

Environmental Awareness as a Driving Force in Shaping Green Purchasing Behavior: Empirical Evidence from Indian Consumers

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Abstract

Consumers' are changing their behavior to integrate environmental consideration into their life-style choices as they have started becoming concerned about environment. Consequently, the purchase and consumption of environmentally friendly and socially oriented products are crucial to the protection of natural environment. The present study aims at establishing relationship between the environmental awareness and green purchasing behavior as shown by consumers. The study includes the respondents from Northern India having minimum educational qualification of graduation.

The results confirm that environmental awareness among the people tend to make them indulge in green purchasing behavior. Moreover, awareness of readiness for environmental responsibility is found to be the most influencing factor that influences all the dimensions of green purchasing behavior. This means that more the people become aware of environmental responsibility, the more they show environmental buying behavior.

Keywords: Environmental Awareness, Green Purchasing Behavior

Introduction

Environment has always been exploited by humanity ever since it came into existence. However, with the industrialization and modernization, this exploitation of natural resources has gone far beyond its saturation level. The environmental degradation has come up as a great danger to man's own survival. It needs to be realized that conservation of the environment is must before the balance between nature and humanity brakes down.

Over the past many years, there has been significant rise in the environmental concern, thanks to the rising environmental problems especially pollution. These environmental problems cannot be bound by national boundaries. Both at national and international levels, the loss of environment is seen and felt equally. The governments are investing huge money for the pollution control and prevention; and environmental conservation.

Individuals, companies, NGOs are showing their worry for the environment in all parts of the world. Consumers' are also changing their behavior to integrate environmental consideration into their life-style choices as they have started becoming concerned about environment. Consequently, the purchase and consumption of environmentally friendly and socially oriented products are crucial to the protection of natural environment.

It has also been found that the more the consumers are aware regarding the social and environmental issues, the more they are involved in pro-environmental behavior (Panni, 2006). Assessment of environmental awareness level is the first step in understanding the levels of knowledge that different groups of people possess concerning the seriousness of environmental problems and other issues related to environment and how they respond to or interact with their environment (Ziadat, 2010). Green purchasing behavior is consumption of products that are benevolent/beneficial to the environment, recyclable or conservable, sensitive/responsive to ecological concerns (Mostafa, 2007).

Green purchasing behavior is often referred to as "environmentally preferable purchasing", "environment responsible purchasing" and "eco-friendly products

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purchasing” means that in any stage of product’s life, beginning with raw materials, production, usage and final disposal, should not cause any detrimental effect on nature and other living beings. It means that the complete product life cycle doesn’t harm the environment or human-beings. Green purchasing can be defined as “the purchasing efforts which give preferences to products or services which are least harmful to the environmental and human health” (Lee, 2004).

Review of Literature

As the environmental problems have risen so has the research dedicated to it. For many years, the researchers have been studying the awareness related to environmental issues and various variables that could instigate people to indulge in pro-environmental behavior. Purchasing green/ environmental products have been a prominent pro-environmental behavior.

A study by Kuthiala & Mahajan (2012) identified the impact of demographic variables especially age, profession and education on awareness of FRP (Fiberglass reinforced plastics) as green products in the development of construction of structure and infrastructure. 200 respondents in Himachal Pradesh, India, who took part in decision making process regarding purchase of green products, were taken as sample of the study. Results of the study indicated that 36.4% respondents were aware of FRP. 69% of respondents below age of 40 years and 31% were above age of 40 years were aware of the FRP material. Male female ratio of awareness of FRP material was found to be 31:9.

The environmental awareness can be categorized as awareness of environmental concern, awareness of readiness for environment responsibility, awareness of global impact of environmental problems, awareness of sources of air-pollution, awareness of indication of air-pollution (Ubba & Rani, 2015).

