

Antecedents of Green Purchase Intention using the Theory of Planned Behavior Model: Evidence from India

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Abstract: The study's purpose is to examine the effect of antecedents (green ads, green brand image, environmental knowledge, concern, and attitude) on green purchase intention using the theories of reasoned action and planned behavior, with subjective norms and perceived behavioral control acting as moderators. Snowball sampling was used to collect data from 323 Indian respondents, which was then analyzed using structural equation modelling. The findings show that green ads and brand image significantly impacted environmental knowledge, concern, and attitude. Similarly, environmental knowledge had a positive impact on environmental concern and green attitude but did not impact green purchase intention, whereas environmental concern had a favorable impact on green attitude but did not impact green purchase intention; attitude had a significant impact on green purchase intention. Moderation results revealed that subjective norms had a positive moderation relationship between attitude and green purchase intention. However, there was no moderate relationship between environmental knowledge, concern, and green purchase intention. In contrast, perceived behavioral control had a positive moderation relationship between environmental knowledge, concern, attitude, and green purchase intention.

Keywords: environmental knowledge, green attitude, green purchase intention, perceived behavioral control, subjective norms.

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INTRODUCTION

Environmentalists in India have given an enormous warning, which has led to the growth of ecological green sustainability and compelled business organizations to consider environmental market practices (Lavuri, 2021). In contemporary consumer research in developing countries, environmental behaviour has emerged as a modern marketing practice for researchers and marketers (Akram et al., 2024). Consumers in developing countries perceive environmental issues better than those in developed countries (GlobeScan, 2009). Indian consumers have been ranked among the top 17 countries for green goods purchases since 2008, with the highest ratings (GlobeScan, 2012). In India, consumer awareness of eco-sustainable practices and the consumption of



eco-sustainable products has grown, generating new opportunities for green behavior studies (Asif et al., 2018; Shukla, 2019). According to recent research, Indian consumers have the potential to acquire green items (Chanda et al., 2024) such advances have sparked study interest in India in green advertising, green marketing, and green consumer behavior (Salehzadeh et al., 2023; Gomes et al., 2023; Li & Rabeeu et al., 2024).

Additionally, the theory of planned behavior (TPB) still needs to consider environmental or economic factors that can affect a person who intends to perform the behavior (Ajzen, 1985; Ajzen & Fishbein, 1980). Due to the limitation of the inability to consider environmental factors, researchers follow the trend and are in the same line as previous research studies; the TPB has been chosen as the theoretical framework for this analysis. Researchers have recently used TPB model constructs and incorporated other behavioral theory components to make it a more comprehensive model. Green literature and market research are still weak from the Indian perspective (Alamsyah et al., 2021; Rusyani et al., 2021).

Hence, the current study aims to address these research gaps in an attempt to explore factors that affect green purchase intention and used the TPB model to understand the behavioral intention of consumers by adding four variables such as green advertisements (GAds), green brand image (GBI), environmental knowledge (EK), and environmental concern (EC); and how these four variables could affect TPB variables such as subjective norms (SNs), perceived behavioural control (PBC), green attitude (GA), and green purchase intention (GPI); and how SNs, GA, and PBC influence GPI. Few studies have used EK and EC variables using the TPB model to understand the green purchasing intention in India, but this is the most accurate intervention that can be designed to understand the predicated factors that influence purchasers in the desired direction. To obtain a deeper understanding of the buying intention, this study used multiple constructs for a unique work, which helps marketers establish a new approach for increased sales. Therefore, to fill this research gap, we address three research questions, such as:

RQ1: Do antecedents (GAds and GBI) positively impact EK, EC, and GA?

RQ2: Will EK, EC, and GA positively impact the GPI?

RQ3: Will the SNs and PBC have a positive moderation relationship between the EK, EC, GA, and GPI?

