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Antecedents of Youth Green Intention: An Examination of Subjective Norms and Perceived Behavioural Controls

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Abstract

Problem statement: In this vast cutthroat business environment, the economic importance is growing and the environment issues are expanding due to failure in the maintenance of the use of natural resources. So, it is imperative for the green marketers as well as for the green manufacturers to understand youth intention towards green product in a marketing context. For this reason, this study serves the function of examining the two variables, namely, subjective norms and perceived behavioural control, which could influence youth intention towards green products in India.

Methodology: Survey method has been used to collect data from PG students of the University of Jammu, using a well-structured questionnaire. Extensive review of literature has also been done and the questionnaire has been duly purified and validated before the data analysis. Structural Equation Modeling has been used to investigate the relationship between the two factors viz., subjective norms & perceived behavioural control and youth green intention.

Results: The results revealed a significant impact of subjective norms and perceived behavioural control on green purchase through various factors, namely, peer group influence, social expectations, reference group views, green information, ability to buy and availability of products.

Conclusion and Implications: The study came with some valuable suggestions for the marketers and society. For example, the green marketers must first understand the factors affecting the green perceptions of the youth and then position their products. By this, ultimately society will be benefited as the people will get eco-friendly and healthy products.

Keywords: Green Intention, Perceived behavioral Control, Subjective Norms

Introduction

Globalisation has posed environmental problems affecting the planet earth and all living beings negatively (Gupta & Abbas, 2013). Consumers increasing environmental awareness and concern have impelled companies to adopt green policies in the production, pricing, promotion, product attributes and distribution activities in a bid to conserve natural resources and sustained business development (Boztepe, 2012). Green initiatives have emerged across nearly all consumer sectors including automobiles, electronics, durables, energy, health care, organic food and packaged goods and companies have succeeded in harnessing their "greenness" in attractive branding and using it as a competitive weapon for greater market share. The movement of going green is getting trendier as consumers are increasingly attentive about environmental issues and starting to alter their purchasing intentions to a more environmentally friendly way. Thus, the objective of this study is to investigate Indian young consumers' intentions towards green products and examine its two antecedents: subjective norms and perceived behavioural control. To this end, a conceptual model has been proposed and subjected to empirical verification with the use of a survey. The survey results obtained in three major Indian cities provide reasonable support for the validity of the proposed model. Specifically, the findings from the structural-equation modeling confirm the influence of the subjective norms and perceived behavioural control on their intention towards green purchases.

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Conceptual Framework

Green Intention

Intention is the cognitive representation of an individual's willingness to carry out a given behaviour, and it is reflected to be the antecedent of behaviour. The theory of planned behaviour asserts that green purchase intention is a pivotal determinant of actual buying behaviour of consumer. It means that as the intention to purchase a green product increases, there is increased probability that a consumer will actually make that purchase (Rehman & Dost, 2013). According to research studies, green purchase intention is a significant predictor of green purchase behaviour, whereby purchase intention would positively affect consumers' decision of buying green products (Chan, 2006). Green purchasing intention is conceptualised as the probability and willingness of a person to give preference to products that having eco-friendly features over other traditional products in their purchasing considerations (Hessami, Yousefi, & Goudarzi, 2013). The Theory of Planned Behaviour from Ajzen (1991) suggests that also two other factors, than the attitude, directly influence the intention to behave viz., subjective norms and perceived behavioural control.

(a) *Subjective Norms:* Subjective norms refer to "person's own estimate of the social pressure to perform or not to perform the target behaviour. It is assumed to have two components which work in interaction: beliefs about how other people, who may be in some way important to the person, would like them to behave (normative beliefs) and the positive and negative judgements about each beliefs" (Ajzen, 1991). Subjective norms towards green consumption behaviour means an awareness of pressure from governments, green social movements, green communication and influencing groups (e.g., family, surrounding people, etc.), about whether to implement green consumption behaviour (Dung et al., 2013). In short, it is an individual's perception about the particular behaviour, which is influenced by the significant judgment of others (e.g., parents, spouse, friends, teachers).

