

## PANDEMIC, LOCKING & UNLOCKING OF NEEDS AND WANTS AND ENVIRONMENT SUSTAINABILITY: FACTOR INFLUENCING THE GREEN BUYING BEHAVIOUR OF CONSUMERS POST PANDEMIC

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### ABSTRACT

*21<sup>st</sup> century is the known for remarkable of economic growth, advanced technological discoveries like Artificial intelligence, cloud computing, space exploration to name a few. All the technological and economical prosperity the world has achieved so far has come at a great environmental cost. Thus the world has started witnessing penalty for our irresponsible and uncontrolled production, consumption and disposable behavior. As a result, Australian bush fire, broken heat records across the globe, polar melting ice, locust invasion and the current pandemic COVID-19 have become a matter of great significance and India is not an exception to this. "Green" is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today's business world. Though, the present pandemic witnessed a huge concern towards preserving and caring for the environment and bringing lifestyle changes to bring positive impact. Green products and environmental friendly products may present a great choice. But green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products post pandemic.*

**Keywords:** Green Marketing, Green Products, GPA, GPB, GPI.

### Introduction

Quarantine and Social distancing - the mantra for survival. All this is nothing but "quarantine on consumption" (Li Edelkroot). The entire world has shifted from luxuries to necessities. A lockdown from over utilization of natural resources to just fulfilling the basic and essential needs. A number of reports suggest that due to the present lockdown world –wide, the air quality index is improving day by day and even ozone layer is in the healing phase. Man being the social instinct now willingly following social distancing to keep them alive. The fight over toilet paper is enough to warn the mankind for their irrational consumption attitude. The environmental issues have become more important than ever. People and planet are the two sides of the same coin. This lock down has given us enough opportunity to re-evaluate, re-examine and to re-boot our sustainable consumption and production behavior to differentiate between essential and non-essential within the carrying capacity of ecosystem.

21<sup>st</sup> century is known for its phenomenal economical and technological expansion. As the world continues to grow our greed to conquer even outer space is getting stronger day by day and developed countries like USA is launching space force, which is the "world's newest war-fighting domain". Therefore, the world has started witnessing penalty for our irresponsible and uncontrolled production, consumption and disposable behavior. As a result, Australian bush fire, broken heat records across the globe, polar melting ice, locust invasion and the current pandemic COVID-19 have become a matter of great significance globally and India is not an exception to this. In developing countries the emphasis is given mostly on economic growth and technological advancement whereas we tend to forget that environment issues are byproduct of economical prosperity. Many of today's environmental problems are increasingly the outcomes of individual actions, personal consumer decisions, and the activities of small and large businesses. Nevertheless, the fact remains that the healthiness of the world's economy and people is directly related to the wellbeing of the environment (Elijah A. Akintunde, 2017).

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Ever since China declared its first case on Novel Covid-19, within few days time the virus started spreading globally. It triggered panic buying and hoarding of supplies across the world irrespective of geographical boundaries and culture, as the number of reported case started surging and so as the death rate. However, panic buying and hoarding of supplies was not evident in previous epidemics like SARS, MERS to name a few. Though, the credit goes to social networking sites and instant messaging apps and the digital native population. The marketers saw a huge shift in consumers spending pattern. The world is witnessing a substantial change in consumer behavior and attitude during COVID-19 outbreak. There will be a rapid growth of LOHAS (Life style of Health and sustainability) client base. The health and safety products such as personal cleaning products, home cleaning products, masks, sanitizers, toilet papers were become much dearer than any other luxury items or fashion and apparel products which once were high in the spending list. The second most important segment that draw consumers attention is FMCG products and packaged food products and ready to eat products, instant noodles etc. Furthermore, there is significant increase in online shopping and door step delivery. Reports suggest that there is a huge upswing of health and hygiene consciousness among consumers. While the service sectors like hotel, airline, and tourism will witness the worst impact post pandemic.

“Green” is the newest addition to the dictionary of management jargon, which signifies environment. Green marketing has become a topic of great relevance in today’s scenario. Consumer awareness of and concerns for the environment have increased significantly and environmental concerns now represent one of the major factors in consumer decision making (Seahee Lee 2011). Post pandemic, consumers are becoming aware of the environmental degradation caused by them and only a few weeks of lock down can help the nature to heal. However green product market is still at the nascent stage in India. The present study attempts to analyze green behavior of consumers towards green products post pandemic.

