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# MEASURING CONSUMERS' ATTITUDE TOWARDS ECO-FRIENDLY PRODUCTS

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### ABSTRACT

**Purpose-** The purpose of the present study is to examine consumers' attitudes toward ecofriendly products and to find out the relationship between green environmental attitude and consumer purchase intention.

**Design/Methodology/Approach**- The data was collected to test the relationship between green environmental concern, green environmental attitude, and purchase intention towards green products with the help of a structured questionnaire on a five-point Likert-type scale ranging from "Strongly Agree --- --- Strongly Disagree".

*Findings-* The study has revealed that the consumers have a positive attitude toward the consumption of eco-friendly products and they intend to buy eco-friendly products.

**Practical implications-** The study will be helpful in policy formulation and ensure the achievement of the target of zero-effect industrial policy to protect the environment, it will also help to promote the market of eco-friendly products in society.

*Limitations-* The study suffers from the limitations of the survey. The focal point of the study was on a broad category of eco-friendly products, which can further be subdivided into sub-categories to understand the product-specific behavior.

**Originality/value-** As the country is shifting to eco-friendly products, it becomes really important to understand the consumers' attitude towards eco-friendly products.

**KEYWORDS:** *Eco-Friendly Products, Green Environmental Attitude, Environmental Concern, Green Purchase Intention.* 

### INTRODUCTION

Consumerism has grown significantly in India over the past three decades as a result of economic reforms including liberalization, privatization, and globalization. Consumerism is very prevalent in our society and this has put the environment in danger as environmental problems like depletion of natural resources, pollution, and urban sprawl are associated with consumerism.

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Today, we are facing incredible environmental challenges such as acid rain, water and air pollution, global warming, declining flora and fauna, and ozone depletion. As per the EPI 2022 Index, India is at the lowest rank among 180 countries and the second most polluted country after Bangladesh.

Nations around the globe, especially African countries and nations of Southeast Asia are facing the troubles of natural calamities and disasters. COP26 in Glasgow, Scotland, the world community discussed the increasing challenges of environmental pollution and adversaries of climate change the outcome of COP26 is to ensure emissions reduction by the year 2030 and for that countries are being asked to accelerate the phase-out of coal, curtail deforestation, speed up the switch to electric vehicles, encourage investment in renewable and also encouraged countries to protect and restore ecosystems. Last year in COP27, the consensus was to provide laws and damage funding for vulnerable countries which were affected hard by natural and climate-related disasters. COP27 emphasized reducing carbon dioxide, and greenhouse gas emissions including methane, and to limit the temperature increase systematically.

As Natural resources are finite, and their overuse will result in consumerism and its negative effects, which will seriously hurt civilization, society needs to adhere to the government's zeroeffect policy to reduce pollution. All of these factors are raising awareness amongst us as consumers and reiterating how crucial it is to make sustainable decisions. Eco-friendly/green products can significantly contribute to the preservation of natural resources as they produce reduced waste in packaging, and the release of emissions and other pollutants during production and transportation processes is decreased. Whilst consumers are driving this shift in the demand for 'Greener or Eco-friendly' products, marketers are also opting for sustainable choices which helps them to promote the optimum use of natural resources and mark towards attaining sustainable development goals, accordingly Marketers should also design a market to be based on satisfying the needs of the consumers, not the greed. Examples of this include Adidas' commitment to using entirely recycled polyester in their products by 2024 and Nike's usage of flyknit technology, which lowers waste on the factory floor. Green marketing, eco-marketing, sustainable marketing-all these terms are synonymous. Eco-friendly products are in vogue for last more than three decades and are made from risk-free materials and non-toxic components that can be recycled and reused Mintie (2006). During the pandemic (COVID-19), when human activities were stopped the pollution level was also very low, this effect has made us feel the importance of eco-friendly products. For the last 8 years, India has seen 10 times the growth in the consumption of green products. With much awareness about going green, consumers are now beginning to realize their role and responsibilities towards Mother Earth. The Economist Intelligence Unit (EIU), commissioned by WWF conducted new global research and the report titled "An Eco-wakening: Measuring global awareness, engagement, and action for nature" shows a staggering 71% rise in popularity of searches for sustainable goods in the past five years and has continued to grow during the COVID-19 pandemic.

