

Keywords

Green Marketing, Consumer Behaviour Model, Green Products

Authors

Dr. Sangeeta Jain¹

Director, Govindram Seksaria Institute of Management & Research, Indore

E-Mail: sangeetajain.simd@gmail.com

ORCID-<https://orcid.org/0009-0000-8105-0971>

Dr. Alok Mittal²

Professor, Department of Management,

St. Paul Institute of Professional Studies, Indore

E-Mail: alokmittal100@gmail.com

ORCID ID- <https://orcid.org/0000-0003-2111-339X>

Ms. Sarika Mittal³

Assistant Professor, Department of

Management, Govindram Seksaria Institute of Management & Research, Indore

E-mail: mittalsarika5182@gmail.com

ORCID- <https://orcid.org/0009-0000-9778-139x>

Dr Ati Agarwal⁴

Assistant Professor, Department of

Management, Shivajirao Kadam institute of Technology & Management, Indore

Email ID ati.agarwal07@gmail.com

ORCID- <https://orcid.org/0009-0007-5205-9425>

Dr. Anubhuti Sharma⁵

Associate Professor & Head, Department of Management, St. Paul Institute of Professional Studies, Indore

Email ID: anubhuti@spipsindore.com

ORCID ID: <https://orcid.org/0000-0001-7347-3309>

Dr. Priyanka Jaiswal⁶

Assistant Professor, Department of

Management, St. Paul Institute of Professional Studies, Indore

E-Mail ID: priya.pjaiswal@gmail.com

ORCID ID: <https://orcid.org/0009-0007-0575-0053>

A Conceptual Model of Consumer Behaviour towards Green Products: An Empirical Analysis

Abstract

Green marketing has become increasingly important in today's market. This trend has created new opportunities for companies to co-brand their products into different lines. The rising focus on sustainability has led to a greater interest in understanding how consumers behave toward green products. This study aims to build and analyze a model of consumer behaviour related to green products. We used a structured questionnaire based on a five-point Likert scale and the data were analyzed with the Statistical Package for the Social Sciences (SPSS). The findings show that consumers have positive attitudes toward green products. The proposed model adds to the current literature on green marketing by providing evidence on how cognitive and social factors affect green purchasing behaviour. The results offer important insights for marketers, policymakers, and sustainability advocates who want to encourage responsible consumption.

Received:12-06-2026

Revised:20-07-2026

Accepted:24-07-2026

Doi:10.1922/ejprd.v34i6s.1570

..... EJPRD

INTRODUCTION

The environment is essential for life and growth for all living beings. However, in recent decades it has been increasingly harmed by human actions. Industrialization, urbanization, and harmful business practices have resulted in the ongoing destruction of natural resources. Understanding this threat it is crucial for companies to make up for the environmental damage caused by their activities. They also need to include sustainability in their strategic choices.

Evidences from all over the world show that people are growing increasingly worried about environmental change and this has helped Green Marketing to emerge as a leader in the global market. Green Marketing supports the marketing of social, sustainable, and ecofriendly products and services.

People around the world are becoming more interested in making choices that are good for the environment. This includes things like cars that are good for the earth buildings made with sustainable materials and food and clothes that are organic. In countries that're already developed people are used to making these kinds of choices when they buy things.

In India people are also starting to want products that are good for the environment. This is especially true in cities where people have started buying cars that use less gas food that is organic and buildings made with green materials. But there is a problem. These products often cost more money which makes people not want to buy them unless they think it will help them personally.

The idea of marketing is becoming more popular not just as a way for businesses to make money but also as a way for them to be strategic. Companies are changing how they make and package their products so they are better for the environment. They are also working with other companies to make products that are good for the earth. This is happening because people are changing how they think about the environment and how it affects their

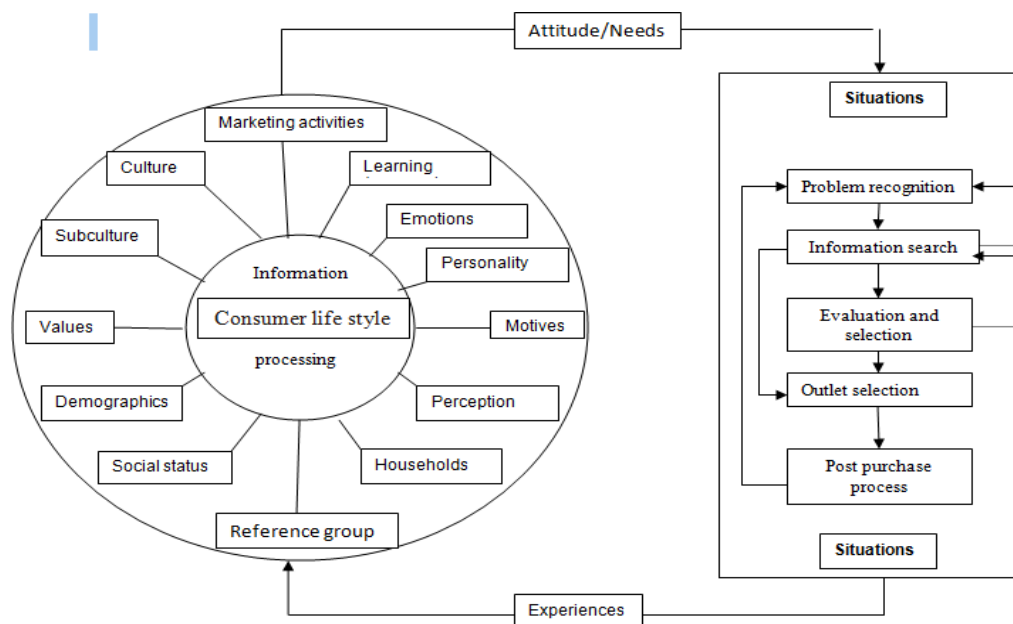
choices when they buy things. More and more people are learning about climate change. How it is affecting the earth and this is making them want to make choices that are good, for the planet. It is still important for people to know about the benefits of eco-friendly products and to want to buy them even if they are educated and have a lot of money because they might still be hesitant to spend more money on something unless they know it will really make a difference.