(b) *Perceived Behavioural Control:* Perceived behavioural control reflects beliefs regarding the access to resources and opportunities needed to perform behaviour. It may encompass two components (Ajzen, 1991). The first component reflects the availability of resources needed to engage in the behaviour. This may include access to money, time, and other resources. The second component reflects the focal person's self-confidence in the ability to conduct the behaviour. Perceived behavioural control of consumers towards green intention embraces consumer's perception and self-awareness about the resources, barriers, or facilitators to help them conduct green consumption behaviour, such as their own availability of time, money, access to information, the availability of the product (for green purchasing behaviour) or the tools to carry out acts of green using (saving, recycling, reusing, using green packaging, and green waste treatment) (Dung et al., 2013).

The Proposed Model

With reference to the conceptual framework, a conceptual model was proposed in Fig. 1 to explain youth green intention.

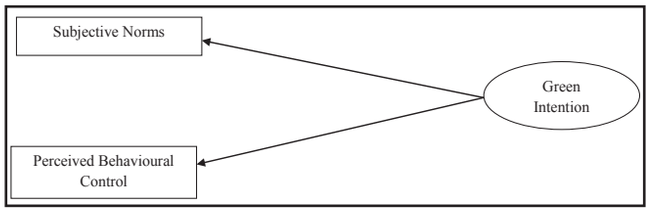


Fig. 1: The Proposed Model

Hypotheses Development

Subjective norm is the evaluation of and feelings towards a consumer's perception what the people important to them might think of the action that is being considered (Ajzen, 1991). Reference groups serve as a frame of reference for individuals in their green consumption decisions because they are perceived as credible sources and informal sources, such as friends, neighbours, relatives, and others that consumers meet on social network sites can have a strong influence on a person's green intention (Arttachariya, 2012). Schiffman and Kanuk (2010) asserted that the family remains a central or dominant reference group in providing for its

members and is the major household consuming unit. The subjective norm strongly influences the intention an individual has to act when it concerns purchasing green products (Kumar, 2013). Various studies, such as the study on organic food by Chen (2007), indicate a relationship between subjective norm and a consumer's intention to engage in that behaviour, which is both significant and positive. Perceived behavioural control refers to the degree of control that an individual perceives over performing the behaviour (Ajzen, 1991). Thus, those who perceive a higher degree of personal control tend to have stronger behavioural intention to engage in certain behaviour such as purchase green product (Pastiu, 2013). Perceived behavioural control includes factors such as the availability of time and money or the possession of required skills and the person's self-confidence in his or her ability to perform the act (Cheng et al., 2006). Hence, it is hypothesised as:

H1: Youths' green intention is significantly influenced by subjective norms.

H2: Youths' green intention is significantly predicted by perceived behavioural control.

Research Design and Methodology

Collection of Data

Primary and secondary sources are used for conducting the study. Secondary data have been broadly used for reviewing the related literature generated from internet, newspaper articles, books, journals namely, the *International Journal of Consumer Studies, Journal of Marketing, International Journal of Marketing Studies, The International Journal of Human Resource Management, Electronic Green Journal, Procedia - Social and Behavioural Sciences, International Journal of Business and Social Research, International Journal in Management and Social Science, International Journal of Production Research, International Business and Management, Naamex International Journal of Management Research,* etc. Primary data are based on the first-hand information personally collected from regular PG students of three Universities viz., the University of Jammu, Jammu, the Guru Nanak Dev University, Amritsar, and the Himachal Pradesh University, Shimla, using a well-structured questionnaire.

Selection of Respondents and Pretesting

Multistage sampling is used to select the respondents who used green products during the year 2014-2015. First of all, three universities from the northern India are selected, namely, the University of Jammu, Jammu, the Guru Nanak Dev University, Amritsar, the Himachal Pradesh University, Shimla. These three universities are further divided into respective departments and five main departments, which are languages, social sciences, physical sciences, life sciences and information technology department from each university, are selected. After pre-testing on 50 students from each university (10 from each department), the final sample came out to be 1142, which is rounded up to 1145. The samples of 1145 are divided in proportion to the number of regular postgraduate students in each university and contacted using judgmental sampling, criteria being the usage of green product for the last 1 year and willingness to respond the questionnaire. Out of 1145, only 905 responded, giving the response rate of 79.4%.