Environment and economic development are major concerns for humans whose livelihood relies on development and natural resources (**Daily, 1997**). The nature has provided several ecosystem services such as provisioning, regulating, and cultural activities, etc. which are accessible to all humans free of charge (**Egoh et al., 2009**). These services need to be protected for our survival on this planet of earth. The Sustainable Development Goals (SDGs) and environmental preservation are at the top of the global community's agenda, as seen by the numerous UN summits and other regional gatherings of nations. The 17 Sustainable Development Goals (SDGs), are a plan for a better and more sustainable future for everyone, consisting of three

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parts: social, economic, and environmental. Consumption of eco-friendly products encourages sustainable development. **Moisander (2007)** observed that green usage is typically associated with environmentally conscious usage when consumers think about the environmental impact of purchasing, using, and discarding green products. Therefore, green consumers play a pivotal role in the success of the Green Revolution because eco-friendly usage not only benefits the environment, society, and economy but is also essential for sustainable development **Tanner & Cast (2003)**.

The present study focuses on understanding consumer attitudes toward eco-friendly products. The findings of the study would be useful for future researchers and marketers to understand consumer psychology about eco-friendly products and accordingly, the marketer can formulate a strategy for the promotion and consumption of eco-friendly products.

### **REVIEW OF LITERATURE & HYPOTHESES DEVELOPMENT**

Ajzen (1991) defined attitude towards behaviour as the degree to which a person has a favorable or unfavorable opinion of the activity in question. Ramayah et al., (2010) described the attitude as to how an individual views the consequences of his actions. (Leonard et al., 2004) stated that attitude helps to determine if the behaviour is beneficial and whether the individual wants to engage in the action. Purchase intention refers to a consumer's readiness to engage in a specific purchase Behaviour and is also used to predict future purchase behaviour (Ajzen, 1991). Subjective norms are the perceived social pressures or influences to engage in or refrain from a particular action. The beliefs of individuals about how their reference groups will see them if they engage in a particular action are revealed by subjective norms, (Ajzen, 1991; O'Neal, 2007). Environmental concern refers to how much people are conscious of environmental problems and are ready to come up with solutions (Dunlap & Jones, 2002; Lounsbury & Tornatzky, 1977). Kim & Choi (2005) revealed that consumers who are concerned about the environment are more likely to buy green items than those who are not. Pant & Pathak (2023) described the rise in green and clean initiatives and increased knowledge of the financial and health risks posed by climate change have caused a paradigm shift in how businesses view investments in sustainable projects.

A brief review of all the studies is given below in the following paragraphs.

### Green Environmental Attitude and Purchase Intention:

**Kotchen & Reiling (2000)** reported that attitude is the most significant determinant of Behavioural intention. **Saxena & Khandelwal (2010)** conducted an exploratory study using a structured questionnaire with a five-point Likert-type scale and a sample size of 300 respondents by using the personal survey method helped uncover the demographic concern for environmental protection. To examine consumer attitudes and behaviour, convenience and judgmental sampling techniques were employed to gather the primary data, which were then analysed using T-test and One Way ANOVA. The study found that consumers had a high level of care for environmental preservation and a favourable attitude towards green companies, leading them to be inclined to purchase environmentally friendly goods and provide those brands a competitive advantage over their rivals. And affirm that using green marketing as a tool for sustainable growth is unquestionable. **Thakur & Gupta (2012)** discussed customers' perspectives on the movement in marketing trends from traditional marketing to green marketing. The study's goal was to examine the factors that influence customers to buy environmentally friendly items as well as the relationship between income level and willingness to pay more for environmentally friendly friendly