The effect of environmental knowledge on attitude and behavior was studied by Bruyere (2008). Results indicated that the students who participated in lecture-style lessons about ecological principles, biological cycles and local environmental services demonstrate a significant gain in environmental knowledge. The knowledge gain has an impact on attitudes towards the environmental behaviors. The effect was especially strong on attitudes towards

consumers’ re-use behaviors, in which the attitudes shifted from slightly negative to positive. Attitude change for disposal and conservation also showed a favorable shift. Overall results of the study, present a favorable scenario as individual learns about ecological principles, biological cycles and environmental systems, their environmental behavior becomes more frequent.

Different authors have studied the relationship between environmental awareness issues related to green purchasing. Rashid (2009) investigated the effect of awareness of eco-label on purchasing decisions of Malaysian consumers and found that awareness of eco-label prove to be an important factor in green purchasing decision and guide the consumers to make the right product’s purchasing choice. Ozkan (2009) examined socially responsible consumption behavior of Turkish consumers by using some of the demographic characteristics (education level and sufficiency of income) and found that the level of education have influence on views such as environmental protection and recycling waste materials. The results of the study by Albayrak et al. (2010) indicated that consumers’ environmentally sensitive purchase behavior is assumed to be influenced positively by environmental concern, but negatively by skepticism.

The influence of cultural values, ecological affect and ecological knowledge on green purchasing intention and actual green purchasing was examined by Chan & Lau (2000). Results demonstrate that a strong positive relationship exists between the cultural values, ecological affect and ecological knowledge and green purchasing behavior. Cheah & Phau (2006) identified the key factors and moderators with regard to willingness of consumers to purchase environmentally friendly products. The finding of the study revealed that only the eco-literacy and value-orientation have a significant and positive effect in shaping attitude towards environmental friendly products.

Wahid et al. (2011) investigated factors which influence on green purchasing behavior of Penang’s volunteers who participates in any environmental activities and it was found that social influence, environmental concern, green product knowledge, specific environmental knowledge, environmental label and income level have significant impact on green purchase behavior. Amran & Nee (2012) examined the determinants (i.e. attitudes, perceived barriers, personal norm and knowledge) that influence consumer’s behavioral intention on sustainable

food consumption among 196 respondents of low income group in Penang, Malaysia. The results found that attitudes and knowledge towards sustainable food products show a positive and significant influence on behavioral intention for sustainable food consumption. Environmental knowledge, environmental attitude, governmental initiative and peer pressure have significant influences on green purchase intention of Malaysian consumer. In contrast, eco-label failed to show significant relationship to green purchase intention (Mei et al., 2012). An individual's knowledge about environmental issues plays an important role in influencing his/her behavior. It has been found that more the environmental consciousness/awareness, more would be frequency of the green purchasing decisions. Eco-literacy has a significant and positive effect on attitude towards environment friendly product options. Environmental attitude has positive effect on willingness to buy environment friendly product. Environmental consciousness and appearance consciousness are found to be important in consumers' attitude regarding organic personal care products rather than health consciousness. Environmental knowledge, environmental attitude, government initiative and peer pressure were found to have significant influences on green purchase intention.

Jansson et al. (2010) studied about the determinants of green curtailment behavior and consumers' eco-innovation adoption behavior with the help of four variables; value, belief, norms and habits. The curtailment behavior includes water and energy conservation, car use reduction and to some extent recycling and responsible waste disposal. The results demonstrated that values, belief, norms and habits determine willingness to curtail and willingness for eco-innovation adoption. Personal norms have a strong positive influence on willingness to curtail behavior and habit has a negative influence on it.

To study the influence of green environmental attitude, perceived consumer effectiveness and specific green purchase attitude on green purchase behavior, Tan & Lau (2011) conducted a study of the undergraduate students (n= 201) of a private university in Malaysia. Green purchase attitude showed the highest correlation with green purchasing behavior. It is also indicated that green purchase attitude and perceived consumer effectiveness were significant predictors of green purchasing behavior.

Environmental attitude however was not found as significant contributor of green purchase behavior of undergraduate students.

The effect of consumers' individual environmental concern on their green purchasing behavior was studied by Bertrandias & Elgaaied (2014) in a survey of 468 French respondents. In this study respondents were asked to choose between two similar products: one very fashionable but harmful to environment and the other had comparable features with a lower negative impact on environment. Results showed that individual's environmental concern increases the probability to choose the product with low environmental impact over the more harmful alternative.