Scale Purification

For the scale purification, the multivariate statistical technique of factor analysis is used with the help of SPSS (17.0). Principal Component Analysis (PCA) along with Varimax rotation (Stewart, 1981) is used to simplify the columns in a factor matrix by looking at whether underlying assumptions are met in Eigen values (>1), communalities (>.50) and factor loadings (>.50) (Alfansi, & Sargeant, 2000, Flavian, Guinalin, & Torres, 2006). Kaiser-Meyer-Olkin (KMO) is used to verify the appropriateness of factor analysis, where value greater than .50 is acceptable, between .50 and .70 is mediocre, and between .70 and .80 is good, between .80 and .90 is great, and above .90 is superb (Malhotra, 2007). It indicates its relevance for further analysis. Further, the Bartlett test of Sphericity is used to determine correlation among variables (Wong et al., 2009). PCA has been run dimension-wise, in order to extract factors for further analysis and all the factors & items are eligible for acceptance with Eigen-value (>1), communalities (>0.50), and factor loadings (>0.50). Table 1 shows the dimension-wise, results of Exploratory Factor Analysis (EFA).

(i) *Subjective Norms:* The dimension 'Subjective norms' initially comprised of 16 items and after applying PCA, 14 statements are left and two items are deleted because of communality value less than 0.50. The Varimax rotation generates four factors namely, 'Family views', 'Peer group influence', 'Social expectations', and 'Reference group views' with variance explained 25.04%, 16.29%, 12.49%, and 10.92%. Factor-loading wise, the most important items found are 'Green product users influence you often think that buying green is a good idea' (0.96) followed by 'Most of your family members approve of your decisions to buy green products' (0.91). Item-wise, low mean values of 2.82 & 2.88 are indicated for the items 'You feel social pressure to buy green products' and 'You try to pay attention to the reactions of others towards your behaviour about the green products', respectively.

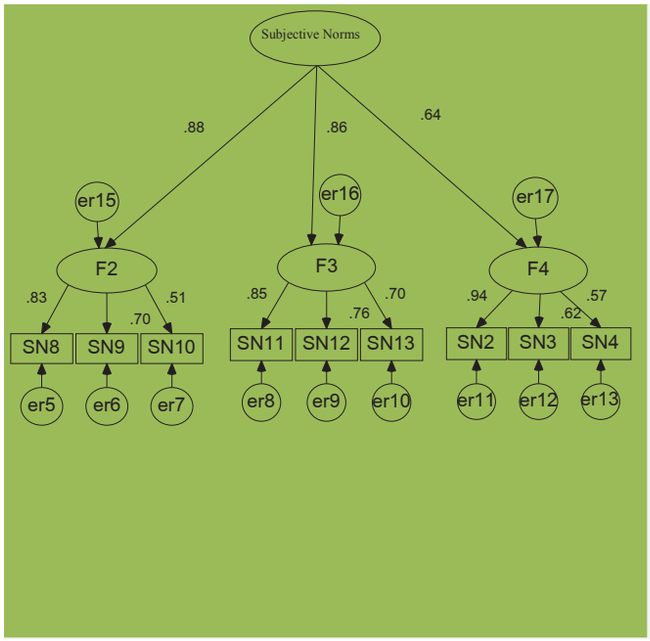
(ii) *Perceived Behavioural Control:* Initially, the dimension 'Perceived behavioural control' comprised of 18 statements out of which 13 are left. After applying PCA, four factors are emerged namely, 'Green information', 'Ability to buy', 'Time', and 'Lack of availability' with 40.06%, 28.88%, and 21.34%, respectively. The most important items found to be 'Green products are difficult to buy' and 'Green products are available only in few outlets' with factor loadings of 0.96 and 0.94, respectively. Item-wise, low mean scores are indicated for 'For you to get green products is convenient and easy' (1.08) and 'You consider it acceptable to spend some extra money in order to purchase green products' (2.17).

Scale Validation - Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is a tool that enables us to either confirm or reject our preconceived theory. It is used to provide a confirmatory test of our measurement theory. A measurement theory specifies how measured variables logically and systematically represent constructs involved in theoretical model. In the other words, measurement theory specifies a series of relationships that suggest how measured variables represent a latent construct that is not measured directly (Hair et al., 2007). During CFA, the items with standardised regression weights (SRW) less than 0.5 were deleted (Hair et al., 2007). The detailed CFA for two dimensions is as under:

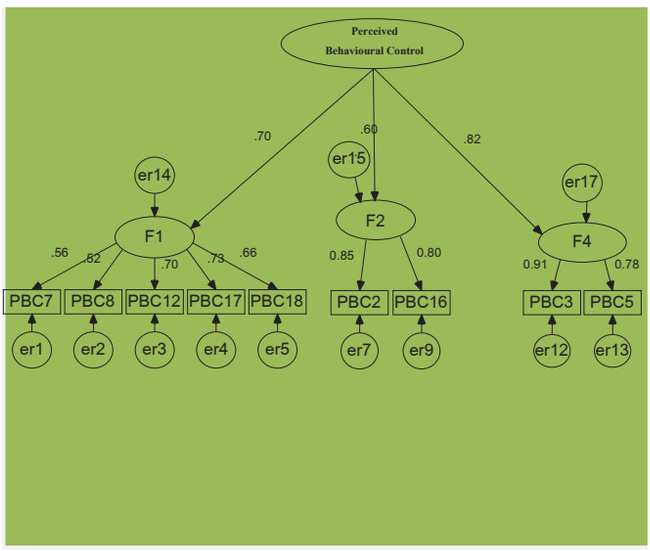
(i) *Subjective Norms:* In EFA, four factors emerged with 13 items, but after CFA, four items including one factor got deleted because of low regression weight (less than 0.50). The model also fitted well and the satisfactory fit indices are found as: chi-square/df = 4.226, RMR = 0.046, GFI = .0983, AGFI = 0.955, NFI = 0.981, TLI = 0.969, CFI = 0.986, RMSEA = .060 (Table 4). Factor-wise, regression weights 0.88, 0.86, and 0.64 indicate that peer group influence contributes maximum ratio to the dimension 'Green intention', followed by social expectations and reference group views, respectively. Item-wise, regression weights lie between 0.94 (Positive views of your reference group develops your intention to buy green products) and 0.51 (You feel social pressure to buy green products) (Fig. 1). The results of CR (0.854), Cronbach's alpha (0.87), AVE (0.734), *b*-values (> 0.50), and factor loading (0.93) establish the validity and reliability of the data (Table 2).

(ii) *Perceived Behavioural Control:* In EFA, four factors with 13 items were emerged, but in CFA, one factor and four items are deleted because of lower standardised weight (less than 0.50). The model of this dimension also fitted well, revealing satisfactory fit indices as chi-square/df statistics come out to be 3.010, RMR = 0.018, GFI = .0990, AGFI = 0.966, NFI = 0.988, TLI = 0.978, CFI = 0.992, RMSEA = .047 (Table 4). Factor-wise, regression weights 0.82, 0.70, and 0.60 indicate that the availability of products is the prime factor contributing to perceived behavioural control than Green information and Ability to buy, respectively. Item-wise, regression weights found to be maximum 0.91 (Green products are available only in few outlets) and 0.52 (You know where to buy green products) (Fig. 2). The model is also reliable and valid as indicated by: CR (0.885), Cronbach's alpha (0.94), b-values (>0.50), AVE (0.719), and factor loading (0.91) (Table 2).



Notes: *F2 = Peer group influence, SN8 = Your peer group influence you to buy green products, SN9 = Your peer group approve you to buy green products, SN10 = You feel social pressure to buy green products, F3 = Social expectations, SN11 = You try to pay attention to the reactions of others towards your behaviour about the green products, SN12 = It's important for you to fit into the green group you are with, SN13 = Your behaviour often depends on how you feel others wish you to behave about the green products, F4 = Reference group views, SN2 = Positive views of your reference group develops your intention to buy green products,* ***SN3*** *= You respect decisions made by your group about the usage of green products, SN4 = Green product users influence you often to think that buying green is a good idea and er5-er13, er15-er17 = error terms.*

Fig. 1: Measurement Model of Subjective Norms



Notes: *F1= Green information, PBC7 = You are confident that you are capable of indentifying and buying green products, PBC8 = You know where to buy green products, PBC12 = You have the resources, knowledge, and the ability to buy the green products, PBC17 = You have sufficient time to purchase environmental friendly products, PBC18 = You have sufficient information and knowledge on environmental friendly products, F2 = Ability to buy, PBC2 = Green products are difficult to buy, PBC16 = For you to get green products is convenient and easy, F4 = Availability of products, PBC3 = Green products are available only in few outlets, PBC5 = You have to visit multiple stores to do your shopping for green products and er1-er5,er7-er9, er12-er13, er14-er15, er17 = error terms.*