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goods. They found that respondents had a highly positive attitude towards and concern for environmentally friendly items and are prepared to buy them. Bhatia & Jain (2013) found that consumers have a favorable attitude towards green products but they are also concerned about their availability and cost. Anvar & Venter (2014) examined the variables such as social influence, environmental knowledge, and pricing while examining the factors influencing Generation Y consumers' attitudes and purchasing behaviour towards green products in South Africa among 200 respondents between the ages of 18 and 23. The findings of the application of simple and multivariate linear regression techniques showed that social influence, environmental awareness, and price have a favorable impact on customer views. The effect of attitude on purchasing behaviour was likewise found to be favorable. They discovered that consumers' sentiments towards green products are positively influenced by the price of green products. Panchi, Keivandarian & Azizi (2014) investigated customers' attitudes towards green marketing in diverse parts of Bangladesh. 120 respondents made up the sample size for the respondent survey using the structural questionnaire, and replies from 60 men and 60 women were combined. Consumer loyalty to green products, global warming, environmental safety and product quality, worry about paying more for luxury, and environmental consciousness are a few of the major influencing factors. Regression analysis and other statistical techniques were employed for the analysis. The study revealed that 53.417% of customers have a favourable opinion towards green marketing. Consumers' psychological emotions are reflected in their attitude, and if it's favorable, behavioural intentions are also likely to be favorable, Chen & Tung (2014). Kong et al., (2014) investigated the impact of customers' perceptions of green items on their desire to make green purchases. The outcome shows that eco-labels have a favorable, significant impact on consumers' intentions to make green purchases. The relationship between green attitude and purchase intention for sustainable products, particularly eco-friendly products has been explored in the extant literature. Past studies reveal that customers are more likely to buy eco-friendly products if they have a favorable attitude toward sustainability (Duerden and Witt, 2010; Policarpo and Aguiar, 2020). Prakash & Pathak (2017) revealed that there is a link between environmental attitudes and intentions to buy green items. Green consumption is positively influenced by attitude. Consumers' apprehensions about the environment are reproduced through their actions. Pratap & Purohit (2020) examined the consumers' purchase intention for organic food using the Theory of Planned Behavior (TPB) and found that consumer attitude mediates the relationship between environmental concern and purchase intention towards organic food. Boon, Fern & Chee (2020) investigated the factors affecting Generation Y's purchasing intention of natural skincare products. A self-administered questionnaire was distributed to 200 targeted respondents from three states in Malaysia. The results indicate that attitudes, experience, and value of money have a significant relationship with the purchase intention of natural skin care products among Generation Y in Malaysia. Numerous studies found that attitude influences purchase intention in various contexts of eco-friendly purchases such as eco-friendly hotels, organic food, etc. (Han & Yoon, 2015; Teng et al., 2014; Chen & Tung, 2014; Dean et al., 2012; Chen & Peng, 2012; Han et al., 2011; Han & Kim, 2010; Han et al., 2010; Ha & Janda, 2012; Zhou et al., 2013). Pratap & Purohit (2021) investigated consumers' intention towards consumption of organic food products and found that attitude is important predictor of the purchase intention.

Based on the review of past studies, the following hypothesis is proposed:

 $H_{01}$ : There is no relationship between Consumer Green Environmental Attitude and Green Purchase Intention.

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### Subjective Norms and Green Environmental Attitude:

A significant relationship between attitude and subjective norms has been observed in past studies. The study of Shimp & Kavas (1984), reported a considerable link between subjective norms and attitude that influences Behaviour. Chang (1998), Vallerand et al., (1992), & Tarkiainen & Sundqvist (2005). Chang (1998) suggested conducting a detailed investigation of how social environments shape people's attitudes. Tarkiainen & Sundqvist (2005), in their study based in Finland, discovered a substantial relationship between attitudes toward buying organic food and subjective norms. Tejeswari (2016) focused on consumer attitude towards green products and finds out that Green Marketing depends on the consumer's attitude, businesses will not put in the extra effort to move towards introducing green products or services. Harjadi & Gunardi (2022) concluded that subjective norms showed positive moderation between attitude, and purchase intention. The following hypothesis is proposed based on an extensive review of past studies:

#### H<sub>02</sub>: There is no relationship between Subjective Norms and Green Environmental Attitude.

### Green Environmental Concern and Green Environmental Attitude:

The extant literature on environmental concern ranges from exploring it as a general idea to focusing on particular problems like the ecological challenges of pollution and energy conservation (Kinnear et al., 1974; Zimmer et al., 1994). Prakash & Pathak (2017) observed that environmental concerns influence young consumers' intentions to purchase green packaged goods. Smith & Paladino (2010) in their study reported the strong influence of environmental concern on people's attitudes toward organic food. Furthermore, Hartmann & Apaolaza-Ibáez (2012) examined the direct and indirect effects of environmental concern and discovered that environmental concern influences consumers' attitudes and intentions to buy green energy brands favorably. Similar results have been reported in the various studies identifying environmental concern as a major predictor of green attitudes and purchase intention, (Koenig-Lewis et al., 2014; Joshi & Rahman, 2015; Yadav & Pathak, 2016). Meera R. Mayekar (2017) revealed in her study that consumers have expressed favorable opinions on green product purchase Behaviour. Green consumers prefer buying brands that are less damaging to the environment. Consumers are more inclined towards green brands because of their growing environmental concerns. Nguyen et al., (2019) observed environmental concern to be a strong predictor of attitudes toward eco-friendly consumption among Vietnamese consumers. Boon et al., (2020) in their study revealed that the attitude, value of money, and experience have a significant relationship with the generation Y purchase intention of natural skincare products.

Based on the review of past studies, the following hypothesis is proposed:

# $H_{03}$ : There is no relationship between Green Environmental Attitude and Green Environmental Concern.

### **OBJECTIVES**

The objectives of the study are as follows:

1. To measure consumers' attitudes toward eco-friendly products.

2. To examine the relationship between green environmental attitude and consumer purchase intention.

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3. To examine the relationship between green environmental concern, green environmental attitude, and purchase intention towards green products.

### **RESEARCH METHODOLOGY**

### The Sample and Data Collection

The study measures the overall attitude of consumers toward the consumption of eco-friendly products with the help of the constructs of attitude towards Behaviour, subjective norms, green environmental concern, and purchase intention. A structured questionnaire adapted from past studies was used to measure consumer green environmental concerns, green environmental attitudes, subjective norms, and green purchase intention. Around 400 questionnaires were distributed online and offline and data of 350 respondents were found suitable. Items of Green environmental concern (6 items) were adapted from Kim & Choi (2005), Fujii (2007), and Haws et al., (2013). Items of Green environmental attitude (7 items) adapted from Taylor & Todd (1995), Ha & Janda (2012), Al-Swidi et al., (2014), Paul, Modi & Patel (2016). Items of Subjective norms (8 items) adapted from Al-Swidi et al., (2014), and Carfora et al., (2021). Items of Green purchase intention (9 items) adapted from Ahmed (2020), Zhang et al., (2018), Wang & Yu (2017), and Kim et al., (2013). The questionnaire was based on a five-point Likert-type scale for the measurement of all the items ranging from "Strongly Agree (5) --- --- Strongly Disagree (1)".

### **Demographic Profile**

The demographic profile of the respondents is presented in Table 1.

Gender- The majority of the respondents were male (62%).

**Age-** The most significant portion of the sample (81%), accounted for the people with age group (18-30 years), suggesting that most of the respondents belonged to the youth category.

**Marital Status-** Since most of the respondents belonged to the youth category, it is evident that the majority of the respondents were unmarried (72%).

**Qualification-** Most of the respondents were graduates (43%) and only a small portion (4%) of the respondents were holding a doctoral degree.