In the current scenario, the concern for economic downturn, the reduction of environmental impacts, and sustainable development have become the major research subject taken up by numerous scientists, practitioners, and even industrial entities (A Kucher et al. 2019). It is assumed that as more and more customers are considering health and sustainability based lifestyles, more environmentally friendly products will be produced. Moreover, with the help of social media and word of mouth people will be more alert on environmental issues and would build response in favor of such products and companies. Therefore ‘Green marketing’ can be regarded as a tool for reducing environmental foot print (Esakki, Thangasamy ).

## **Literature Review**

### **Interrelationship between Marketing and Sustainability**

The business entities look for profit maximization while sustainability talks about the mind-full consumption which clearly reveals that both of them are contradictory to each other. But integration of people planet and profit is the only option to survive as the earth has a limit to grow and consumption by its very nature is destructive to the natural environment. Sustainability is evolved as a megatrend (Lubin and Esty, 2010) for all the stakeholder of the society. As said by Peter Drucker (1958), “marketing is the process through which economy is integrated into society to serve human needs”. So marketing plays an important role in shaping the need and want of the society and marketers must convert society’s need into opportunity for profitable business. As pointed by Philip Kotler, the best business strategy is to predict where clients are going and stop right in front of them. Many researchers have pointed out that green revolution has started worldwide and customers are looking for greener alternatives and are ready to pay premium to go green. The organizations are considering this as an opportunity to pave their way to create a new segment. Over the years the definition of marketing has undergone radical changes, the latest definition approved by American Marketing Association: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The current business world is witnessing how marketing is being transformed in response to the new dynamics of the environment. In general terms, the sole purpose of marketing is to identify the need and wants of the customer and direct all the strategies and action of the firm from customer’s perspective to fulfil the need and generate profit, but that is not feasible in today’s scenario. There is a huge challenge before marketing discipline to integrate people, planet and profit for sustainable development and to create win- win situation for all the stake holders of the society. Therefore, on one hand organizations have to maximize the profit and increase the market share of their product and services while on other hand due to consumers demand or changing life style as well as due to government norms and pressure from international players they are obliged to include environmental protection measures in their offering, while keeping the consumer satisfaction to the highest. Therefore, the 4p’s of conventional marketing mix have been replaced by 4c’s of green marketing (Belz and Peattie, 2009)

<b>Conventional Marketing</b>	<b>Sustainability Marketing Business</b>
Product	Customer Solution
Price	Customer Cost
Place	Convenience
Promotion	Communication

Sustainability marketing emphasized on long term orientation as oppose to short term transactional focus of conventional marketing (Belz and Peattie 2009). Companies must add environmental factor in their corporate strategy to maintain the balance between the three pillars of sustainability i.e. People, planet and profit.

Companies, Marketing department and their marketers have till date operated on the assumption of an endless supply of resources and, furthermore, that production, distribution, and consumption do not add to pollution, water shortage, and other costs, or at least that companies do not have to bear these costs. So the organizations must acknowledge resource limitations and social and environmental cost and reinvent its practices to be environmentally responsible. (Philip Kotler, 2011).

### **Green Marketing**

Green is the new buzz word in the field of marketing. The general perception of consumer about green products are associated with terms like phosphate free, organic, preservative free, recyclable, refillable as environmental friendly products. But apart from this green marketing is a much broader term which starts from identifying the need of the consumer to final disposal after the end of the life cycle of the product i.e. from Cradle to grave approach. As per American Marketing Association Green marketing is defined as "Green marketing is the marketing of products that are presumed to be environmentally safe. Polonsky (1994b) Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

### **Green Consumer**

With the emergence of the new middle class, especially in developing countries like China and India, there is huge customer base of first-time buyers of everything from processed foods, soaps and detergents, and personal care products to appliances, automobiles, and, of course, cell phones ( Jagdish Sheth,2011), which can be envisaged as a great marketing opportunity for selling green products. According to Bill Ryan (2006), of green consumers possess certain common characteristics like- Commitment to green lifestyles, Critical of their own environmental practices and impact, Looking for companies that incorporate green practices, Overstate their green behavior, Want environmental protection to be easy, Tend to distrust companies environmental claims, Lack knowledge about environmental issues, but eager to learn. However evidence supports that consumers are price and quality sensitive when it comes to green products (D' Souza et al. 2007).