There exists an attitude-behavior gap among the Australian consumers. They possess strong positive attitudes towards the environment and climate change but they do not translate into actual purchases of carbon offsets. They have lack of knowledge about carbon offsets and less likely to purchase them (Sloan & Adamsen, 2011).

While studying the antecedents of green purchasing behavior, Joshi & Rahman (2016) found that social influence had the highest predictive power regarding consumers' green purchase behavior. Social influence was followed by attitude towards green purchasing, perceived environmental knowledge, recycling participation, eco-labeling and exposure to environmental messages through the media. Moreover, environmental involvement, environmental attitude, environmental consciousness and perceived effectiveness of environmental behavior affect green purchasing behavior of young urban consumers in India (Uddin & Khan, 2016).

Authors have studied different types of green purchasing behaviors as shown by people. Ubba & Rani (2013) identified green behaviors of Indian consumers as energy saving behavior, Re-use behavior, self and fauna loving behavior, green products search behavior and natural and recycled product's buying behavior.

The review shows that the authors have studied different issues related to green attitude, awareness and purchase behavior. In certain studies, the authors have established a relationship between environmental issues and green purchasing behavior. However, some studies found that though people are concerned but that does not get reflected in their behavior.

Objective of the Study

As the environmental degradation is rising in the country, the activities to conserve it have also started rising. In such conditions, it becomes imperative to understand the environmental awareness and green purchasing behavior of people. India being a progressive country with large customer base, it is interesting to see that the awareness about environmental issues gets converted into environmental behavior or not. The present study is an attempt to have a better understanding of effect of environmental awareness on green purchasing behavior. Specifically, the objective of the study is to study the effect of environmental awareness on the green purchasing behavior of consumers.

Research Methodology

In order to achieve the objective, exploratory cum descriptive research design has been adopted. A total of 900 respondents were contacted using judgmental cum convenient sampling technique. Twelve questionnaires were not filled properly by the respondents and hence, were dropped. Thus, a total of 888 (469 males and 419 females) respondents were included in the study. Consumers having minimum educational qualification of graduation were interviewed as these have more exposure towards national and international issues. The sample was drawn from Northern India including Delhi- NCR, Chandigarh and States of Haryana and Punjab.

A structured questionnaire containing 17 statements related to environmental awareness and 21 statements related to green purchasing behavior was used to collect the responses. In order to test the reliability, Cronbach alpha was applied. A value of 0.782 and 0.875 were found for environmental awareness and green purchasing behavior respectively. All the responses have been obtained on 5-point Likert type scale (5 for strongly agree to 1 for strongly disagree). The dimensions of environmental awareness and green purchasing behavior identified by Ubba & Rani (2013, 2015) have been used to establish relationship between environmental awareness and green purchasing behavior. The responses were taken from the respondents personally, explaining the items in the questionnaire. The researcher has taken up every

step to ensure candid and unbiased responses from the respondents.