Occupation- More than half of the respondents (56%) belonged to the service sector.

**Income-** The majority of the respondents (57%) belonged to the income category of under Rs.25,001- 40,000.

**City**- A large portion of the total respondents (77%) were from Delhi-NCR and (23%) were from Dehradun.

### TABLE 1:

Variable	Category	Percentage
Gender	Male	62
	Female	38
Total	350	100

Age       18-30 Years       81         31-40 Years       12         41-50 Years       5         Above 50 Years       2         Total       350       100         Qualification       High School       2         Intermediate       10       Graduate       43         Post-Graduate       38       Ph.D       4         Professional       3       3       100         Marital Status       Married       28       2         Total       350       100       00         Marital Status       Married       28       2         Total       350       100       00       00         Occupation       Student       27       56       5         Self-employed       8       Business       5         Homemaker       4       100       100         Income (family in       25,001-40,000       57       55,001         Rs.)       40,001-55,000       12       55,001-70,000       12         Total       350       100       12       70,001-85,000       5         Above 85,000       14       14       14       14       14	•	10.20 V	01
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Professional         3           Total         350         100           Marital Status         Married         28           Unmarried         72           Total         350         100           Occupation         Student         27           Govt./Pvt. Service         56           Self-employed         8           Business         5           Homemaker         4           Total         350         100           Income (family in Rs.)         25,001- 40,000         57           Rs.)         40,001- 55,000         12           Total         350         100           Income (family in Rs.)         25,001- 40,000         57           Above 85,000         14         100           Total         350         100           City         Delhi/NCR         77           Dehradun(UK)         23         23		Post-Graduate	38
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Govt./Pvt. Service         56           Self-employed         8           Business         5           Homemaker         4           Total         350         100           Income (family in Rs.)         25,001-40,000         57           40,001-55,000         12           55,001-70,000         12           70,001-85,000         5           Above 85,000         14           Total         350         100           City         Delhi/NCR         77           Dehradun(UK)         23         23	Occupation	Student	27
Business Homemaker         5           Total         350         100           Income (family in Rs.)         25,001-40,000         57           40,001-55,000         12           55,001-70,000         12           70,001-85,000         5           Above 85,000         14           Total         350         100           City         Delhi/NCR Dehradun(UK)         77	-	Govt./Pvt. Service	56
Business Homemaker         5           Total         350         100           Income (family in Rs.)         25,001-40,000         57           40,001-55,000         12           55,001-70,000         12           70,001-85,000         5           Above 85,000         14           Total         350         100           City         Delhi/NCR Dehradun(UK)         77		Self-employed	8
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Total         350         100			
	Total	350	100

ISSN: 2249-7315 Vol. 13, Issue 5, May 2023 SJIF 2022 = 8.625 A peer reviewed journal

### **Demographic Profile of the Sample**

#### **TABLE 2: ITEMS USED IN THE STUDY**

Construct/Variable	Item Name	Items
Green Environmental Concern (GEC)	GEC1	I am extremely worried about the state of the world's environment and what it will mean for my future.

ISSN: 2249-7315 Vol. 13, Issue 5, May 2023 SJIF 2022 = 8.625 A peer reviewed journal