“A set of marketing strategies and activities defined and created to facilitate transactions of goods and/or services with the goal of satisfying the needs and desires of environmentally sustainable consumer concerns. Consequently, the way products and/or services are produced, commercialized, distributed, and detached must respect the environmental and sustainability concerns of the consumers and must be clearly and reliably stated and demonstrated”. [1]

Green marketing consists of all activities designed to generate and facilitate exchanges intended to satisfy human needs or wants with minimal detrimental impact on the natural environment”. This definition incorporates many of the traditional components of marketing and sustainable marketing as there definitions would suggest. [2]

Understanding consumer behaviour is therefore central to the success of Green Marketing. Consumer behaviour refers to the decision making process and actions involved in acquiring, using and disposing of products or services. It is influenced by psychological, social, cultural, and economic factors as well as marketing efforts. Consumers evaluate alternatives, weigh personal needs against environmental concerns and ultimately decide based on perceived value.

Theories such as Ajzen and Fishbein's Theory of Reasoned Action suggest that consumers are generally rational decision makers who systematically evaluate the implications of their actions.[3]



A simplified framework for studying consumer behaviour.

Over the years many models have been created to explain how people make decisions when buying things like the Howard Sheth model and the Engel-Blackwell-Miniard (EBM) model. These models help us understand how customers realize they need something look for information compare options decide to buy and then check if they are happy with their choice.[4]

These models are very helpful when looking at how people start using products. They show the steps customers go through from first learning about a product to buying it regularly.

With this in mind the current study is looking at consumer behaviour. It wants to find out what affects people in India when they decide to use products. It also wants to look at the problems caused by prices and not enough knowledge. The research will also check how marketing plans can be changed to encourage people to buy sustainable products.

The above stated description of consumer decision making in mind this research will investigate the consumer behaviour construct for the purposes of articulating a consumer decision making model for green product. In so doing the research will critically discuss the influence of internal factors such as perception and motivation on consumer behaviour for green product and importantly discuss the ways and means by which consumer behaviour principles can be used as a conceptual framework to help managers understand and solve green marketing problems.

LITERATURE REVIEW

Muskan Wadhwani, Dr. Rajiv Gupta (2024) studied Social Learning Theory, developed by Albert Bandura, posits that people learn behaviours by observing others, particularly those they admire or consider role models. In the context of consumer behaviour, individuals may adopt purchasing behaviours after observing friends, family, celebrities or social influencers. This theory highlights the significance of reference groups people or groups whose opinions influence an individual's decisions. [5]

Nayeon Kim, Kyungtag Lee (2023)The relationship between purchase intention and purchase behaviour by expanding on actual purchase behaviour. It was intended to examine the moderating effect depending on situational factors believing that there would either be a barrier or promotion of situational factors for the phenomenon whereby eco-friendly products are not actually purchased despite real purchase intentions. Additionally owing to the recent increase in environmental problems, consumers' environmental consciousness will impact the purchase of eco friendly products and the study attempted to examine the relationship between environmental consciousness and eco-friendly product purchase.[6]

Han M.S., Hampson D.P., Wang Y., Wang H.(2022) studied that as consumer purchasing behaviour shifts toward a more environmentally friendly way of life the global market share for green products and services has reached a value of €4.2 trillion (European Commission,

2022). undoubtedly changing economic conditions influence consumer preferences toward environmentally friendly products and services when making purchase decisions. [7]

Duong C.D., Doan X.H., Vu D.M., Ha N.T., Dam K.V. (2022), found that both attitude toward green products and perceived behavioural control were strongly and positively associated with green purchase intention however no directly significant correlation was found between subjective norms and intention to engage in environment friendly consumption. Regarding perceived environmental responsibility a positive attitude toward green products was not directly related to perceived behavioural control and green purchase intention. [8]

Debadutyi Das, Ashutosh Sarkar, Arindam Debroy (2022) as a consequence of the economic, social and psychological impact of COVID-19 people have altered how and where they should spend their money. During the pandemic, consumers have displayed a variety of unusual behaviours and forced them to spend more on essentials while cutting back discretionary spending. Consumers are also observed to have changed brands and products substituted spends when stocked out, and become more sensitive towards health and hygiene.[9]

Ajai Pal Sharma(2021), a thematic analysis helped in the identification of three major themes namely; personal factors affecting green purchase and green marketing mix. The concern for eco environment, eco labelling, past experiences and perceived usefulness have been identified as major influencers of green consumer behaviour. Lack of environmental knowledge, price, perceived associated risks, organizational image, trust and willingness to pay has been identified as barriers creating a gap between attitude and actual purchase behaviour of consumers towards green products.[10]