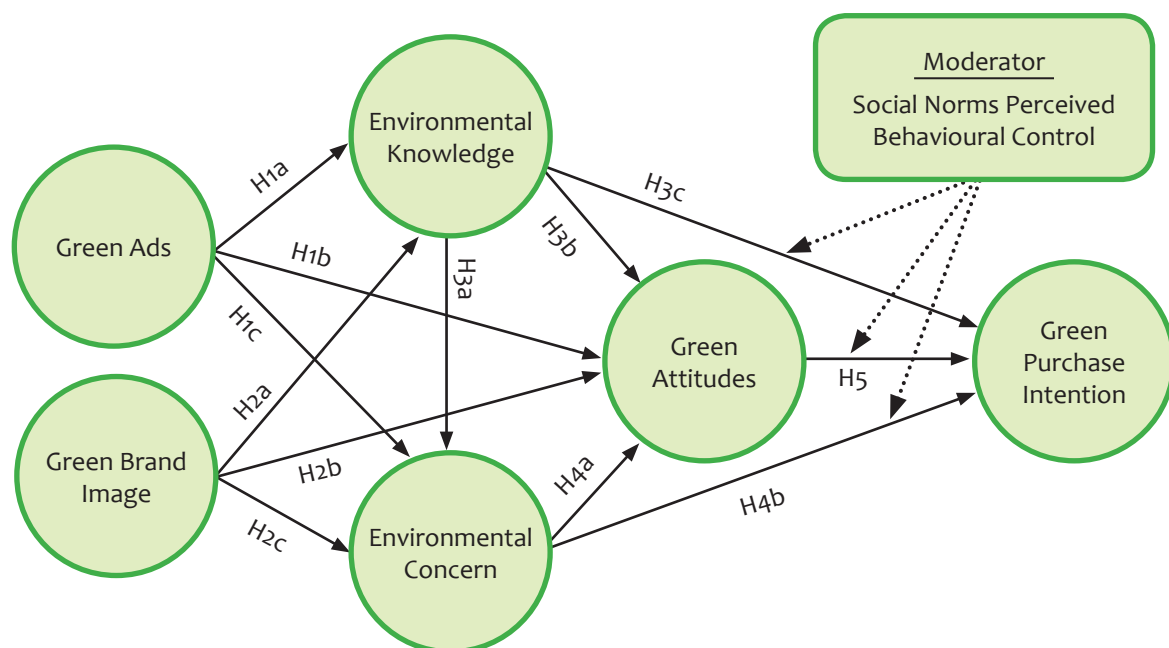


Figure 1 Proposed Research Model

Data collected from 323 respondents from India assesses the hypothesized association between the research designs. The research model and hypothesized relationships were empirically tested using the confirmatory factor analysis (CFA) and structural model (SM) approaches. This study helps marketers establish a new approach for increased sales of their eco-sustainable products.

METHODS

To examine the proposed hypotheses, we used a quantitative method to examine the antecedent's factor's effects on green purchase intention, using the TPB model (Figure 1). We used the snowball sampling method to recruit the respondents, which is widely suitable and acceptable for the study (Lavuri, 2022; Lavuri et al., 2023a). We used a structured questionnaire to collect primary data from the Indian population. We used to online and offline survey a method to collect the primary data from the Indian sample that had purchased green products last four months. Data collection started from the second week of third week of April and will conclude in the second week of July, 2023. Overall, we circulate 477 questionnaires to the target sample; finally, we received 383 with 80.3 percent (Table 1). The present study has a 383-sample size of eight major factors with 24 items deemed acceptable for implementation of the SEM model (Hair et al., 2015).