	GEC2	I think environmental problems are very important.
	GEC3	It is important to me that the products I use do not harm the environment.
	GEC4	My purchase habits are affected by my concern for our environment.
	GEC5	
		I am concerned about wasting the resources of our planet.
Caracar	GEC6	I would describe myself as environmentally responsible.
Green	GEA1	It is not important to me whether the product is green or
Environmental	CE A 2	not.
Attitude (GEA)	GEA2	I have a favorable attitude toward purchasing a green product.
	GEA3	I prefer green products because it is processed without any chemicals.
	GEA4	I believe that the price of the green product is quite justified.
	GEA5	It is exciting for me to buy the green product.
	GEA6	I like the idea of using a green product.
	GEA7	I think buying a green product would be a good idea.
Subjective Norms (SN)	SN1	I get a bad conscience if I choose traditional products instead of green products.
()1()	SN2	The trend of buying green products among people around
	5112	me is increasing.
	SN3	People around me generally believe that health should use green products.
	SN4	My close friends and family members would appreciate it if
	SN5	I buy a green product. Most people who are important to me think I should
	0114	purchase green products when going for purchasing.
	SN6	The people I respect buy green products.
	SN7	My interaction with people influences me to buy green products.
	SN8	My acquaintance would approve of my decision to buy green products.
Perceived	PBC1	I feel I can protect the environment by purchasing green
Behavioural		products.
Control (PBC)	PBC2	I can take the decision independently to buy green products.
× -/	PBC3	I have the financial capability to buy green products.
	PBC4	I have the time to go for buying green products.
	PBC5	I have complete information regarding where to buy green
	PBC6	products. I have the resources, knowledge, and ability to buy a green product.
	PBC7	I see myself as capable of purchasing green products in the future.
	PBC8	Green products are generally available in the shops where I

ISSN: 2249-7315	Vol. 13, Issue 5, May 2023	SJIF 2022 = 8.625
	A peer reviewed journal	

		usually do my shopping.		
	PBC9	I feel purchasing green products is not totally within my		
		control.		
	PBC10	I cannot pay more to buy green products.		
	PBC11	It requires a lot of time to search for green products.		
	PBC12	I am confident about the credibility of green product labels.		
Green Purchase	GPI1	Due to environmental concerns, I will try to purchase green		
Intention (GPI)		products.		
	GPI2	I plan and intend to purchase a green product because of its		
		eco-friendly performance.		
	GPI3	I am willing to buy a green product in the future.		
	GPI4	I am willing to buy a green products on a regular basis.		
	GPI5	I would recommend others to buy green products.		
	GPI6	I intend to buy a green product within the next 3 months.		
	GPI7	I will consider switching to environmental friendly brands		
		for ecological reasons.		
	GPI8	I definitely want to purchase green products in the near		
		future.		
	GPI9	I will purchase green products in my next purchase.		

### DATA ANALYSIS AND FINDINGS

To ensure the soundness of the tool used for data collection, the dependability of the research instrument, reliability, and validity were ensured through Confirmatory Factor Analysis, and hypotheses formulated were tested through Structural Equation Modeling. The data was analysed using Variance Based Structural Equation Modeling (VB-SEM) software SmartPLS 4, (**Ringle, Wende, and Becker 2015**) in two stages which are measurement model assessment and structural model assessment. To collect the data, a survey was carried out on the respondents from Delhi NCR and Dehradun to test the proposed hypotheses. People of the study area are perturbed about environmental issues as there is a high degree of pollution in the region. They are more concerned about environmental issues and have a better understanding of eco-friendly consumption. More than 400 questionnaires were received through offline mode as well as social media platforms. Only 350 respondents were found suitable for data analysis.

### **Measurement Model Assessment**

Measurement model assessment includes measuring the items of each construct for factor loadings, construct reliability, convergent validity, and discriminant validity.

### Indicator Loadings, Reliability, and Validity

Indicator loadings of all the constructs are more than the threshold of 0.708 (Hair et al., 2019). The loadings of the Green Environmental Concern (GEC) indicators were in the range of 0.597 and 0.856, 0.739 and 0.763 for Green Environmental Attitude (GEA), 0.674 and 0.856 for Green Purchase Intention (GPI), 0.559 and 0.832 for Subjective Norms (SN). The results of internal consistency reliability of all the constructs were reliable, with values of Composite Reliability, Cronbach's Alpha, and rho\_a above 0.7 (Hair et al., 2019). The convergent validity of measurement scales was assessed and confirmed using the values of Average Variance Extracted

ISSN: 2249-7315 Vol. 13, Issue 5, May 2023 SJIF 2022 = 8.625 A peer reviewed journal

(AVE), which were above the minimum threshold of 0.50 (**Hair et al., 2019**). The values of indicator loadings, reliability, and validity are shown in Table 3.