Dekhili S., Nguyen T.-P.(2021) results indicate that Vietnamese consumers are more inclined to purchase green products with domestic brands while eco certification origin has no main effect on such behaviour. Moreover a moderate incongruity effect between eco certification origin and brand origin is partially confirmed. These effects are moderated by the product involvement, brand familiarity, product familiarity, and individuals demographic characteristics.[11]

Alagarsamy S., Mehroliia S., & Mathew S. (2021) studies showed results that green consumption values and consumer attitudes towards sustainable food logistics either directly or indirectly influence green purchase intention and environmentally conscious behaviour towards food products. The main contribution of this study is the identification of new multidimensional constructs which can be used to measure green consumer attitude in terms of sustainable food logistics practices in the Indian context.[12]

Kaur and Bhardwaj (2021) evaluated the moderating influence of a proxy measure of actual control on the purchase intention action gap and showed that it positively moderated the relationship between purchase intention and purchase behaviour. However there is a paucity of the literature examining the moderating effects of the gap between purchase intention and purchase behaviour on green product consumption.[13]

Andrew Meyer(2015) found previous evidence that suggests a positive correlation between education and

environmental behaviour. Individuals choose how much education to attain and also choose how to behave in relation to the environment. Any omitted characteristic that is correlated with educational attainment and the extent of pro environmental behaviour will bias the estimated relationship between these variables in a standard regression framework. It could be that individuals who attain more education are different in unobservable ways which lead them to also care more about environmental issues. [14]

Sharma N., Kesharwani S. (2015) found as environmental consciousness among customers is increasing only saying green won't stimulate green purchasing. Turning words into action will. Practical Implications: The conclusion drawn in this study can be used by the marketers to encourage green purchasing by judging customer conscious about the environment through their knowledge, behaviour, values and attitudes.[15]

Anja Kollmuss & Julian Agyeman (2010) analyzed the factors that have been found to have some influence, positive or negative on pro environmental behaviour such as demographic factors, external factors (e.g. institutional, economic, social and cultural) and internal factors (e.g. motivation, pro-environmental knowledge, awareness, values, attitudes, emotion, locus of control, responsibilities and priorities). Although point out that developing a model that tries to incorporate all factors may not be feasible.[16]

Kim Y., Choi S.M. (2005) studied that Consumers focused mainly on eco-friendly activities such as recycling to solve environmental problems but were relatively indifferent to the production and consumption of products that pollute the environment. However nowadays they have begun to oppose the production of products that pollute the environment and actively highlight the government's passive attitude toward saving the environment. They practice environmentally friendly behaviours and prefer the consumption of eco-friendly products. [17]

Straughan and Roberts, (1999) findings suggest that the two constructs positively influence consumers green behaviour in the same vein, consumer's education and information from the perspective of their awareness and ecological behaviour. People who have satisfied their personal needs are more likely to act ecologically because they have more resources (time, money and energy) to care about bigger less personal social and pro environmental issues.[18]

Roberts (1996) theorizes that the differences shown in early studies may have been washed out by the overall growth in environmental concerns across all income levels. He also cautions that although the relationship in his study was significant the amount of variance explained was small. [19]

Kahle (1986) claimed that values are shaped by means of people's experiences and learning process. Thus people who behave for example in an environmental way express their value of respect towards nature by having a positive attitude towards buying ecological products, recycling and taking part in activities that seek environmental protection. [24] Anderson,1974; Antil, 1978; Kassarian, 1971; Van Liere and Dunlap,1981, found that differences between the perceptions of black

and white consumers with respect to environmental issues decrease as both income and education go up. Other studies have shown a non-significant direct effect of income on environmental awareness [20, 21]

Antil, (1978); Berger and Corbin, (1992); Ellen, (1991); supports the previous findings, it is plausible to assume that an individual's attitude towards the severity of ecological problems or pertaining to the environment in general may influence his or her willingness to purchase environmentally friendly products. [21, 22, 23]

Kinnear (1974), McCarty and Shrum, (1994), Roberts and Bacon, (1997), concluded that the main reason for consumer's failure to respond to environmental concerns seems largely to be due to negative perceptions of their contribution. This directly implies the concept of low self-efficacy and the notion of perceived consumer effectiveness of the degree to which an individual feels he or she can make a difference in improving the quality of the environment. [25, 26, 27]

RATIONALE OF THE STUDY:

Although Green Marketing has been researched for over three decades, consumer adoption of eco-friendly products remains inconsistent with green consumerism still limited to niche markets. In India people who care about the environment or what we call the consumer are like a big giant that is sleeping. They show some interest now and then. They do not really keep at it for a long time. The green consumer is someone who wants to help the earth. In India this green consumer is not very active.

This highlights the need for micro-level research on consumer behaviour models for green products. This study is significant as it will bridge this gap by applying consumer behaviour theories to understand the drivers and barriers of green consumption in India.

The findings will not only contribute to academic knowledge but also provide strategic insights for managers and organizations to design effective Green Marketing strategies develop eco friendly products and create impactful promotional campaigns that can transform consumer intent into consistent green purchasing behaviour.

OBJECTIVES OF THE STUDY:

To develop a conceptual model that explains consumer behaviour towards green products.