Table 1 Participants demographic profile

Characteristics	Frequency	%
Age		
< 25	53	13.8
26 to 30	156	40.7
31 to 40	92	24.0
41 to 45	66	17.2
> 46	16	4.2
Gender		
Male	167	43.6
Female	216	56.4
Education		
Below graduation	21	5.5
Graduation	162	42.3
Post graduation	182	47.5
Above graduation	18	4.7
Occupation		
Private employee	118	30.8
Government employee	161	42.0
Business	16	4.2
House maker	88	23.0
Income level (Annually)		
< Rs.10,00,000	22	5.7
Rs. 10,00,001 to Rs.15,00,000	181	47.3
Rs.15,00,001 to Rs.20,00,000	110	28.7
Above Rs.20,00,000	70	18.3

To examine the proposed hypotheses of the current study, we adopted a pre-validated items scale to design a structured questionnaire. We conducted a pilot study on 99 samples to check the validity and reliability of the questionnaire. Following the pre-test, the questionnaire has been modified to overcome some issues in the sample group. The study questionnaire is comprised of two distinct portions. The first component has five inquiries about the sample's demographic characteristics: age, income level, education, gender, and employment. The following part comprises eight constructions, including 24 elements, scrutinizing individuals' intentions towards green purchasing. The 3-item scale used for evaluating GAds and GBI in our study was derived from the research conducted by Lavuri (2022). The constructs of EK and EC consist of three items derived from the research conducted by Lavuri (2021) and Rusyani et al. (2021). Additionally, we incorporated three items to assess GA, SNs, PBC, and GPI, drawing from the studies conducted by Lavuri & Susandy (2020), Lavuri et al. (2023b), Rusyani et al. (2021), and Kaur et al. (2022b). A five-point scale was used to assess the level of green purchase intent, from strongly disagree (5) to agree (1) strongly.

We used structural equation modeling to evaluate the final research hypotheses using the maximum likelihood technique, with help of SPSS 23 Version and AMOS 23 version.

RESULTS AND DISCUSSION

Data was screened using the Harman single factor test to evaluate the method's inherent bias. The test result indicated that a single component accounted for 37.015 percent of the entire variance which was less than the threshold value (50 percent). Therefore, there was no issue with the common bias. Similarly, we conducted kurtosis and skewness tests to ensure normalcy, and both sets of results fell within the recommended range of 1. As per (Lavuri et al., 2023b), we compute the variance inflation factor (VIF). Since the VIF values for the predictor variables were all less than three, the data set was ruled out to be a multi-linear issue by the researcher.

CFA conducted using AMOS to test all the constructs under analysis using the Maximum Likelihood Technique. The reliability and validity assessed using the measurement model. The results of measurement model fitness indices are chi-square = 2.022; RMSEA = .041; GFI = .985; AGFI = .991; CFI = .954; TLI = .958; and the results have shown that all indices were found to fall within the generally accepted standards (Browne & Cudeck, 1992). The results of Factor loading of standardized items (FL), composite reliability (CR), and average variance extracted (AVE) and Cronbach alpha (CA) scores are used to test validity and reliability. Few items from GAds (1 items), GBI (1 item), and EC (1 items) have been removed due to low factor loading. Thus, results were modified after the reduction of insignificant items, and the values have been increased. Therefore, the values of FL (>0.7), CR (>0.6), AVE (>0.5), CA (>0.70) are above the threshold value (Hair et al., 2015), and thus convergent validity confirmed (Table 2).

Table 2 Reliability and Validity of the study

Measurements items	Factor Loading	Composite Reliability (>0.6)	Average Variance Extraction (>0.5)	Cronch Alpha (>0.7)
Green Advertisements (GAds)				
GAds1	.822			
GAds1	.878	.897	.745	.802
GAds1	.888			

Green Brand Image (GBI)				
GBI1	.796			
GBI2	.841	.854	.661	.852
GBI3	.802			
Environmental Knowledge (EK)				
EK1	.852			
EK 2	.714	.802	.643	.832
EK 3	.834			
Environmental Concern (EC)				
EC1	.912			
EC2	.813	.83	.682	.868
EC3	.758			
Green Attitude (GA)				
GA1	.855			
GA2	.845	.811	.657	.851
GA3	.727			
Green purchase intention (GPI)				
GPI1	.952			
GPI2	.832	.902	.828	.935
GPI3	.942			

Convergent validity was described as the AVE's square root, and the results values present in the brackets. It was found that the square root of the AVE of each of the constructs in the analysis is greater than the squared correlation of the constructs (Hair et al., 2015), suggesting that the convergent validity was supported in all cases.