Fig. 2: Measurement Model of Perceived Behavioural Control

Reliability and Validity

After assessing the fitness of the latent construct, the next step is to assess the validity and reliability of the dimensions. Reliability is an assessment of the degree of consistency between multiple measurements of a variable. The reliability is measured through Cronbach's alpha and Construct Reliability (CR). For each method, the value equal to or greater than 0.70 is accepted as a rule of thumb. Validity is the extent to which a scale or set of measures accurately represents the concept of interest. It is concerned with how well the concept is defined by the measures. The various types of validity (Black et al., 2007) tested are:

(i) *Content Validity:* Content validity is also known as face validity. It is the assessment of the correspondence of the variables to be included in a summated scale and its conceptual definition (Black et al., 2007). It is checked through ratings by bank managers and agriculturists while conducting pre-testing.

(ii) *Construct Validity:* Construct validity is the extent to which a set of measured items actually reflects the theoretical latent construct those items is designed to measure (Black et al., 2007). Construct validity is checked through convergent validity, discriminant validity, and nomological validity (Black et al., 2007).

(a) *Convergent Validity:* The items that are the indicators of a specific construct should converge or share a high proportion of variance in common, known as convergent validity. Convergent valid-

ity is checked through factor loadings, Average Variance Extracted (AVE), and CR. The high loadings on a factor would indicate that they converge on some common point and as a rule of thumb the standardised loading estimates should be 0.50 or higher and ideally 0.70 or higher. AVE is calculated as (Sum of Squared Standardised Factor loadings/Number of Items) and the value equal to 0.50 or greater than is a good rule of thumb. CR is calculated as {(Sum of standardised loadings) ^{2}/(Sum of standardised loadings) ^{2} + Sum of error variance terms} and the value of CR above 0.60 is acceptable as a rule of thumb (Black et al., 2007).

(b) *Discriminant Validity:* Discriminant validity is the extent to which a construct is truly distinct from other constructs and the individual measured items should represent only one latent construct (Black et al., 2007). It has been assessed by comparing AVE with squared correlations between constructs Table 3 shows that the AVE for all the dimensions is more than the squared correlation between dimensions, thereby suggesting the good evidence of discriminant validity.

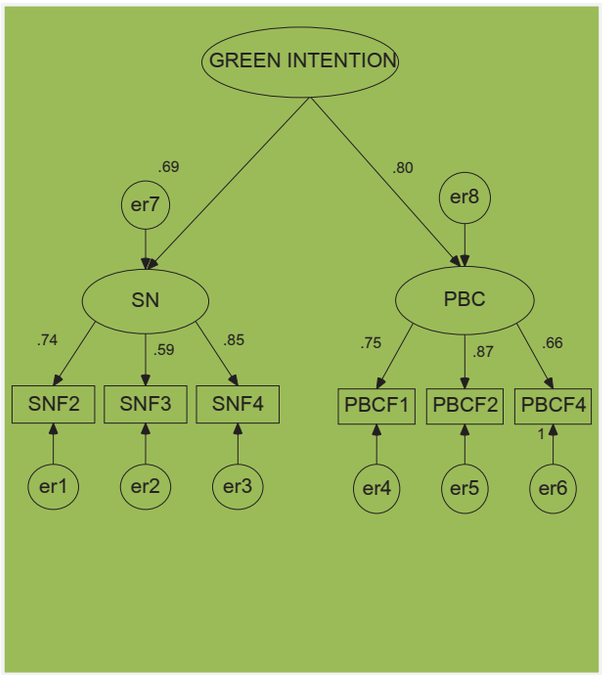
(c) *Nomological Validity:* Nomological validity refers to the degree that the summated scales makes accurate predictions of other concepts in a theoretically based model (Black et al., 2007). It has been tested by examining whether the correlation among the constructs in a measurement theory make sense.

Structural Equation Modeling (SEM)

After confirming factors through CFA and assessing their validity & reliability, the next step performed is SEM for hypotheses testing. A structural theory is a conceptual representation of the relationships between constructs. A model is a representation of theory. SEM should never be attempted without a strong theoretical basis for specification of both the measurement and structural models (Black et al., 2007). On the basis of SEM results, the framed hypotheses have been tested and the results are as under:

Hyp: Youths' green intention to buy green products is significantly predicted by subjective norms and perceived behavioural control.