### **Green Product**

Consumers make product choices based on product attributes, which meets their needs based on dimensions of value, cost, and satisfaction (Kotler, 1997). A product not just provides the core benefit but also meant to satisfy all the levels of Customer Value Hierarchy i.e. core benefit, generic benefit, expected, augmented or the value added benefit, if any. Now it's time to add the environmental benefit as well to make the product more attractive for the consumers.

Products are defined as "environmentally-friendly" if in some way they aim at reducing a product's negative environmental impact. When the consumer buying decisions started getting affected by the products' harmful effects on environment, then the manufacturers recognized the need to produce green products (Uydaci, 2012). However it has been observed that the satisfaction of wants tends to ignore the long-term best interests of society and the environment, within the context of sustainability the "needs" and "wants" of consumers need to be reconsidered (McDaniel and Rylander, 1993), as cited by (Manaktola et al. 2007). The same theory has been opined by (Schultz, 2000), that individuals have tendency to act in self interest even if the act is detrimental to the society and environment

### **Green Pricing**

Price is the money that we pay to avail the benefit of the product/service. From customers perspective price is what given up or the sacrifice done by them to obtain a product. So a customer not only include actual price of the product but also adds perceived non-monetary pricing like expensive/cheap, time cost, search cost and psychic cost (Zeithaml, 1988). The previous studies also reveal that price awareness also varies among demographic characteristics like age, gender, awareness

level, and education level, married or unmarried individuals. However attention to prices is greater in case on durable products, higher price packaged goods and services than low involvement products. Most of the previous researches have concluded that consumer perceive green products as costly and at that same time evidences are there that consumers are willing to pay premium to avail green products.

### **Green Packaging**

These days a new P has been added to the 4P's of the product and the 5th P is packaging. Packaging includes all the activities of designing and producing the container for a product. A packaging may contains up to three layers (Kotler et al.) It plays an important role in engaging the customer as well buying choice may be directly linked to it. However, the unnecessary packaging may lead to generate wastages and landfills, such the tooth paste cardboard etc. So, Eco-friendly packaging thus emerges as an important issue for industries and researchers across the globe. Organizations are focusing on improving the packaging style to reduce materials, enhance the recycled content, and generate more renewable materials that will be involved in the packaging ( Prakash and Pathak, 2016). Packaging is one of the key components that can provide a competitive advantage in the marketplace for many consumer products and even a low investment in changing the package can drive significant gains in brand sales compared to advertising and promotion activities (Barber, 2005, 2010). Although the packaging cannot be totally avoidable but goal should be to avoid unnecessary packaging to save both input cost as well as environmental cost. Hence the 3R's i.e. Reduce, Recycle and Re-use of packaging should be considered during product designing phase. However, in the developing countries like India more attention is required to raise the environmental awareness among consumers, in terms of green packaging, who currently have low levels of such behavior. (Prakash and Pathak, 2016).

### **Eco-Literacy**

For the purpose of simplification, here Eco-literacy and environmental knowledge are used as synonyms. In consumer research, " Knowledge is recognized as a characteristic that influences all phases in the decision process" (Laroche2001). Environmental knowledge can be defined as 'a general knowledge of facts, concepts and relationships concerning the natural environment and its major ecosystems' (Fryxell and Lo, 2003, p.45), as cited by (Mostafa, 2006). The consumer knowledge has two dimensions: 1) Knowledge about the environmental issues 2) knowledge about the green products. (Rashid 2009).

Nik Abdul Rashid( 2009), in their study on Malaysian consumers have stated that Environmental awareness is positively correlated to environmental friendly products which may lead to willingness to pay more for green product/services, which is also supported by various studies, such as (Kilbourne et al. 2009; Laroche et al. 2001; Ali et al. 2011, ;). Consumer awareness towards environmental issues will increase the demand for ecological products thereby influencing the green buying intention and green buying behavior (Agyeman, 2014).