RESEARCH METHODOLOGY:

Study Design

This study is looking at how people make decisions when they buy products. It wants to understand what people think about when they go shopping how they figure out if a product is good for the environment what kind of information they care about and how their experiences change what they know and do over time.

The study used two kinds of information that already exists and new information that was collected just for this study. The old information was used to see what is happening now and to find patterns in how people behave when they buy products. For the information the study used a method that involves numbers and statistics. Special tools were made to collect the information and

the answers were analyzed to see what things affect how people behave when they buy green products.

HYPOTHESES:

H01: Environmental knowledge significantly influences consumers' green purchasing behaviour.

H02: Price, product quality, and availability of green products are significantly associated with consumers' green purchasing behaviour.

H03a: Altruism has a significant relationship with consumers' green purchasing behaviour. H03b: Collectivism significantly influences consumers' green purchasing behaviour.

H04: Environmental awareness is significantly associated with consumers' green purchasing behaviour.

H05: Environmental concern and attitude significantly influence consumers' green purchasing behaviour.

H06: Availability of product information and perceptions of product safety significantly influence consumers' green purchasing behaviour.

H07: Perceived Consumer Effectiveness (PCE) significantly affects consumers' green purchasing behaviour.

H08: Sales promotional schemes significantly influence consumers' green purchasing behaviour.

H09: Reference groups significantly affect consumers' green purchasing behaviour.

H010: Demographic variables act as mediators between independent variables and consumers' green purchasing behaviour.

In order to test the hypothetical relationships, survey was administered and used to scale independent variables and dependent variables. Socio demographic data was also collected about the study participants.

The design consisted of 3 variables comprising of parameters defined on the basis of previous research.

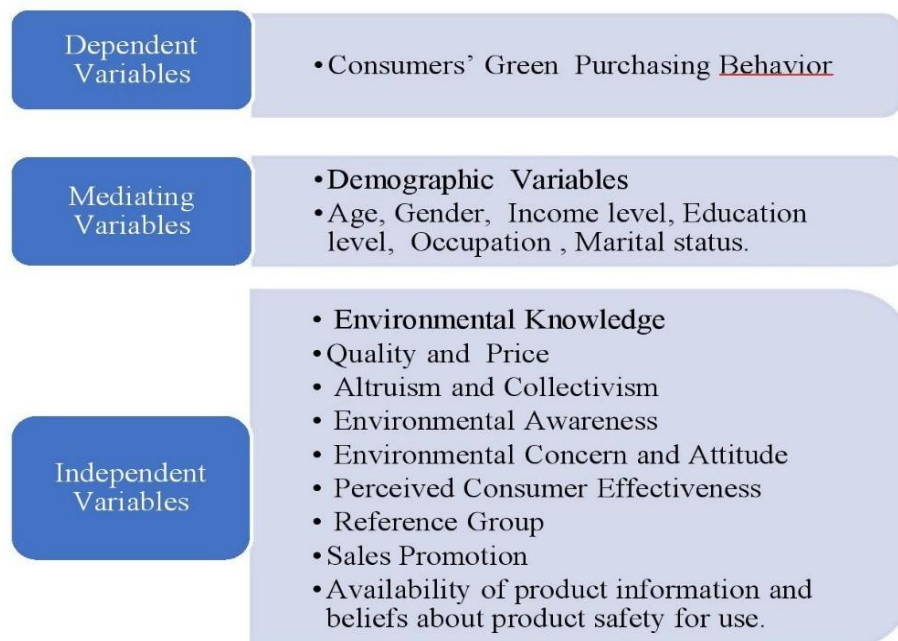


Fig: 1 Developed by authors

DATA COLLECTION

A self-designed questionnaire consisting of 26 statements was developed using a 5-point Likert scale to measure the various factors influencing consumer behaviour toward green products. The questionnaire aimed to capture respondents' degree of agreement or disagreement with each statement. The final section of the questionnaire collected demographic information of the respondents.

To ensure reliability and clarity, a pilot survey was conducted with 113 respondents, following which necessary revisions were made to enhance the accuracy and validity of the instrument.

Sampling Method

The questionnaire was administered both offline and online: Offline: Distributed individually across the geographical regions of Indore, Dewas, and Sagar Online: Shared via email to target respondents.

Primary Data Details:

Sampling Method: Convenience / Judgmental Sampling

Target Respondents: Green consumers aged 18 years and above Sample Size: 1,042 respondents

Time Frame: Six months

Research Instrument: A questionnaire that was designed specifically for this study used a 5-point Likert Scale

Secondary Data: Information was gathered by doing a review of existing research to set the study in context look at earlier studies and find areas that are not yet fully understood about how people behave when it comes to green products.

DATA ANALYSIS

The data collected was analyzed using Statistical Package for Social Science. We wanted to make sure the questionnaire we made was good and accurate so we used Cronbach's Alpha and the Split-Half method to check it.

Reliability Analysis: We figured out how reliable the questionnaire was, by using 998 responses out of 1,042 cases. The results are as follows:

Measure	Value	Number of Items
Cronbach's Alpha	0.821	26
Cronbach's Alpha (Standardized Items)	0.825	26

These values indicate that the questionnaire is highly reliable for measuring consumer behaviour towards green products.