The structural model is used to test the hypothesised relationship between youths' green intention and subjective norms and perceived behavioural control. The structural model IV is fitted well as depicted by chi-square/df = 2.546, RMR = 0.017, GFI = 0.997, AGFI = 0.980, NFI = 0.988, TLI = 0.963, RMSEA = 0.041, CFI = 0.993 (Table 7). It is evident from the SRW values β = 0.69, $p < 0.05$ (subjective norms), and β = 0.80, $p < 0.05$ (perceived behavioural control) that green intention is very much influenced by subjective norms and perceived behavioural control (Fig. 3). The H2a stands accepted and the facts are also in line with extant work of (Giang, 2014; Kumar et. al, 2013; Pastiu, 2013; Danesh et al., 2012 & Kong et al., 2014).



Notes: *SN = Subjective norms, SNF2 = Peer group influence, SNF3 = Social expectations, SNF4 = Reference group views, PBC = Perceived behavioural control, PBCF1 = Green information, PBCF2 = Ability to buy, PBCF4 = Availability of products and er1-er8 = error terms.*

Fig. 3: Structural Model I

Discussion and Conclusion

Subjective Norms

The dimension 'subjective norms' is an important indicator of green intention of youth (β = 0.69, $p < 0.05$).

Factor-wise, regression weights 0.88, 0.86, and 0.64 indicate that peer group influence contributes maximum ratio to the dimension 'Green intention', followed by social expectations and reference group views, respectively. Item-wise, regression weights lie between 0.94 (Positive views of your reference group develops your intention to buy green products) and 0.51 (You feel social pressure to buy green products). Green marketers should exploit more online social network for advertising and promoting green or environment friendly products. These days, online social network like Facebook and Twitter have become popular; moreover, every youth have an account on these social sites to be connected with their friends. Celebrity reference groups such as actors, cricketers and musicians must emphasise the usage of green products in their work because these celebrities act as opinion leaders, especially for young consumers. So, green marketers should hire these celebrities as green ambassadors for the promotion of green products among the youth. Parents and other family members should make their children learn some ways through which they can do their bit of saving the environment like turning off lights and appliances when not in use, taking the bus to work, recycle your paper, glass and metals, etc. Green marketers should apply social pressure in their advertising strategies for green products, e.g., the users of green products would be treated like kings or queens in the society. Because distributing more information to customers and applying more social pressure on them will likely influence their purchase decision. Green marketers should run some schemes under which free gifts, discount coupons, etc., are given to the young green product users in addition to the actual benefits of the green products so as to win the more positive green views of the reference groups.

Perceived Behavioural Control

The dimension 'Perceived Behavioural Control' influences green purchase intention as shown by $\beta = 0.80$, $p < 0.05$. Factor-wise, regression weights 0.82, 0.70, and 0.60 indicate that the Availability of products is the prime factor contributing to perceived behavioural control than Green information and Ability to buy, respectively. Green marketers should adopt a wide distribution policy for making these green products available at every small retail shop to big shopping malls and try to cover small towns and even villages as consumers are facing difficulty in finding these products in their nearby places. Green manufacturers should be paying attention not only in their customers' purchasing patterns, attitude and preferences, but also in what consumers actually know about the green products. Therefore, they should provide them with indispensable information about the green products about their eco-friendly benefits, quality, ingredients used, etc., through stable promotional efforts (green advertising, personal selling, exhibitions, etc.). Green companies should frequently revaluate the prices of green products in order to make certain that they are not overstated in association with conventional products and thus have to set reasonable price for the targeted young customers as most of them depend on their parents for financial support. Green companies should launch online shopping site for green products only like other online shopping sites, e.g., Flipkart, Amazon, Snapdeal, etc., as shopping on in is quiet trendy among the youth. Moreover, it will enable the youth to have green products at their door steps without losing much time. Green marketers should apply social pressure in their advertising strategies for green products, e.g., the users of green products would be treated like kings or queens in the society. Because distributing more information to customers and applying more social pressure on them will likely influence their purchase decision.

Limitations and Future Research

All the possible efforts have been made to maintain objectivity, validity, and reliability of the study, yet certain limitations have emerged which restrict its applicability. These are as follows:

(i) The study is confined to the youth of three universities of three states of northern India namely, Jammu and Kashmir, Punjab, and Himachal Pradesh. For the future study, area could be extended to other Indian states also.