Frequent earthquake, forest fire, flood, Pandemic and lockdown forced all the stake holder of the society to understand the signals provided by mother earth and to be responsible occupant of this planet. So environmental knowledge plays a crucial role in understanding the pertinent environmental issues and may motivate the individual to show concern and find alternative solutions to resolve the issue.. There are several studies that support empirically the assumption that consumers' environmental knowledge or eco-literacy is a significant predictor of environmentally friendly behaviour (Nabsiah Abdul Wahid, et al., 2011).

### **Environmental Concern**

Maloney and Ward (1973) have defined, environmental concern also known as "ecological concern", which refers to the degree of emotionality, the amount of specific factual knowledge and the level of willingness as well as the extent of the actual behavior on pollution-environmental issues . Schultz (2000) has proposed that concern for environmental problem is directly linked to the degree to which they consider themselves to be the part of the environment. The environmental concern includes: concern for the self concern for the people and. concern for the biosphere. , Stern and Dietz (1994) stated that environmental concern is rooted in a person's value system, as cited by (Schultz 2000). The study also emphasized that a individual may possess any of the three types of environmental concern: 1) Egoistic concern i.e. People protect the environment as they perceive it beneficial for themselves. 2) Social-altruistic concern leads to protection of environment for the sake of community/country/ for humanity. 3) Biospheric environmental concerns based on all living beings. All these environmental concerns are linked to the degree to which an individual relates environment and other people in their cognitive representation of self. (Schultz, 2000).

**Green Purchase Attitude (GPA)**

Attitude is a psychological tendency which is expressed by evaluating a particular object with some favorable or unfavorable considerations (Eagly & Chaiken, 1995) as cited by (Siti et al. 2018).

**Green Purchase Intention (GPI)**

GPI can be defined as probability and willingness of a person to prefer green products over conventional products in their purchase decision. Consumers are not only concerned with the ecological quality of the product but also about the environmental consequences associated with their purchase decision for such products. Hence the results i.e. purchase intention positively correlated with purchase behavior (Jaiswal and Kant 2017).

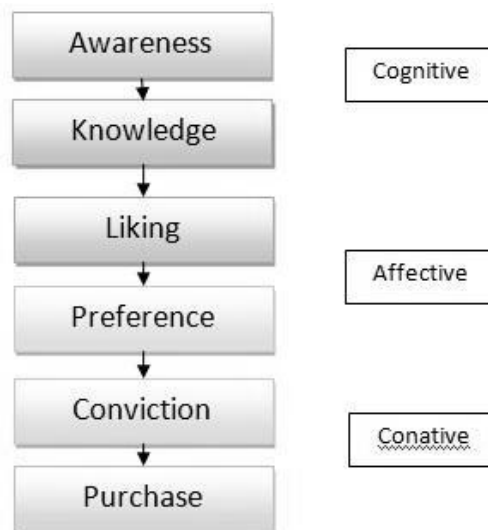
**Green Purchase Behavior (GPB)**

GPB is the affirmative selection and acquisition of products and services that most effectively minimize negative environmental impacts over their life cycle of manufacturing, transportation, use and recycling or disposal (Vazifehdoust et al. 2013). Green purchase behavior as cited by Chan (2001) as a particular types of environmental friendly behavior that consumers express their caring and attention to the environment. In addition, green purchase behavior also refers to the consumption of products that are recyclable or conservable, reusable, and responsive to ecological concern (Mostafa, 2007).

**Theoretical Framework**

- **Hierarchy of Effects Theory**

The hierarchy of effects model is a model which tells that a customer goes through all these six stages namely awareness, knowledge, liking, preference, conviction and purchase. It is created by Robert J Lavidge and Gary A Steiner in 1961, the hierarchy of effects model suggests six steps to consumer buying behavior.



Lavidge and Steiner further grouped these six stages into three main stages of consumer behavior:

- **Cognitive:** the thinking stage. Here the consumer gathers knowledge about the product and develop awareness, evaluate depending upon his past learning experience and evaluate the product depending upon his understanding.
- **Affective:** this is the feeling stage where the consumer starts developing his positive or negative feeling about the product.
- **Conative:** This is the behavior stage of the process. This is when the consumer after evaluating its pros and cons, develops his/her preference for buying the product.