Table 3 Discriminant Validity of Measurement Model

Variables	1	2	3	4	5	6
1. GAds	(0.856)					
2. GBI	0.411	(0.802)				
3. EK	0.402	0.5	(0.772)			
4. EC	0.51	0.554	0.667	(0.845)		
5. GA	-0.091	0.16	-0.023	0.015	(0.804)	
6. GPI	0.054	0.53	0.102	0.227	0.124	(0.872)

Note: * $p < .05$; ** $p < .01$.

The outcome of structural equation model (SEM) reveals the values of chi-square = 1.24; RMSEA = .041; GFI = .921; AGFI = .899; NFI = .921; CFI = .924; TLI = .924 and IFI = .954, all the data results found to be reasonably fit as per the recommended level by Hair et al. (2015). Moreover, the path analysis findings shown in

Table 3 with the aid of coefficients and p-values showed that the hypotheses (H1a to H5) were accepted at $p < 0.05$ and $p < 0.001$, in the integrative model of current green purchase intention research. The study results revealed that the study reported that GAds had significant impact on the EK (H1a) ($b = .111$, $p < 0.001$), GA (H1b) ($b = .072$, $p < 0.001$) and EC (H1c) ($b = .054$, $p < 0.05$). Similarly, GBI had significant impact on the EK (H2a) ($b = .083$, $p < 0.001$), GA (H2b) ($b = .094$, $p < 0.05$) and EC (H2c) ($b = .074$, $p < 0.05$). EK had a strong impact on the EC (H3a) ($b = .111$, $p < 0.05$), GA (H3b) ($b = .091$, $p > 0.05$); but it had no impact on the GPI (H3c) ($b = .069$, $p < 0.001$); EK had a strong impact on the GA (H4a) ($b = .081$, $p < 0.05$); but it had no impact on the GPI (H3c) ($b = .972$, $p > 0.001$) (Table 4).

Table 4 Results of Hypotheses

Hypotheses	Path	β	t-results	Sig.	Results
H1a	GAds \rightarrow EK	0.111	2.392	$p < .05$	Accepted
H1b	GAds \rightarrow GA	0.072	5.322	$p < .001$	Accepted
H1c	GAds \rightarrow EC	0.054	2.302	$p < .05$	Accepted
H2a	GBI \rightarrow EK	0.083	5.519	$p < .001$	Accepted
H2b	GBI \rightarrow GA	0.94	2.656	$p < .05$	Accepted
H2c	GBI \rightarrow EC	0.074	2.882	$p < .05$	Accepted
H3a	EK \rightarrow EC	0.77	2.797	$p < .05$	Accepted
H3b	EK \rightarrow GA	0.091	2.031	$p < .05$	Accepted
H3c	EK \rightarrow GPI	0.069	1.403	$p > .05$	Rejected
H4a	EC \rightarrow GA	0.081	2.273	$p < .05$	Accepted
H4b	EC \rightarrow GPI	0.067	1.772	$p > .05$	Rejected
H5	GA \rightarrow GPI	0.102	2.292	$p < .05$	Accepted

We consider mediating SNS and PBC to associate the antecedent's factor (EK, GA, EC) and GPI. The results confirmed that SNS had a strong association with GA ($\beta = .101$, $p > 0.001$) and GPI, but it had no association with EK ($\beta = .059$, $p > 0.001$) and EC (H1c) ($\beta = .047$, $p > 0.05$) and GPI. Similarly, PBC had a strong association with EK ($\beta = .058$, $p > 0.001$), GA ($\beta = .112$, $p < 0.001$) and EC (H1c) ($\beta = .085$, $p < 0.05$) (Table 5).