Chi-Square Test:

We used the Chi-Square Goodness of Fit Test to look at all 26 questions. We wanted to see if the numbers we actually got were different from the numbers we expected to get. When we looked at the p-values we found that we could not say the numbers were really different. So we said the idea that the numbers are not different is true. This means the numbers we actually got did not differ much from the numbers we expected to get.

We also used Pearson's Chi-Square Test to see if there was a connection between what people buy and who they're. We looked at things like gender and age and income and education. If they are married and what they do for work. The Chi-Square Test results showed that these things are connected to whether people buy products or not. The test showed a connection between these things and what people buy. The Chi-Square Test helped us understand how peoples buying habits are related to who they're the Chi-Square Test was important, to our study of green purchase behaviour and consumer behaviour.

Factor Analysis: Factor Analysis was carried out to figure out what is behind the way people buy things we did something called Factor Analysis. We used a method called Principal Component Analysis with Varimax rotation.

- At first we had many factors as we had variables, which were 26. We only kept nine of these factors because they were important and explained a lot.
- These nine factors explained sixty percent of the total differences we saw and that helped prove what we thought would happen with our research on consumer behaviour.

Sampling Adequacy

- Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy: 0.856
- Bartlett's Test of Sphericity: Approx. Chi-Square = 4847; df = 325; p = 0.000 These results confirmed that the sample was suitable for factor analysis.

Altruism

Construct	Component Factor-1	Loadings
Altruism	I will prefer to vote for a candidate in an election having concern for environmental protection.	.721
	I give priority in reading, newsletters, magazines or other publications supported by environmental groups/columnist.	.709
	Use of green products increases awareness towards health consciousness among family members.	.653
	I will prefer to take up employment in an organization which manufactures/promotes/markets green products.	.553
	The reduced environment pollution motivates me to buy green products.	.551
	I prefer to be involved in promoting eco-friendly products.	.539
	I always choose the products, which have less harmful environmental effects.	.524
	Before buying the product, I prefer to obtain detailed information regarding available brands.	.471
	I prefer to obtain detailed information about new green products.	.483
	I prefer to buy recyclable material.	.407

Belief about Product Safety, Information & Availability

Construct	Component Factor-2	Loadings
Availability of product information and product availability and belief about product safety for use	Before buying the product, I prefer to obtain detail information regarding available brands.	.333
	The available green products meet my standard of quality	.630
	The green products by and large are available with consistent quality.	.519
	I prefer to obtain detailed information about new green products.	.489
	The green products' price is worth its quality.	.298
	The green products are made without synthetic contents.	.392
	Qualitatively green products last long.	.443
	The green products are different from conventional products.	.279

Price and Quality

Construct	Component Factor-3	Loadings
Price and quality	The green products by and large are available with consistent quality.	.410
	The price of green product is as good as of traditional products.	.749
	The green products' price is worth its quality.	.640
	The green products are made without synthetic contents.	.471
	After sales service requirements are fulfilled in case of green products.	.359

Reference Group

Construct	Component Factor-4	Loadings
Reference group	I am prompted to buy green products recommended by sales representative.	.803
	I am prompted to buy green product endorsed by celebrities.	.803

Environmental Knowledge

Construct	Component Factor-5	Loadings
Environment al knowledge	The green products are available everywhere.	.851
	The green products are available without any govt. control	.592
	After sales service requirements are fulfilled in case of green ducts.	.382

Environmental Concern and Attitude

Construct No.	Component Factor-6	Loading
Environment concern and attitude	I prefer to be involved in promoting eco-friendly products.	.276
	I always choose the products, which have less harmful environmental effects.	.372
	I prefer to avoid the purchase of non eco friendly products.	.826
	I prefer to buy recyclable material.	.497

Environmental Awareness

Construct	Component Factor-7	Loading
Environment al Awareness	The green products are made without synthetic contents.	.263
	The green products are available without any govt. Control	.351
	The packaging of green products is attractive.	.861
	Qualitatively green products last long.	.469

Green Promotion

Construct	Component Factor-8	Loading
Green Promotion	I would prefer to buy green products when discounts are available.	.943

Perceived Consumer Effectiveness

Construct	Component Factor-9	Loading
Perceived Consumer Effectiveness	Use of green products is perceived as status symbol in society	.740
	The green products are different from conventional products.	-.474

Cross Tabulation:

Cross Tabulation and Chi-Square Tests were done to look at how demographic variables relate to purchase behaviour. The results showed connections. This means that the characteristics of people affect their choices when buying products. The findings show that who people are influences what they buy. The data supports the idea that demographics play a role in purchasing decisions. The study proves that demographic factors are important when it comes to buying products.

DISCUSSION AND CONCLUSION

Based on the analysis of the research findings a Model of Consumer Behaviour was created to explain how consumers feel and act when it comes to products. This model improved through changes tries to show how different things that people see or experience the thoughts they have and their choices are connected. It focuses on buying green products again and again. The model has four parts Stimulus Inputs, Constructs, Mediating Variables and Outputs.

INPUT STIMULI AND CONSTRUCTS**1. Environmental Concern**

Altruism is when we want to help someone. It comes in two forms.

3. Product Information

Consumers consider numerous variables prior to buying green products. These variables include the distinctness, quality, availability, cost, convenience, communication, reference groups, after sales service, and external sources of

- Social Altruism: when we think about what other people need. We put their needs before our own needs. This is what happens when we care about the earth when we tell others what we think about issues and when we work with groups that try to protect the earth.
- Biospheric Altruism: when we care about animals and the earth not just because it helps people. Because we want to help the earth and the animals. This is what happens when we recycle when we try not to waste things and when the government makes rules to help the earth.