(ii) The study is done to analyse the youth attitude and behaviour towards overall green products; thus, in future, a study could be done on one specific green product line like green food, green clothing, green technology, green cars, etc.

(iii) The highly educated youth is contacted only. Less educated and general youth is excluded.

(iv) The element of subjectivity might have not been completely checked as the students might have responded on the basis of their own experience and perception regarding the items in the questionnaire.

(v) Due to paucity of time, sometimes students were found to skip or casual about answering some statements. In such case, the researcher relied on judgements to elicit the requisite information.

Table 1: Scale Purification of Purchase Intentions Among Youth Towards Green Products Using Factor

Dimension	*Factors*	*Statements*	*M.V.*	*S.D.*	*F.L.*	*C.*	*E.V.*	*V.E.*	*C.V.*	*A*
Intention To Buy Green Products										
Subjective Norms (KMO=0.62)	**Factor 1:** Family views	**SN6:** People who are important to you would think that you should use green products	3.37	0.82	0.71	0.63				
		SN7: Your parents influence you to purchase a green product	3.29	0.94	0.75	0.70				
		SN14: Most people like you to buy green products	3.36	0.97	0.78	0.75				
		SN15: Most of your family members approve of your decisions to buy green products	4.43	0.96	0.91	0.68				
	F1		**3.61**	**0.92**	**0.78**	**0.69**	**4.56**	**20.56**	**20.56**	**0.83**
	Factor 2: Peer group influence	**SN8:** Your peer group influence you to buy green products	4.35	1.10	0.85	0.82				
		SN9: Your peer group approve you to buy green products	3.20	1.09	0.80	0.77				
		SN10: You feel social pressure to buy green products	2.42	1.17	0.79	0.66				
	F2		**3.32**	**4.45**	**0.81**	**0.75**	**2.10**	**20.03**	**40.60**	**0.85**
	Factor 3: Social expectations	**SN11:** You try to pay attention to the reactions of others towards your behaviour about the green products	2.68	1.25	0.85	0.77				
		SN12: It's important for you to fit into the green group you are with	4.02	1.13	0.83	0.80				
		SN13: Your behaviour often depends on how you feel others wish you to behave about the green products	4.08	1.03	0.82	0.83				
	F3		**3.59**	**1.14**	**0.83**	**0.80**	**2.03**	**18.10**	**56.69**	**0.81**
	Factor 4: Reference group views	**SN2:** Positive views of your reference group develops your intention to buy green products	3.70	0.89	0.81	0.79				
		SN3: You respect decisions made by your group about the usage of green products	3.95	0.78	0.71	0.71				
		SN4: Green product users influence you often think that buying green is a good idea	4.24	0.71	0.96	0.84				
	F4		**3.96**	**0.79**	**0.82**	**0.78**	**1.04**	**16.19**	**74.88**	**0.78**
Perceived Behavioural Control (KMO=0.78)	**Factor 1:** Green information	**PBC7:** You are confident that you are capable of indentifying and buying green products	3.58	0.74	0.87	0.77				
		PBC8: You know where to buy green products	3.61	0.76	0.76	0.76				

Dimension	*Factors*	*Statements*	*M.V.*	*S.D.*	*F.L.*	*C.*	*E.V.*	*V.E.*	*C.V.*	*A*
		PBC12: You have the resources, knowledge and the ability to buy the green products	3.46	0.84	0.75	0.72				
		PBC17: You have sufficient time to purchase environmental friendly products	2.20	0.88	0.72	0.64				
		PBC18: You have sufficient information and knowledge on environmental friendly products	3.33	0.97	0.83	0.77				
	F1		**3.25**	**0.84**	**0.79**	**0.73**	**4.29**	**25.04**	**25.04**	**0.87**
	Factor 2: Ability to buy	**PBC1:** You have an adequate amount of money to buy the green products	2.24	0.81	0.88	0.52				
		PBC2: Green products are difficult to buy	3.97	1.10	0.96	0.82				
		PBC6: You consider it acceptable to spend some extra money in order to purchase green products	3.17	1.06	0.81	0.71				
		PBC16: For you to get green products is convenient and easy	1.08	1.21	0.72	0.61				
	F2		**2.62**	**1.05**	**0.84**	**0.67**	**2.41**	**16.29**	**41.34**	**0.73**
	Factor 3: Time	**PBC10:** You can buy green products without spending much time	3.50	0.87	0.74	0.75				
		PBC11: You think you have all the time you need to buy green products	3.25	0.87	0.87	0.84				
	F3		**3.38**	**0.87**	**0.81**	**0.80**	**1.40**	**12.49**	**53.83**	**0.81**
	Factor 4: Availability of products	**PBC3:** Green products are available only in few outlets	4.00	1.5	0.94	0.83				
		PBC5: You have to visit multiple stores to do your shopping for green products	4.28	0.93	0.73	0.74				
	F4		**4.14**	**0.99**	**0.84**	**0.78**	**1.14**	**10.92**	**64.76**	**0.76**