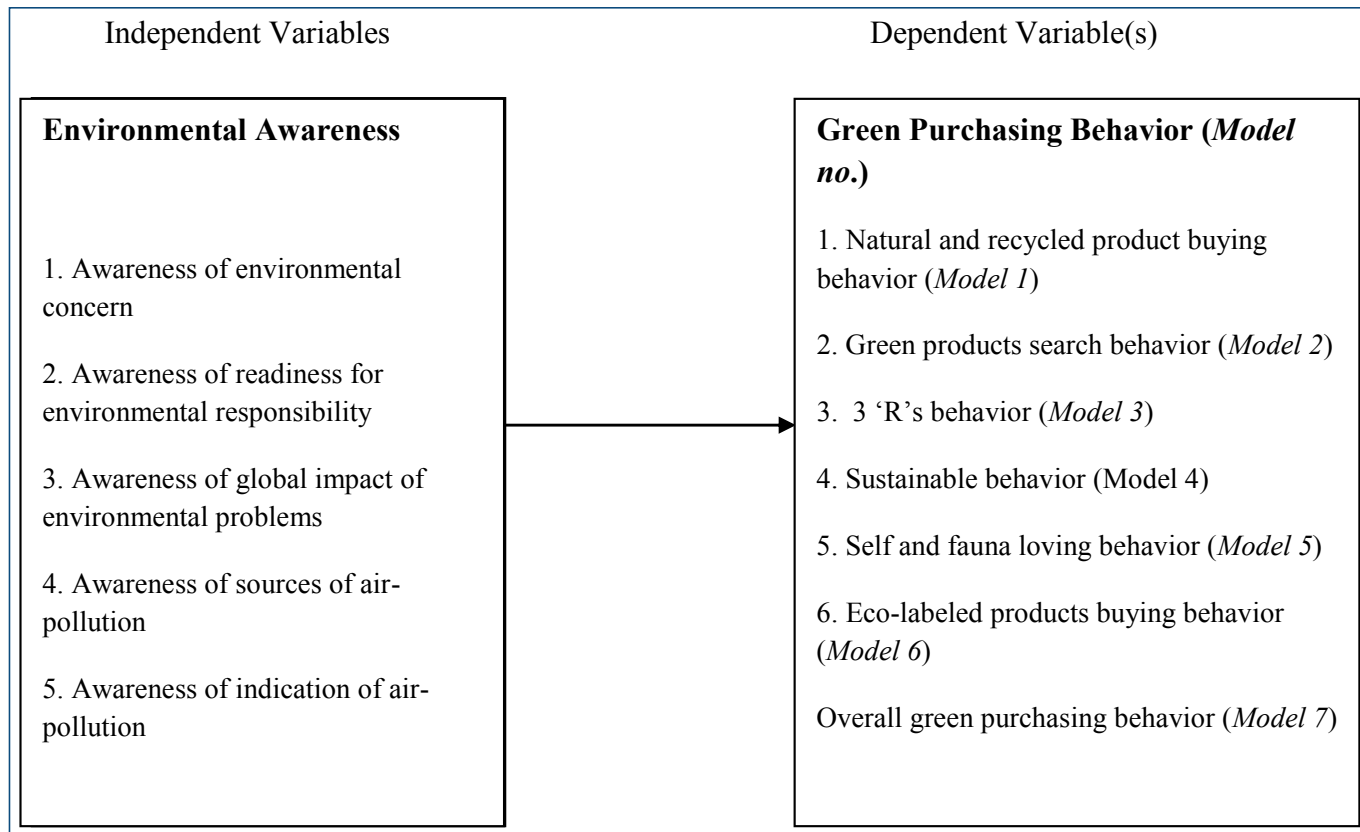
Data Analysis & Interpretation

Regression analysis is applied in order to study the cause and effect relationship between environmental awareness and green purchasing behavior. The null hypothesis framed in order to carry out regression analysis is

H₀₁ The environmental awareness do not influence the green purchasing behavior of North Indian consumers.

Six regression models treating green purchasing behavior and its dimensions i.e. natural and recycled product buying behavior, green products search behavior, 3 'R's behavior, sustainable behavior, self and fauna loving behavior and eco-labeled products buying behavior each as dependent variables for the models respectively and dimensions of environmental awareness i.e. awareness of environmental concern, awareness of readiness for environmental responsibility, awareness of global impact of environmental problems, awareness of sources of air-pollution and awareness of indication of air-pollution as independent variable for all models. The last model (model 7) treats overall environmental awareness as independent variable and overall green purchasing behavior as dependent variable. All the models to be tested are mentioned in figure 1.

The table 1 shows the results of regression analysis. For model 1, t-value for independent variables namely awareness of readiness for environmental responsibility, awareness of indication of air-pollution and awareness of environmental concern are found to be significant with the values 8.792 ($p < 0.01$), 5.885 ($p < 0.01$) and 2.550 ($p < 0.05$) respectively. Any change in awareness of readiness for environmental responsibility will effect natural and recycle product buying behavior more ($\beta = .360$) followed by awareness of indication of air-pollution ($\beta = .118$) and awareness of environmental concern ($\beta = .117$). Awareness of global impact of environmental problems and awareness of sources of air-pollution were not found to significantly influence the natural and recycle product buying behavior as the t-value for these variables are non-significant.