2. Orientation

- Individualism: Focuses on freedom and the way each person is different. It is shaped by the values someone believes in the trust they have their personality their intelligence and the group they feel part of.
- Collectivism: Focuses on how people are connected to each other and the responsibility they have towards others. It is shaped by the concerns about family the care, for health and the rules that society follows.

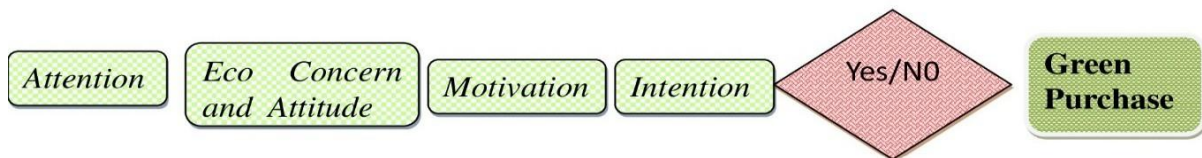
information among others. It is essential to decrease consumer sacrifices and provide factual information to promote green buying.

Mediating Variables: Demographic factors –

Such as age, gender, education, occupation, and income moderate the processing of stimuli by consumers. However, while demographics play a role in green consumer behaviour, the explanatory ability of demographics is very small. This means that perception of the environment-related issues does not differ among different demographics and is therefore mediatory in relation to green consumer behaviour.

Outputs: Consumer Response

The Output component explains how consumers react to stimuli and mediating variables, thus impacting the process of decision making.



The main elements to be taken into consideration within the context of the model are:

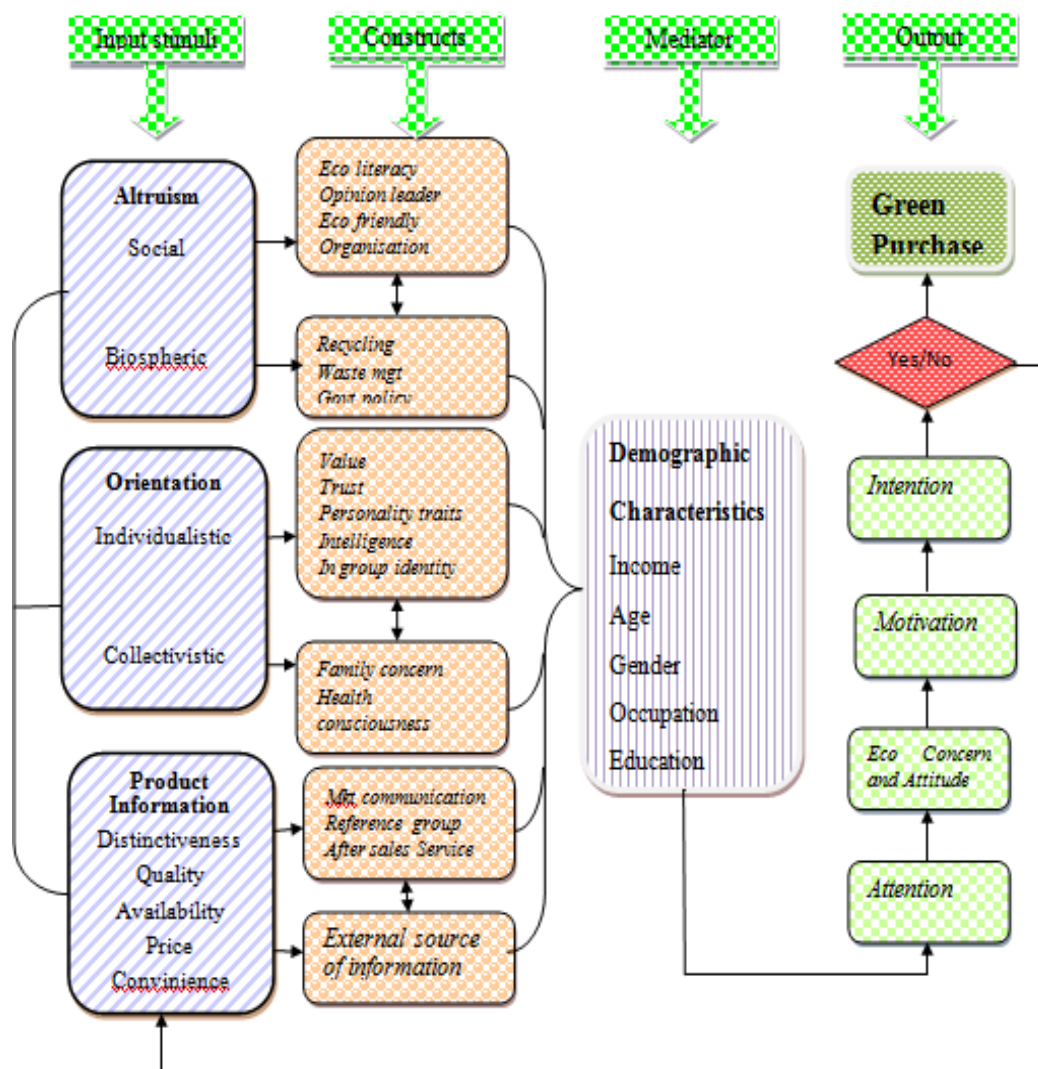
- Altruism plays a significant role in influencing green product purchases. Consumers intentions to buy green products depend on their altruistic motivations and susceptibility to environmental appeals.
- Environmental awareness positively impacts consumers purchase intentions the higher the awareness of ecological issues, the stronger the inclination toward green products.
- Ecological knowledge is a strong predictor of environmentally responsible behaviour. Green purchase behaviour is heavily influenced by consumers' understanding of environmental problems.
- Individual involvement affects the motivation and depth of information processing. Higher engagement with environmental issues whether personally or within an organization fosters positive attitudes toward nature.
- Beliefs and attitudes toward green products forming the basis of brand image, significantly influence consumer green buying behaviour.
- Subjective norms exhibit a strong positive relationship with consumers' intentions to purchase green products, indicating the influence of social expectations.
- Emotional attachment to ecological issues highlights that consumers are not as environmentally indifferent as often assumed.
- Trust in green products is shaped by environmental beliefs. Consumers rely on well-known brands, prior experiences, and word-of-mouth when evaluating green product performance.
- Motivation, social status, and social needs affect green buying behaviour.
- Self-interest values, such as health and well-being, increase the likelihood of adopting green consumption behaviour.
- Consumers prefer brands manufactured by environmentally responsible companies, demonstrating the importance of corporate eco-friendly practices.
- Consumers maintain strong cooperative beliefs, prioritizing the common good over personal gain when making green purchases.
- Healthy lifestyles, driven by concerns over harmful chemicals, are important determinants of green consumer behaviour.
- Personality traits, including dominance, aggressiveness, and self-confidence, influence consumer choices regarding green products or services.
- Reference groups, including opinion leaders, significantly shape consumer behaviour. Consumers closely identify with influential representatives of the green segment.
- Opinion leaders, whether experts or celebrities, can effectively influence green purchase decisions.
- Family health concerns strongly correlate with consumers' intentions to buy green products.
- Recycling behaviours are influenced by products and companies making credible environmental claims regarding attributes, systems, or policies.
- Consumers are generally willing to reduce, reuse, and recycle for environmental benefit. Supportive government policies can further promote positive attitudes toward green products.
- Environmental knowledge, including understanding pollution and its causes and impacts, increases awareness levels, which can foster favourable attitudes toward green products.
- Consumers actively seek product and brand information. Establishing and maintaining trust is critical for green marketers, while opinion leaders and organizational eco-friendliness can enhance consumer confidence.
- Age and generational differences matter; younger consumers with higher environmental