Constructs	Indicator	Outer loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Green Environmental Concern	GEC1 GEC3 GEC4 GEC6	0.697 0.597 0.669 0.856	0.799	0.816	0.800	0.505
Green Environmental Attitude	GEA5 GEA6 GEA7	0.739 0.805 0.763	0.812	0.814	0.813	0.592
Green Purchase Intention	GPI1 GPI2 GPI3 GPI4 GPI6 GPI7 GPI8	0.737 0.776 0.856 0.700 0.674 0.692 0.686	0.890	0.894	0.890	0.539
Subjective Norms	SN3           SN4           SN5           SN6           SN7           SN8	0.658 0.810 0.667 0.559 0.688 0.832	0.858	0.866	0.856	0.502

### TABLE 3: CONSTRUCT RELIABILITY AND VALIDITY

Note: GEC2, GEC5, GEA1, GEA2, GEA3, GEA4, GPI5, GPI9, SN1 items were removed to improve AVE values.

### **Discriminant Validity**

Discriminant Validity was evaluated using Heterotrait Monotrait (HTMT) ratio. The results demonstrate that HTMT values were considerably below the recommended threshold of 0.85, suggested by (Henseler, Ringle, & Sarstedt 2015), (Table 4).

	GEA	GEC	GPI	SN		
GEA						
GEC	0.620					
GPI	0.722	0.491				
SN	0.695	0.457	0.671			

#### TABLE 4: DISCRIMINANT VALIDITY (HTMT RATIO)

### **Structural Model Assessment**

After confirming the validity and reliability of the measurement model, the structural model was assessed for collinearity, coefficient of determination, size, and significance of path coefficients.

ISSN: 2249-7315 Vol. 13, Issue 5, May 2023 SJIF 2022 = 8.625 A peer reviewed journal

#### **Collinearity and Coefficient of Determination**

Variance Inflation Factor (VIF) values were used to check the data for the presence of collinearity among the constructs. **Hair et al.**, (2019) suggest VIF values to be less than 3.33 to confirm the absence of collinearity. The results of the Structural Model Assessment (Table 5) show that the VIF values of all the constructs were below 3.33. The results suggest that there is no multi-collinearity amongst the constructs. The coefficient of determination ( $\mathbb{R}^2$ ) for the Green Environmental Attitude (GEA) and Green Purchase Intention was 0.605 and 0.522, stating that all the independent variables together explain approximately 60% and 52% of the variance in the GEA and GPI, respectively (Table 6).

IIIDDD CI C.						
GEA	GEC	GPI	SN			
GEA			1.000			
GEC	1.264					
GPI						
SN	1.264					

#### TABLE 5: COLLINEARITY DIAGNOSTICS (VIF VALUES)

## TABLE 6: R-SQUARE

Constructs	R-square	R-square
		adjusted
GEA	0.605	0.603
GPI	0.522	0.520

#### Path Coefficients

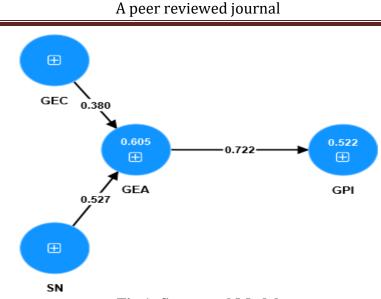
The values of path coefficient are displayed in Table 7. Path coefficient measures the strength of the relationship between two variables. From Table 7 and Figure 1, it was observed that the relationship between Consumers' Green Environmental Attitude and green purchase intention towards eco-friendly products was significant ( $\beta$ =0.527, p=0.000), thus rejecting H<sub>01</sub>. The construct of Subjective Norms (SN) was observed to have a significant relationship with Consumers' Green Environmental Attitude (GEA) ( $\beta$ =0.527, p=0.000), thus rejecting H<sub>02</sub>. Green Environmental Control (GEC) was observed to have a significant relationship with Consumers' Green Environmental Attitude (GEA) ( $\beta$ =0.380, p=0.000), thus rejecting H<sub>03</sub>.