Table 5 Moderation analysis

	Path	β	t-results	Sig.	Results
SNS	EK \rightarrow GPI	0.059	1.194	$p > .05$	Rejected
	GA \rightarrow GPI	0.101	2.124	$p < .05$	Accepted
	EC \rightarrow GPI	0.047	1.871	$p > .05$	Rejected
PBC	EK \rightarrow GPI	0.058	3.895	$p < .001$	Accepted
	GA \rightarrow GPI	0.112	2.022	$p < .05$	Accepted
	EC \rightarrow GPI	0.085	3.845	$p < .001$	Accepted

The concept of eco-consciousness has emerged as a prominent symbol of business achievement in several Asian nations, garnering attention from individuals across all societal backgrounds. Environmental issues in some Asian countries are seeing a significant and concerning escalation. This exploratory research examines the relationship between green purchasing intention and Indian customers while considering the moderating effects of SNS and PBC (Rahman & Nguyen-Viet, 2023).

From the results, it is seen that GAds have a significant impact on EK (H1a), GA (H1b), and EC (H1c) and these results have been supported by the studies by Lavuri (2021). The implementation of transparent and authentic green advertising has the potential to engender a favorable influence on environmental consciousness and awareness. This endeavor possesses the inherent capacity to heighten consciousness, enlighten individuals in consumption, and encourage adopting environmentally conscious behaviors. Nevertheless, it is of utmost importance for enterprises and individuals alike to engage in a discerning analysis of the assertions posited within eco-friendly promotional campaigns to ascertain their veracity and ascertain that they are indeed fostering bona fide advancements in environmental preservation.

Similarly, GBI has a positive impact on EK (H2a), GA (H2b), and EC (H2c), and these results were verified by the studies of Lavuri (2021). The establishment of a robust green brand image has the capacity to exert a beneficial influence on both the level of environmental concern and the extent of knowledge regarding the environment. Through the constant promotion of sustainability, the provision of educational information, and the demonstration of true dedication to eco-friendly practices, businesses have the potential to make significant contributions towards increasing awareness, expanding consumer understanding, and developing healthy environmental behaviors (Imiru, 2023). Nevertheless, companies must maintain authenticity and transparency to optimize their influence on environmental consciousness and understanding. EK and EC directly impact GA (H3a & H3a) but did not influence GPI (H3b & H3b) and these results supported by the studies of Lavuri, (2021), Rusyani et al. (2021) and Lavuri & Susandy (2020). More environmental knowledge has been shown to positively impact environmental performance, enhance environmental concern, green attitudes, and perceived behavioral control, and significantly influence consumer behavior towards green purchasing (Papista & Dimitriadis, 2019). In a similar vein, the concept of environmental consciousness enables individuals to enhance their acquisition of ecologically sustainable goods, therefore suggesting that the expansion of EC within consumer contexts is indicative of efforts to address environmental challenges via the practice of green procurement (Fishbein & Ajzen, 1975).

Concerning moderation results, SN has positive moderation between GA and GPI but has not moderated the relationship between EK, EC, and GPI. Similarly, PBC has positive moderation between GA and GPI but has not moderated the relationship between EK, EC, and GPI. Consequently, this will support politicians and managers in formulating and implementing regulations that promote environmental consciousness, improve consumer buying patterns, and facilitate scholars in gaining a deeper comprehension of the natural world. This research endeavor will enable the researchers to develop a contemporary and distinctive strategy for acquiring consumers for ecologically sustainable products (Kaur et al., 2022a).

Upon examination of the research outcomes, it is evident that the theories used have been validated within the new conceptual structure under consideration. Consequently, researchers reproduce this framework for certain sectors and goods, which is a crucial addition to the study. This study presents compelling evidence that supports the hypothesis of planned conduct. In theory, the model has expanded by including new elements like as green commercials, green brand image, environmental awareness, care, and attitude. These structures are essential to the belief system and provide fresh perspectives on green marketing. The presence of green

advertisements, a green brand image, environmental awareness, concern, and attitude have been identified as highly influential factors in shaping customer attitudes towards green goods.