Source: Review of Literature

Fig. 1: Proposed Models for Regression Analysis

Hence, it can be concluded that as the respondents become more and more aware of the environmental responsibility, they tend to buy natural and recycled products more. This kind of behavior might be an outcome of their readiness to environmental responsibility. People feel that by buying the natural and recycled products they are contributing for protection of the environment. The natural and recycled products are products that cause minimum negative impact on the environment. People who know that buying a green option can be little heavy on their pockets and using public transportation can minimize the pollution are more likely to buy the natural and recycled products.

Model 1 (table 1) also confirms that as the awareness of indication of air-pollution increases, people indulge in buying of natural and recycled products. As the blackness in atmosphere increases, it shows the alarming levels of

air-pollution. So, to avoid this critical problem, which might result in certain diseases people have started to buy the natural and recycled products, which can be recycled after their usage.

Another independent variable that is found to significantly contribute towards the purchasing of natural and recycled products is awareness of environmental concern. People who are worried about the worse environmental conditions i.e. the problem of food-contamination with pesticides, air and water pollution, excess waste material generation and wastage of resources, are more likely to buy products which are made of natural and recyclable materials to minimize the waste generation and over-utilization of natural resources. By purchasing the natural and recycled products, people can deal with environmental problems as mentioned above.

Table 1: Regression Analysis of Environmental Awareness on Green Purchasing Behavior

Model	Dependent Variable	Independent Variables	Beta Coefficient	T value	Sig.	R2
1	Natural And Recycled Product Buying Behavior	Awareness of Readiness for Environmental Responsibility	.360	8.792**	.000	.148
		Awareness of Indication of Air-Pollution	.118	5.885**	.000	
		Awareness of Environmental Concern	.117	2.550*	.011	
2	Green Products Search Behavior	Awareness of Readiness of Environmental Responsibility	.527	12.901**	.000	.206
		Awareness of Global Impact of Environmental Problems	.097	2.411*	.016	
		Awareness of Indication of Air-Pollution	.070	3.405**	.001	
3	3 'R' Behavior	Awareness of Environmental Concern	.448	10.805**	.000	.170
		Awareness of Readiness for Environmental Responsibility	.122	3.299**	.001	
4	Sustainable Behavior	Awareness of Environmental Concern	.336	7.486**	.000	.213
		Awareness of Readiness for Environmental Responsibility	.334	8.453**	.000	
		Awareness of Sources of Air-Pollution	.093	2.099*	.036	
		Awareness of Indication of Air-Pollution	.039	2.005*	.045	
5	Self And Fauna Loving Behavior	Awareness of Readiness for Environmental Responsibility	.286	7.070**	.000	.103
		Awareness of Environmental Concern	.133	2.932**	.003	
		Awareness of Indication of Air-Pollution	.074	3.744**	.000	
6	Eco-Labeled Products Buying Behavior	Awareness of Environmental Concern	.545	14.065**	.000	.265
		Awareness of Readiness for Environmental Responsibility	.156	4.512**	.000	
		Awareness of Indication of Air-Pollution	.045	2.651**	.008	
7	Green Purchasing Behavior	Awareness of Readiness for Environmental Responsibility	6.374	11.525**	.000	.313
		Awareness of Environmental Concern	4.977	7.944**	.000	
		Awareness of Indication of Air-Pollution	1.428	5.398**	.000	
		Awareness of Global Impact of Environmental Problems	1.192	2.219*	.027	

Note: *significant at .05 level; **significant at .01 level; Source: Field Survey

It can be concluded that people having more awareness of readiness for environmental responsibility, awareness of indication of air-pollution and awareness of environmental concern are more likely to buy natural and recycled products.