knowledge show stronger intentions to purchase green products.

The model represents a clear concept of consumer behaviour towards green products and may be considered as a useful instrument in the hands of

marketing specialists trying to promote environmental consciousness among customers.

A simplified version of the proposed model is furnished below-



SUGGESTIONS:

JAIN & MITTAL - CONSUMER BEHAVIOUR MODEL FOR GREEN PRODUCTS

The current study adds to the already available green marketing literature, offering valuable insight into green consumers behaviour patterns particularly buying behaviour patterns, which is a topic of immense importance from both scholarly and practical points of view. The present study also offers some insight into situations where consumers find justifications for behaviours that are not environmentally friendly. An exploratory research was conducted to understand the context behind consumer attitudes and buying intentions.

The findings underscore the critical role of the social environment in shaping individual consumer behaviour. Interaction with others influence consumption decisions through observation, evaluation, and social judgments

guided by perceived green social norms. Furthermore, the study highlights how individuals actively attempt to encourage environmentally responsible behaviour in others through targeted “greening strategies.”

LIMITATIONS OF THE STUDY

The Consumers are different in many ways for different sectors in different parts of the country. Present research focuses in general not a specific sector to measure green buying due to time, substitutability and cost factor. As with any study, the method in present study imposed limits on the generalization of the results, each of which suggest areas of future study.

An apparent weakness of this study is the narrow measurement of environmentally oriented behavior. The

employment of a much wider range of behavioural indicators should produce additional or more reliable findings. The area of green products or services is still a

“grey” area that is slowly growing in acceptance in both the social marketing literature and with pragmatic consumption.