TABLE	2 7: PATH	COEFI	FICIEN	NTS

					Confidence Intervals		Decision
Path	В	Stdev.	Т	Р	2.5%	us 97.5%	
GEA -> GPI	0.722	0.043	16.769	0.000	0.629	0.799	Supported
GEC -> GEA	0.380	0.064	5.948	0.000	0.254	0.503	Supported
GEC -> GPI	0.275	0.050	5.491	0.000	0.181	0.377	Supported
SN -> GEA	0.527	0.065	8.128	0.000	0.391	0.644	Supported
SN -> GPI	0.381	0.053	7.146	0.000	0.272	0.482	Supported

### Asian Journal of Research in Social Sciences and Humanities Vol. 13, Issue 5, May 2023

SJIF 2022 = 8.625



**Fig.1: Structural Model** 

### **CONCLUSION**

ISSN: 2249-7315

The findings suggest that consumers showed a positive attitude toward the consumption of ecofriendly products which will lead to an increase in demand for eco-friendly products. The results are consistent with past studies, (Han & Yoon, 2015; Teng et al., 2014; Chen & Tung, 2014; Chen & Peng, 2012; Han et al., 2011; Han & Kim, 2010; Han et al., 2010). Green Environmental Attitude (GEA) has a positive significant impact on Green Purchase Intention (GPI) toward eco-friendly products. It is in line with the findings of previous studies (Dean et al., 2012; Ha & Janda, 2012; Zhou et al., 2013). Subjective Norms (SN) have a positive significant impact on Green Environmental Attitude (GEA). This finding gets support from the study of Al Swidi et al., (2014) who found that Subjective Norms (SN) are significant in driving consumers toward organic food purchasing. It indicates that the opinion of the people important to the respondents helps in strengthening their attitude towards the consumption of eco-friendly products. Green Environmental Concern (GEC) creates a positive significant impact on Green Environmental Attitude (GEA). This finding is consistent with the study of (Koenig-Lewis et al., 2014; Joshi & Rahman, 2015; Yadav & Pathak, 2016).

### **IMPLICATIONS**

It can be inferred that the role of environmental concern in the formulation of consumers' ecofriendly attitudes cannot be denied. Based on the findings of the study, it can be concluded that:

- 1. For consumers, eco-friendly products are a way to reduce their environmental impact.
- 2. Consumers will purchase eco-friendly products for the betterment of society as a whole. The increasing demand for eco-friendly products will further help to achieve the target of Sustainable Development Goals.
- 3. To increase the demand for eco-friendly products, their availability and distribution should be monitored.
- 4. Marketers should focus on exploring the unexplored segments of the market and also need to formulate strategies for promoting the consumption of eco-friendly products, thereby playing an important role to promote sustainable livelihood.

ISSN: 2249-7315 Vol. 13, Issue 5, May 2023 SJIF 2022 = 8.625 A peer reviewed journal

5. Subjective norms seem to have a much vital role in shaping the attitude of consumers toward eco-friendly products. Hence, future researchers should study the various effects of subjective norms on green environmental attitudes.

### LIMITATIONS

Although this research covers a lot of concepts regarding the demand for eco-friendly products but still has limitations that can help other researchers to further extend this study. The limitations of the study can be classified as follows:

1. The focal point of the study was on a broad category of eco-friendly products, which can further be subdivided into sub-categories such as cosmetics, electronics, organic food products, etc. to understand the product-specific behaviour and further research studies can be done on these specific product categories.

2. Further study can include green awareness and willingness to pay a premium for eco-friendly products. It will provide a better picture to researchers for strategy implementation.

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