The second model (table 1) explains the dimensions of environmental awareness that are found to be significant for green products search behavior. As mentioned in model 2, the t-values for independent variables- awareness of readiness for environmental responsibility, awareness of global impact of environmental problems and awareness

of indication of air-pollution are found to be 12.901 ($p < 0.01$), 2.411 ($p < 0.05$) and 3.405 ($p < 0.01$) respectively. The beta coefficients for these variables i.e. awareness of readiness for environmental responsibility, awareness of indication of air-pollution and awareness of global impact of environmental problems are 0.527, 0.097 and 0.070 respectively.

Thus the results confirm that as the awareness of readiness for environmental responsibility, awareness of global impact of environmental problems and awareness of indication of air-pollution increases, it leads to increase

in the green product search behavior. On the other side, the t-value for independent variables namely awareness of environmental concern and awareness of sources of air-pollution are found to be non-significant.

From the second model, it can be concluded that the awareness of environmental responsibility motivate people to search for green products which are least harmful to environment. As soon as people are getting more aware of their responsibility for environmental protection, they realize that they should buy products which have least negative impact on environment. They also think that they should be ready to pay an extra price for green products even if they are costlier than the other substitutes. As a result people search for environmentally-friendly products that are available in market. To know about the environmental friendliness of a product, people check for eco-labels and environmental logos on products and even take a glance of the ingredients and contents of the products indicated on labels before making a purchase decision.

Awareness of global impact of environmental problems is also found to positively influence the green product search behavior. People are now aware of the hazardous effect of the environmental problems at one place will not be restricted to that area but effect globally. This is a reason why they search for green products. People believe that as the green products have minimum negative impact on society and globe this will help them protect the environment.

Moreover, as the awareness of indication of air-pollution increases it result in green product search behavior. People are now highly aware of the various indicators of air-pollution such as smoke, harmful gases in atmosphere, blackness in surrounding, which are dangerous to the life and health of human-being. As the people are getting more aware of these visible symptoms of pollution in air, they are shifting to environmentally-friendly options more and have started to search for them. They search for product options, which do not contribute in waste generation, air-pollution and can be recycled after making use of it.

For the third dimension of green purchasing behavior ie 3 'R's behavior, which is treated as dependent variable, significant t-values for awareness of environmental concern(10.805)and awareness of readiness for environmental responsibility (3.299) at $p < 0.01$ level of significance are found. The beta coefficient values of awareness of

environmental concern (.448) and awareness of readiness for environmental responsibility (.122) is shown to effect 3 'R's behavior. However, insignificant t-values are found for the other dimensions of the environmental awareness (awareness of global impact of environmental problems; awareness of sources of air-pollution; and awareness of indication of air-pollution). The findings confirm that awareness of environmental concern and awareness of readiness for environmental responsibility make people avoid wastage, re-use and recycle products apart from buying green products (as shown in model 1).

People have started the environmentally effective and efficient utilization of the resources available to them to satisfy their day to day needs or wants as a result of awareness of environmental concern. As they are getting more aware of serious problems i.e. food-contamination as high pesticides and chemicals are used in farming, air and water pollution, waste generation due to irresponsible behavior of industries and individuals, they more inclined to adopt reduce, recycle and reuse behavior to contribute in getting solution for these serious problems that badly affect human life and quality of environment. So, people are more likely to buy recycled carry bags over plastic bags. They demand products with less packaging and re-usable packaging (container, jar, box, tin) to avoid wastage of materials.

The other important predictor of 3 'R's behavior is awareness of readiness for environmental responsibility, which contribute more in reuse, reduce, recycle (3 'R's behavior). The results confirm that as the awareness of readiness for environmental responsibility increases people begin to reuse, reduce and recycle the products they are using. In this way, they are indulge into 3 'R's behavior to bear the environmental responsibility.

