100	0.038	0.008	H4: Accepted
Govt. Initiativeà Green Purchase Intention	0.406	0.187	0.034	0.000	H5: Accepted

The path estimate corresponding to the SI and GPI was found insignificant $p>0.05$. It rejects *H1,* indicating that Indian consumers do not congruent environmental friendly with their self-image. Similarly, the path estimates between effectiveness and GPI was showing an inverse relationship between them (-0.292, $p<0.001$). It indicates individuals do not believe that they can contribute in environmental issues at personal level. The relationship between availability and green purchase intention was found statistically significant ($p<0.001$). This supports hypothesis *H2*, indicating that the availability of green products positively affects the green purchase intention. The finding is consistent with the outcomes of Goldsmith (2002); Bian & Moutinho (2011).

The relationship between environmental attitude and green purchase intention (H4) was also found significant ($p<0.05$), indicating a positive and significant effect of attitude towards Eco-friendly behaviour on purchasing of green products. This finding is consistent with the findings of Chan and Lau (2001) and Sundqvist (2005). The study also supports the relationship between govt. initiatives and green purchase intention (*H5*). It indicates the significant role of govt. initiative in order to make people more aware about environmental friendly products and its benefits. Govt. efforts in the form of awareness campaigns and/or legislations, can lead to peoples' intention to purchase green products. The finding is consistent with findings of Mei *et al*. (2012).

Support of hypotheses *H5* also indicates that, the majority of the respondents perceive government responsible for environmental protection initiatives. Reliance on government may lead to the emergence of an ignorant behaviour within the individuals towards Eco-friendly initiatives. The same was also reflected in data analysis, indicating the insignificant relationship between self-image and green purchase intention (*H1*). As self-image is one's perception about him/her to get acceptability in their reference groups, in the situation where people rely more on govt. rather themselves to protect the environment, a self-image concerned person will be adhered to the similar norms and therefore as a result, such will exhibit less/ weak intention to purchase Eco-friendly products. Consistent to the similar string, a soggy contingency on govt. may also quench one's belief about their ability to contribute in resolving Eco-friendly behavior. People may rather germinate believe that such issues are beyond their scope and hence should be taken care by the government, indicating a reverse direction of the relationship between perceived consumers effectiveness and green purchase intention and therefore rejecting the hypothesis *H3*.

The value of coefficient of determination R^2, 33.30%, indicates that approximately 33% of total variances of dependent variable (GPI) can be explained by set of independent variables, viz. availability, attitude, and govt. initiative. The outcome is not too much different from the findings of previous studies (Sinnappan & Rahman, 2011; R^2 =0.29), (Arttachariya, 2012; R^2 = 0.437), (Mei *et al*., 2012; R^2 =0.35), (Azizan & Suki, 2013; R^2 = 0.18), (Ali & Ahmad, 2012; R^2 =0.248), (Ling, 2013; R^2 = 0.55), (Tan, 2013; R^2 =0.33).

CONCLUSION AND IMPLICATION

The study analyses the effect of self-image, environmental attitude, control for availability, perceived effectiveness, and government initiatives on green purchase intention. The present study adds to the growing body of green marketing literature by highlighting the factors affecting intention to purchase eco-friendly products, like dominating role of government, the availability of green products into the market place and individual's attitude towards such initiative.

The result of the study supports a positive and significant relationship between govt. initiative, and the green purchase intention. Increasing government initiatives and therefore increasing consumer awareness and education make customers more concern about the environment, which ultimately determines their purchasing behaviour. The policies made by the govt. to promote green marketing will definitely preserve our natural resources which ultimately will result in a green society symbolising the sustainable development. Such efforts will bring a huge awareness in the

society and day-by-day there will be more people who will be aware about the importance of to be green, because of increasing degree of their social awareness. Better the degree of social awareness with respect to the green marketing initiatives, more people will lead to buying green products. The study also posits that an individual's attitude towards Eco-friendly behavior plays a significant role in determining the green purchase intention. The outcome is consistent with the many of previous findings that had conceptualised attitude as the significant predictor of green purchase intention. The study has also identified the availability of green products as an important factor to increase the purchasing of green products. Although it was found that people were not able to colligate their self-identity with the Eco-friendly behavior, it is not an encouraging sign for eco-friendly initiative because in such circumstances people will not prefer to purchase green products. Similarly, might be due to lack of empowerment, awareness and/or education, people think that they are not accountable for Eco-friendly behavior, rather it's a responsibility of the government only, and not of individuals. Majority as a result of respondents exhibit a reciprocal link between their ability and green purchase intention.