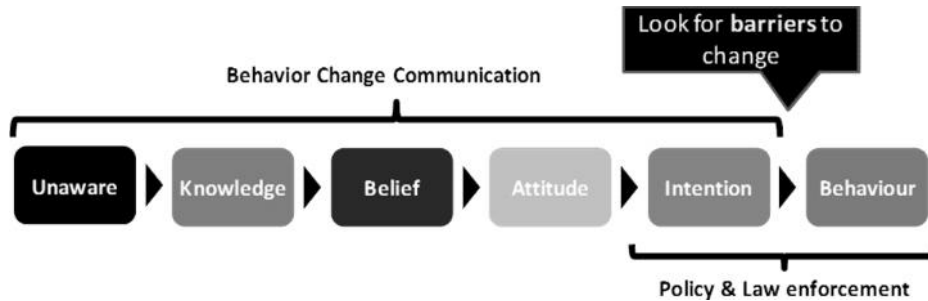
**Knowledge- Attitude- Behaviour (KAB) Theory**

Based on the theory of planned behaviour, Rapid Asia has developed a KAB model which talks about behavioural change journey.

Unaware	Knowledge	Belief	Attitude	Intention	Behavior
"I have never heard of the issue before"	"I know about the issue but don't believe it is critical or will affect me"	"I have some concerns about the issue but not sure what I can do about it"	"I practice occasionally when I think it is necessary"	"I try to practice regularly but sometimes it is not practical or possible"	"I practice all the time because I know it is important to me"

Source: <http://www.rapid-asia.com/services/kap-score/>

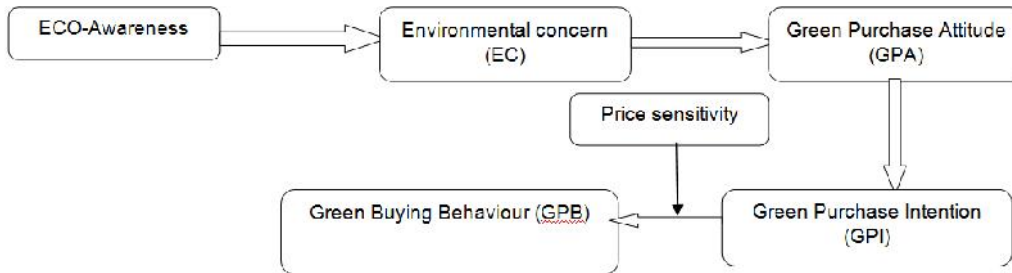
It is emphasised in the model that the journey from being unaware to bringing behavioural changes may not be linear and steps may be omitted by the customer depending upon their learning, motivation and attitude etc. But the positive outcome is that potential change in intention can be brought provided there are no internal or external barriers like financial constraints, availability of the product etc. As the customer progress through various stages the strategy would be create awareness and knowledge. Once that base will be formed the mindset of the consumers will change and attitude development will occur which leads to change in behaviour.



Source: <http://www.rapid-asia.com/services/kap-score/>

Based on above mentioned theories, the present study proposed that eco-awareness is the base for environmentally responsible behavior. The present study is the extension of study conducted by Ali et al. (2011), with few modifications.

**Proposed Theoretical Framework**



**Hypothesis 1:** Awareness about Environmental issues is positively correlated to Environmental Concern (EC).

**Hypothesis 2:** EC is positively correlated to GPA.

**Hypothesis 3:** GPA is positively correlated to GPI.

**Hypothesis 4:** GPI is positively related to GPB.

**Hypothesis 5:** Price of the product moderates the relationship between GPI and GPB.

**Research Methodology**

• **Questionnaire Development for Data Collection**

The data was collected with the help of a structured questionnaire. The questions were designed by adopting items from the extant literature with some modifications. All the items were measured on a five point Likert scale, where (1) represents 'strongly disagree' and (5) represents 'strongly agree'. The questionnaire items and their source of adoption are mentioned in the Table 2.

**Data Collection**

The questionnaires were administered via an online survey using Google form. Regarding the sample size, it has been suggested that there should be a minimum of 10 cases per parameter/items required in statistical estimate (Kline, 2011). Therefore, a sample size of 189 is justified for the research as study contains 18 items and due to the time and cost constraints convenience random sampling was used to collect data.

**Result and Data Analysis**

The collected data was tabulated in SPSS and all the analysis has been done using SPSS. The internal consistency of the questionnaire is tested using Cronbach's Alpha. Table 1 reveals the result of Cronbach's Alpha along with number of items for each variable, to test the reliability of the questionnaire.