For model 4 as shown in table 1, significant t-values at 0.01 and 0.05 levels are found for awareness of environmental concern (7.486), awareness of readiness for environmental responsibility (8.453), awareness of sources of air-pollution (2.099) and awareness of indication of air-pollution (2.005) for dependent variable -sustainable behavior. Awareness of environmental concern ($\beta = .336$) is found to influence sustainable behavior the most, followed by awareness of readiness for environmental responsibility ($\beta = .334$); awareness of sources of air-pollution ($\beta = .093$); and awareness of indication of air-pollution ($\beta = .039$). However insignificant t-values are

found for awareness of global impact of environmental problems.

It can be interpreted that as the awareness of environmental concern including the awareness of serious environmental problems i.e. global warming, pollution, climate change, ozone depletion and many more is increasing, people have started behaving in sustainable way. Now they realize that their efficient utilization of resources is essential to create balance between nature and mankind. People are now very well aware of the fact that if they will disrupt man-nature relationship, it would be hazardous to survival of them and for future generation also. Hence, they are minimizing the over-consumption and wastage of resources.

Awareness of readiness for environmental responsibility is also responsible for making people adopt sustainable behavior, as they believe that environmental protection is their duty and priority. Due to this sense of responsibility towards environment, they are making efforts to minimize the over-consumption of the resources by modifying consumption pattern to satisfy their needs and wants.

Awareness of sources of air-pollution and awareness of indication of air-pollution are also found to affect sustainable behavior. As their awareness of sources of air-pollution and indication of air-pollution increase, people are avoiding the excess usage of automobiles, making use of alternate fuel vehicles as they are less polluting.

Self and fauna loving behavior is taken dependent variable in model 5. The t-values for awareness of readiness for environmental responsibility, awareness of indication of air-pollution and awareness of environmental concern are 7.070, 3.744 and 2.932 which are significant at 0.01 level (table 1).

Awareness of readiness for environmental responsibility is found to affect self and fauna loving behavior more than awareness of environmental concern and awareness of indication of air-pollution. The beta coefficient for awareness of readiness for environmental responsibility, awareness of environmental concern; and awareness of indication of air-pollution are found to be 0.286, 0.133 and 0.074 respectively. Awareness of readiness for environmental responsibility significantly affects the self and fauna loving behavior of people. It means that people think that it is their responsibility to maintain man-nature relationship by protecting flora and fauna. As people

are becoming environmental responsible, they have become more and more conscious about their lives and animals' lives. So, to keep themselves fit and fine, they are demanding food items, which do not contain any harmful chemicals and food additives and preservatives as these might have adverse impact on their health. For protection and welfare of wild life they are demanding products from those manufacturers that have not indulge in animal cruelty during manufacturing process of the products. They are more likely to buy green products with natural and herbal substances with no harm done to animals.

Awareness of indication of air-pollution and awareness of environmental concern also contributes in self and fauna loving behavior. As the people know that air-pollution is rising, they start following activities that will help them in preserving their lives. Awareness of environmental concern also contributes for self and fauna loving behavior. People are aware that if they will harm the environment, ultimately it is going to affect their lives in a negative way. So, it is better to take care of themselves along with animals so that the adverse condition of environment does not harm them.

Model 6 tests the effect of the dimensions of environmental awareness (i.e. awareness of environmental concern, awareness of readiness for environmental responsibility, awareness of global impact of environmental problems, awareness of sources of air-pollution and awareness of indication of air-pollution) on eco-labeled products buying behavior of people.

Significant t-values are found for awareness of environmental concern (14.065), awareness of readiness for environmental responsibility (4.512) and awareness of indication of air-pollution (2.651) at $p < 0.01$ level of significance. The beta coefficient values of awareness of environmental concern, awareness of readiness for environmental responsibility and awareness of indication of air-pollution are 0.545, 0.156 and 0.045 as shown in table 1.

However, insignificant t-values were obtained for awareness of global impact of environmental problems and awareness of sources of air-pollution. As the people get aware of environmental concern and readiness for environmental responsibility, people go for buying products with some eco-label. Any product having eco-label ensures that the product does not harm the environment. And when people buy such products they

get the surety that the product is safe on environment.