The current state of affair strongly claims to have a sound government policy, addressing legislative and environmentalism education perspective. Govt. should communicate with the people about the eco-friendly behavior and its future consequences. Initiatives like polyethylene ban, prevention of world heritages from excessive pollution, blacklisting of pollution generating units, promoting eco-friendly manufacturing and many more are the few steps taken by government, reinforcement of the same and implementation of new ones should be promoted. From managerial perspective, it is important to educate people first; then only they will exhibit intention about to purchase green products. It is not only the responsibility of govt. but corporations should also contribute their part. Companies like LG, Samsung, TATA, Pidilite and others have already incorporated the green concept in their culture, but a long path has still remained to be covered. No doubt managers should devise strategies, revolving around the green products, but at the same time they should take into account the requirements of the customers also, especially in terms of price and availability of such products. Barbarossa & Pastore (2015); Paul & Rana (2012), the identified price of green products and availability are the two prime factors which managers should take care of while designing their marketing and distribution strategies. Managers can design marketing campaigns, which bind the individuals' concerns about eco-friendly products usage with company's offerings. They can educate people about consequences of being green as a part of their corporate social responsibility (CSR) initiative, which may in-turn improve their goodwill also.

LIMITATIONS

The study is not free from limitations, and these limitations provide ground for future research. Firstly, the most common, but significant limitation is adoption of convenience sampling, which may not be representative of the overall population. Therefore, it will be very difficult to generalise the findings of the study. Bigger and more samples covering a wider geographical area should be considered. Secondly, the value of coefficient of multiple determinations (33%) signifies the inclusion of more relevant variables under the study. Future research may be conducted by using variables like green trust, perceived risk, and demographic variables. Third, the study does not emphasize on a specific product category, even a general viewpoint was gathered. Further research can be conducted, focusing only specific product categories, in order to get deeper and specific insight. Fourth, this study was a single cross-sectional study; future studies may adopt multiple cross-sectional study designs. The outcome could be useful in assessing the effect of common factors on purchase intention across different locations, e.g. the answer of the questions like, Does the effect of government regulation results in same level of effect on green purchase intention across different location? Could be answered.

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APPENDIX 1

Supporting environmental protection makes me more socially attractive.

Supporting environmental protection makes me special.

I will be perceived by others as out dated if I do not support environmental protection.

My friends expect me to engage in environmentally sustainable product usage behaviour.

My family expects me to engage in environmentally sustainable product usage behaviour.

My society expects me to engage in environmentally sustainable product usage behaviour.

People can rely on me to make a positive contribution to the society due to my environmentally sustainable product usage behaviour.

I am familiar with the availability of environmentally sustainable products in my locality.

I can easily get environmentally sustainable products whenever I need them.

I have complete control over the number of environmentally sustainable products that I need to buy for personal use.

It is worthless for the individual consumer to do anything about pollution.

When I buy environmentally sustainable products, I try to understand how its use will affect the environment and other consumers.

Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what I do.

Each consumer's behaviour can have a positive effect on society by purchasing products sold by socially and environmentally responsible companies.

It is essential to promote green living in India.

More environmental protection works are needed in India.

It is very important to raise environmental awareness among Indian people.

Environmental protection issues are none of my business.

It is unwise for India to spend a vast amount of money on promoting environmental protection.

Environmental protection is the responsibility of the Indian government, not me.

The government should subsidise research on technology for recycling waste products.

Government should enforce environmental rules and regulations.

"School should require all students to take course dealing with environmental and conservation problem.

APPENDIX 2

I intend to buy environmentally friendly products because they are less polluting.

I intend to switch to other brand for ecological reasons.

When I want to buy a product, I look at the ingredient label to see if it contains things that are environmentally damaging.

I prefer green products (environment-friendly) over non-green products when their product qualities are similar.

I choose to buy products that are environment-friendly.

I buy green products (environmentally friendly products) even if they are more expensive than the non-green ones.