In collective societies, the perception of green advertisements and a green brand image plays a significant role. People in these societies have strong views about their religion, and having a green attitude is an important aspect that reinforces their beliefs in the authenticity of green goods. Furthermore, the results have substantiated the authenticity of subjective norms and perceived behavioral control in influencing customer behavior when it comes to buying environmentally friendly items (Hansen et al., 2018).

These results will provide more understanding for researchers in the field of sustainable marketing on the gaps present in the idea of planned behavior as it relates to environmentally friendly marketing. Gaining insight into the theoretical deficiencies in the buying of environmentally friendly goods will provide an in-depth comprehension of the theory and ultimately lead to the development of new phenomena that will further enhance the existing body of information (Dinh et al., 2023).

Expanding on the prior discussion, numerous important implications may be made from the outcomes of this research. This research cautions green businesses against using ambiguous and indistinct communication while conveying the advantages of their goods, to prevent deceiving customers. Existing research suggests that both customers and marketers have a significant impact on encouraging sustainability. The results of this research may assist in establishing a reliable rapport with customers by recognizing the significance of honesty and clear communication (Luo et al., 2020). Psychological research has significant relevance for finding solutions to the problem. It reveals that buyers need substantial assistance to effectively change how they consume goods. To achieve this objective, the findings of this research might assist organizations in prioritizing the provision of dependable and comprehensible environmental labels as well as performance data to customers. And this study has significant consequences for corporations in charge of advertising green goods (Tahmid et al., 2023). Because PB was strongly related to the GPB, the findings of this research will help to increase knowledge of Indian consumer behavior. If businesses adopt green marketing tactics and advertising campaigns, environmentally concerned clients will be willing to pay more for green goods that meet their demands. As a result, the GAds, GBI, EK, EC, GA, and PBC have substantially correlated and impact GPI towards purchase behavior directly or indirectly. Companies should consider green marketing and green brand image in this manner since they will improve customer loyalty to the business (Khoiruman & Haryanto, 2017). Advertisers and marketers should use realistic and valid environmental statements in their ads to create a brand reputation, which increases sales and revenues and build brand value in the target audience for their green products. To boost the accessibility of green products, marketers may try extending green alternatives by improving R&D transparency and opening new distribution networks (Rusyani et al., 2021; Lavuri et al., 2022; Lavuri & Susandy 2020). As a result, the issue of acquiring sustainable items is alleviated, and customer perception control is enhanced. Policymakers must shape cultural views on the use of green products (Hwang & Kim, 2019). Green consumerism may be influenced by campaigns and advertisements depicting deteriorating environmental situations, which aim to raise awareness of environmental issues (Rahman et al., 2022). The company will have a green sustainability business strategy, which will contribute to long-term competitiveness (Ong et al., 2016).

CONCLUSION

Managers should take note of these findings since they may encounter a negative reaction from customers and have challenges in effectively explaining the beneficial environmental effects of eco-friendly goods.

Managers should transparently acknowledge to the public the causes of failure and provide explanations for the deficiencies. Furthermore, inform customers about their strategies for improvement. To enhance customer interactions in terms of GATT and GPI, enterprises should prioritize investments in offering clear and easily understandable information. This would not only resolve customer uncertainty over brand legitimacy but also facilitate consumers in making environmentally conscious purchasing choices. The current research looked at the impact of predictor factors on green buying intention and subsequent green purchasing behavior. The impact of socioeconomic conditions, psychological factors, compassion, and awareness on eco-sustainable things may be studied in the future. Because the study was conducted in India and the findings were not generalizable, it may be replicated in other countries and could include ethnographic or cultural components. These research investigations have not taken into account the rural sector, and the function of green marketing in rural regions may be addressed. The researcher used only nine variables for this research study, such as GAds, GBI, EK, EC, SNS, GA, PBC, GPI, and GPB, and there is room for incorporating other variables such as perceived risk and consumer altruism into the current suggested model, which may help clarify the complexities of green purchasing.

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