**Table 1**

Scale	No. of Item	Cronbach's Alpha
EL	3	.756
EC	4	.764
GPA	2	.772
GPI	3	.739
Price	2	.744
GPB	4	.656

There is negative correlation between Eco-Literacy and environmental concern, which clearly conveys that eco-awareness, does not lead to environmental concern.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.841	.367		45.888	.000
	EL	-.068	.057	-.087	-1.188	.236

a. Dependent Variable: EC

**Correlations**

		EC	EL
Pearson Correlation	EC	1.000	-.087
	EL	-.087	1.000
Sig. (1-tailed)	EC	.	.118
	EL	.118	.
N	EC	189	189
	EL	189	189

Though there is a moderate positive relationship between environmental concern (EC) and green purchase attitude (GPA).

**Correlations**

		EC	GPA
EC	Pearson Correlation	1	.396**
	Sig. (2-tailed)		.000
	N	189	189
GPA	Pearson Correlation	.396**	1
	Sig. (2-tailed)	.000	
	N	189	189

\*\* . Correlation is significant at the 0.01 level (2-tailed).

GPA and GPI are significantly positively correlated.

**Correlations**

		GPA	GPI
GPA	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	189	188
GPI	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	188	188

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.800	.686		6.996	.000
	GPA	.894	.081	.631	11.090	.000

GPI and GPB are significantly positively correlated.

**Correlations**

		GPI	GPB
GPI	Pearson Correlation	1	.602**
	Sig. (2-tailed)		.000
	N	189	189
GPB	Pearson Correlation	.602**	1
	Sig. (2-tailed)	.000	
	N	189	189

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Coefficients<sup>a</sup>**

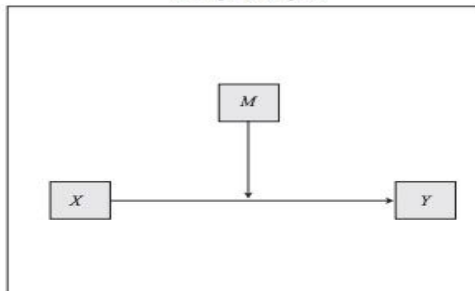
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.746	1.057		4.489	.000
	GPI	.874	.085	.602	10.290	.000

a. Dependent Variable: GPB

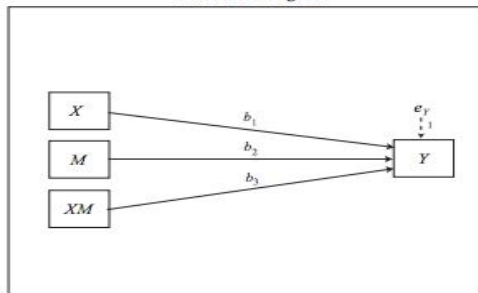
**Testing the Role of Moderator Variable**

**Model 1**

Conceptual Diagram



Statistical Diagram



Conditional effect of X on Y =  $b_1 + b_3M$

Andrew F. Hayes, Process Model 1 has been used to test the role of moderating variable Price Sensitivity between GPI and GPB.

Here, M= Price Sensitivity

X= GPI

Y=GPB



Run MATRIX procedure:

\*\*\*\*\* PROCESS Procedure for SPSS Version 3.5 \*\*\*\*\*

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2018). www.guilford.com/p/hayes3

\*\*\*\*\*

**Model : 1**

Y : totGPB

X : totGPI

W : PRICE

Sample

Size: 189

\*\*\*\*\*

**Outcome Variable**

totGPB

**Model Summary**

	R	R-sq	MSE	F	df1	df2	p
	.6531	.4266	3.2606	45.3788	3.0000	183.0000	.0000

**Model**

	coeff	se	t	p	LLCI	ULCI
constant	.8244	6.2032	.1329	.8944	-11.4147	13.0634
totGPI	.7727	.5098	1.5155	.1314	-.2332	1.7786
PRICE	.5490	.4995	1.0990	.2732	-.4366	1.5346
Int_1	-.0109	.0399	-.2739	.7845	-.0896	.0678

**Product Terms Key:**

Int\_1 : totGPI x PRICE

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0002	.0750	1.0000	183.0000	.7845

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:

95.0000

----- End Matrix -----

The moderating variable price sensitivity plays no role at all in between green purchase intention and green purchase behaviour