Notes: M.V.= Mean value, C= Communality, KMO= Kaiser-Miler-Olkin, S.D.= Standard deviation, F.L.= Factor loading, V.E.= Variance explained, E.V.= Eigen value, C.V.=Cumulative variance and A=Alpha value.

Table 2: Validity & Reliability of Dimensions of Green Intention

Dimension	*Reliability*		*Convergent validity*	
	*Construct Reliability (CR)**	*Cronbach Alpha (α)*	*Average Variance Extracted (AVE)***	*Factor loading*
Subjective norms	0.854	0.87	0.734	0.93
Perceived behavioural control	0.885	0.94	0.719	0.91

Notes: **CR= (Sum of standardised loadings)^2 / (Sum of standardised loadings) + Sum of error terms*

***AVE= (Sum of Squared Standardised Factor loadings/ Number of Items)*

Table 3: Discriminant Validity of Dimensions of Green Intention

Dimensions	**Subjective norms**	**Perceived behavioural control**
Subjective norms	0.765	
Perceived behavioural control	0.661** (0.373)	**0.689**

Notes: ***Correlation (0.05 level of significance), bold values are AVE and values in bracket are square correlation. Discriminant validity exists when AVE> squared correlations.*

Table 4: Results Of CFA Fit Indices

S.no.	*Dimension*	*Chi-square/df*	*GFI*	*AGFI*	*RMR*	*RMSEA*	*NFI*	*TLI*	*CFI*
1	Subjective norms	4.226	.983	.955	.046	.060	.969	.969	.986
2	Perceived behavioural control	3.010	.990	.966	.018	.047	.988	.978	.992

Notes: *GFI= Goodness-of-fit index, AGFI= Adjusted Goodness-of-fit indices, RMR= Root Mean Square, RMSEA= Root Mean Square Error of Approximation, NFI= Normed Fit Index, TLI= Tucker Lewis Index and CFI= Comparative Fit Index.*

Table 5: Standardised Regression Weights of Dimensions with Regard to Green intention

Dimension	*Factor(s)*	*SRW*	*Items*	*SRW*
Green intention				
Subjective norms	Peer group influence	0.88	SN8	0.83
			SN9	0.70
			SN10	0.51
	Social expectations	0.86	SN11	0.85
			SN12	0.76
			SN13	0.70
	Reference group views	0.64	SN2	0.94
			SN3	0.62
			SN4	0.57
Perceived behavioural control	Green information	0.70	PBC7	0.56
			PBC8	0.52
			PBC12	0.70
			PBC17	0.73
			PBC18	0.66
	Ability to buy	0.60	PBC2	0.85
			PBC16	0.80
	Availability of products	0.82	PBC3	0.91
			PBC5	0.78

Table 6: Standardised Regression Weights (SRW) Values of Sem Relationships

Relationships	*SRW values*
Green intention----□Subjective norms	0.69
Green intention----□Perceived behavioural control	0.80

Table 7: Overall Fitness of Hypotheses Tested

Fitness-index	*Structural model I*
Chi-square/df	2.546
GFI	0.997
AGFI	0.980
RMR	0.017
RMSEA	0.041
NFI	0.988
TLI	0.963
CFI	0.993

Notes: *GFI= Goodness-of-fit index, AGFI= Adjusted Goodness-of-fit indices, RMR= Root Mean Square, RMSEA= Root Mean Square Error of Approximation, NFI= Normed Fit Index, TLI= Tucker Lewis Index and CFI= Comparative Fit Index*

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