REFERENCES

1. Dutta Prof Bholanath, -2021 “Green Marketing: A Strategic Initiative for Sustainable”, JOUR, <https://www.researchgate.net/publication/353174782>
2. Michael Jay Polonsky Department of Management, University of Newcastle, Newcastle NSW 2308, Australia <https://escholarship.org/content/qt49n325b7/>
3. Sarver, V. T. (1983). Ajzen and Fishbein's "theory of reasoned action": A critical assessment. *Journal for the Theory of Social Behaviour*, 13(2), 155–63. <https://doi.org/10.1111/j.1468-5914.1983.tb00469.x>
4. 12 common model 2025 — A customer behaviour model eliminates guesswork and helps you better understand customers. This article covers 12 of the most common models. <https://userpilot.com › blog › customer-behaviour-model>.
5. Muskan Wadhwani, Dr. Rajiv Gupta, Psychological Theories of Consumer Behaviour: A Critical Examination of Traditional and Emerging Models.2024 IJCRT | Volume 12, Issue 9 September 2024 | ISSN: 2320-2882, <https://ijcrt.org/papers/IJCRT2409480.pvdf>
6. Nayeon Kim, Kyungtag Lee “Environmental Consciousness, Purchase Intention, and Actual Purchase Behaviour of Eco-Friendly Products: The Moderating Impact of Situational Context” *Int J Environ Res Public Health*. 2023 Mar 29;20(7):5312. DOI: 10.3390/ijerph20075312
7. Han M.S., Hampson D.P., Wang Y., Wang H. Consumer confidence and green purchase intention: An application of the stimulus-organism-response model. *J. Retail. Consum. Serv.* 2022;68:103061. doi: 10.1016/j.jretconser.2022.103061. [DOI] [Google Scholar]
8. Duong C.D., Doan X.H., Vu D.M., Ha N.T., Dam K.V. The Role of Perceived Environmental Responsibility and Environmental Concern on Shaping Green Purchase Intention. *Vision*. 2022 doi: 10.1177/09722629221092117. [DOI] [Google Scholar]
9. Debadyuti Das, Ashutosh Sarkar, Arindam Debroy “Impact of COVID-19 on changing consumer behaviour: Lessons from an emerging economy”. *Int J Consum Stud*. 2022 Feb 14;46(3):692–715. doi: 10.1111/ijcs.12786, PMID: PMC9111418 PMID: 35602666
10. Ajai Pal Sharma, Consumers’ purchase behaviour and green marketing: A synthesis, review and agenda, published: 21 June 2021 <https://doi.org/10.1111/ijcs.12722>
11. Dekhili S., Nguyen T.-P. Green consumption in Vietnam: Effects of eco-certification, brand, and moderate incongruity of their origins on purchase intent. *Rech. Appl. Mark. Engl. Ed.* 2021;36:25–49. doi: 10.1177/2051570720984158. [DOI] [Google Scholar]
12. Alagarsamy S., Mehrolia S., & Mathew S. (2021). “How green consumption value affects green consumer behaviour: The mediating role of consumer attitudes towards sustainable food logistics practices”. *Vision*, 25(1), 65–76. Crossref Web of Science Google Scholar
13. Kaur J., Bhardwaj N. They control will make or break the sustainable clothing deal-A study of the moderating impact of actual behavioural control on the purchase intention-behaviour gap for sustainable clothing in India. *Australas. Account. Bus. Financ. J.* 2021;15:59. [Google Scholar]
14. Andrew Meyer, Does education increase pro-environmental behavior? Evidence from Europe. Published online 4 May 2015. <https://doi.org/10.1016/j.ecolecon.2015.04.018>
15. Sharma N., Keshewani S. “Encouraging green purchasing behavior by increasing environmental consciousness”. In: Das K., Zameer A., Barula A., Tripathi R., editors. *Reinventing Marketing for Emerging Markets*. Bloomsbury Publishing; New Delhi, India: 2015. pp. 288–301. [Google Scholar] DOI:10.13140/2.1.1088.2882
16. Anja Kollmuss & Julian Agyeman (Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?) Pages 239-260 | Published online: 01 Jul 2010 <https://doi.org/10.1080/13504620220145401>
17. Kim Y., Choi S.M. Antecedents of green purchase behaviour: An examination of collectivism, environmental concern, and PCEE. *Adv. Consume. Res.* 2005;32:592–599. [Google Scholar]
18. Straughan, R. and Roberts, J. (1999) Environmental Segmentation Alternatives: A Look at Green Consumer Behaviour in the New Millennium. *Journal of Consumer Marketing*, 16, 558–575. <https://doi.org/10.1108/07363769910297506>
19. Roberts, J. A. (1996). "Green Consumers in the 1990s: Profile and Implications for Advertising." *Journal of Business Research*, 36(3), 217–231.
20. Anderson, W. T., Jr., and Cunningham, W. H. (1972). The Socially Conscious Consumer. *Journal of Marketing*, 36(3), 23–31.
21. Antil, J. H. (1978). New product or old product? Consumer acceptance of a recycling program. *Journal of Environmental Education*, 9(2), 22–26.
22. Berger, I. E., & Corbin, R. M. (1992). Perceived consumer effectiveness and consumer attitudes toward green marketing: An exploratory study. *Journal of Consumer Marketing*, 9(2), 17–23.
23. Ellen, P. S., Wiener, J. L., & Cobb-Walgren, C. (1991). The role of perceived consumer effectiveness in motivating environmentally

- conscious behaviours. *Journal of Public Policy & Marketing*, 10(2), 102–117.
24. Kahle, L. R., Beatty, S. E., & Homer, P. (1986). "The List of Values (LOV): A new tool for marketing and consumer research." *Journal of Consumer Research*, 13(3), 391–396.
25. Kinnear, T. C., Taylor, J. R., & Ahmed, S. A. (1974). Ecologically concerned consumers: Who are they? *Journal of Marketing*, 38(2), 20–24.
26. McCarty, J. A., & Shrum, L. J. (1994). The recycling of solid wastes: Personal values, value orientations, and attitudes about recycling as antecedents of recycling behaviour. *Journal of Business Research*, 30(1), 53–62.
27. Roberts, J. A., & Bacon, D. R. (1997). Exploring the subtle relationships between environmental concern and ecologically conscious consumer behaviour. *Journal of Business Research*, 40(1), 79–89.