Awareness of indication of air-pollution also leads to increase in the eco-labeled product buying behavior. As the people are getting aware of the high levels of air-pollution they are shifting to eco-labeled products as they are less harmful to environment. So, people are demanding products having environmental-friendly logos on them as they indicate the quality and standard of a product.

As explained by model 7 in table 1, for independent variables i.e. awareness of readiness for environmental responsibility; awareness of environmental concern; awareness of indication of air-pollution; and awareness of global impact of environmental problems, the t-values came out to be 11.525 ($p < 0.01$), 7.944 ($p < 0.01$), 5.398 ($p < 0.01$) and 2.219 ($p < 0.05$) respectively, which are found to be significant for the dependent variable green purchasing behavior.

Hence, the study shows that the awareness of readiness for environmental responsibility, awareness of environmental concern, awareness of indication of air-pollution, awareness of global impact of environmental problems have significant impact on green purchasing behavior of the people. The beta coefficients for awareness of readiness for environmental responsibility, awareness of environmental concern, awareness of indication of air-pollution and awareness of global impact of environmental problems are 6.374, 4.977, 1.428 and 1.192 respectively. Hence the null hypothesis H_{01} is partially rejected.

Thus, the awareness of readiness for environmental responsibility affects the green purchasing behavior more. It means that people who are more aware of environmental responsibility are more likely to indulge in green purchasing behavior.

Results also confirm that people who are found to be more aware on environmental concern also significantly portray green purchasing behavior. It shows that people who are more concerned about environmental problems and environmental condition, are more likely to behave in environmentally-friendly manner. It indicates that people's high concern for environment leads to more green purchasing behavior.

Awareness of indication of air-pollution and awareness of global impact of environmental problems are also found to affect green purchasing behavior significantly. People who have more knowledge of the level of air-pollution and

worsening condition of the environment are more likely to have green purchasing behavior in order to reduce or minimize the harmful impacts. People who are aware of the global harmful impact of environmental problems and who are more aware of the serious environmental problems faced by society are more likely to have increased green purchasing behavior.

Conclusion & Managerial Implications

The results confirm that environmental awareness among the people tend to make them indulge in green purchasing behavior. People having more awareness of readiness for environmental responsibility, awareness of indication of air-pollution and awareness of environmental concern are more likely to buy products made of natural and recycled material. People having more awareness of readiness for environmental responsibility, global impact of environmental problems and awareness of indication of air-pollution are more prefer to search for environmental-friendly product options available in the market. For 3 'R's behavior (reduce, re-use and recycle) awareness of environmental concern and awareness of readiness for environmental responsibility are having significant influence on this behavior. People having more awareness of environmental concern, awareness of readiness for environmental responsibility, awareness of sources of air-pollution and awareness of indication of air-pollution, are more likely to behave in sustainable way.

For self and fauna loving behavior, results confirm that awareness of readiness for environmental responsibility, awareness of environmental concern and awareness of indication of air-pollution are significantly influencing the self and fauna loving behavior of people. Respondents having more aware about environmental concern, readiness for environmental responsibility and indication of air-pollution are more like to buy products with eco-label on them. Hence, all the dimensions of environmental awareness i.e. awareness of readiness for environmental responsibility, awareness of environmental concern, awareness of indication of air-pollution and awareness of global impact of environmental problems are found to be positively and significantly having influence on the green purchasing behavior of people except the one dimension of environmental awareness, which is awareness of sources of air-pollution as result indicated that it has no significant influence on the sustainable behavior of people.

Moreover, awareness of readiness for environmental responsibility is found to be the most influencing factor that influences all the dimensions of green purchasing behavior. This means that more the people become aware of environmental responsibility, the more they show environmental buying behavior.

As there is lot is being done in the world to protect the environment and consumers are not an exception to it. In present scenario the marketers have a great opportunity to cash in on. They should come up with and provide greener options with regard to various products. Buying these greener options make the customers feel that they are contributing to protect the environment. The companies should not only produce environment friendly products or follow environment friendly practices but work for creating awareness for their products and environmental issues. The more the people become aware of environment related issues, the more they are likely to buy environment friendly products.

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