**Conclusion**

The current pandemic has a great impact on health and life of people across the globe. Therefore people have realised the importance of protection of environment, impact of unsustainable life style and habits and hence there is a growing need for and green products. Here green product is not limited to the characteristics of the product only. Green marketing is concept which just like marketing starts at identifying the need of the consumer, product designing, and managing the 4P's and finally accessing the feedback of the consumer after usage and modification thereafter and the cycle continues. But the green marketing concept is still at the in India. The result of the study conveys that people are aware of the detrimental environment condition but the awareness does not translate into concern with for the environment. Therefore a lot of media campaign/drive has to be run to create awareness as well as concern for the environment because environmental concern leads to formation of green purchase attitude. At the same time Green purchase attitude is highly positively correlated to formation of green purchase intention and green purchase intention leads to green purchase behaviour. As the general perception of Indian consumer states that the consumers are price sensitive which may not hold true in the present study. The price sensitivity plays no role at all between positive green intention and green purchase behaviour. Therefore it can be concluded that people are aware of the present environmental

problems but the magnitude of the ecological concern may not be as desired but those who are ecologically concerned may prefer green products and services and the price of the product may not alter their choices. Hence the study is in line with the previous studies (Kalafatis et al., 1999; Lorche et al., 2000, Ali et al. 2011).

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**Table 1: Questionnaire Items and Sources**

<b>Constructs and Measuring Items</b>	<b>Sources</b>
<b>Eco- literacy</b> <ul style="list-style-type: none"> <li>• Since we live in such a large country, any pollution that we create is easily spread out and therefore of no concern to me.</li> <li>• The earth is a closed system where everything eventually returns to normal, so I see no need to worry about its present state</li> <li>• With so much water in this country, I don't see why people are worried about leaky faucets and flushing toilets</li> </ul>	(Laroche et al.2001)
<ul style="list-style-type: none"> <li>• Environmental degradation has risen in last decade?</li> </ul>	(Bhatia and Jain 2013)
<b>Environmental Concern</b> <ul style="list-style-type: none"> <li>• I am worried about the worsening quality of the environment in India.</li> <li>• India's environment is my major concern.</li> <li>• I am emotionally involved in environmental protection issues in India.</li> <li>• I often think about how the environmental quality in India can be improved.</li> </ul>	(Deepak Jaiswala, Rishi Kant 2017)
<b>Green Purchase Attitude</b> <ul style="list-style-type: none"> <li>• I like the idea of purchasing green.</li> <li>• I have a favourable attitude toward purchasing green version of a product.</li> </ul>	(Deepak Jaiswala, , Rishi Kant 2017)
<b>Green Purchase Intention</b> <ul style="list-style-type: none"> <li>• I would consider buying products because they are less polluting.</li> <li>• I would consider switching to other brands for ecological reasons.</li> <li>• I intend to switch to a green version of a product.</li> </ul>	(Deepak Jaiswala, , Rishi Kant 2017)

<p><b>Price</b></p> <ul style="list-style-type: none"> <li>• I would choose environmentally friendly goods and services, campaigns or companies if the price were the same.</li> <li>• I'm willing to pay more for environmentally friendly products.</li> <li>• If the price of green products is less expensive I'm willing to change my lifestyle by purchasing green products.</li> </ul>	Suki(2013)
<p><b>Product</b></p> <ul style="list-style-type: none"> <li>• By buying a green product, I indirectly influence the environmental protection.</li> <li>• If consumers keep purchasing green products, the production of green products will eventually increase.</li> <li>• Green product usually comes smaller in portion but higher in prices.</li> </ul>	Suki (2013)
<p><b>Green Packaging</b> That the packaging is made from recyclable materials. That the packaging is biodegradable. That the packaging is reusable.</p>	Kong et al. 2014
<p><b>Green Purchase Behaviour (GPB)</b></p> <ul style="list-style-type: none"> <li>• When I want to buy a product, I look at the ingredients label to see if it contains thing that are environmentally damaging.</li> <li>• I prefer green products over non-green products when the products qualities are similar.</li> <li>• I choose to buy products that are environmentally friendly.</li> <li>• I buy green products even if they are more expensive than the non-green ones.</li> </ul>	Source: Sinnappan & Abd Rahman (2011)

