

IMPACT OF DEMOGRAPHIC VARIABLES FOR PURCHASE OF GREEN PRODUCTS

Vishal Kumar Laheri,

Doctoral Student,
Faculty of Management Studies,
University of Delhi, India.

ABSTRACT

As the concern for the environment is increasing day-by-day, a shift in consumption pattern can be witnessed among consumers. They are following sustainable consumption practice. The consumers are demanding the products which are pro-environmental in product production process, consumption process, communication process as well as disposable process. The manufacturers have also responded to the demands of consumers. The concept of the green marketing is evolving over a period of time in India and manufacturers are following green practices to make their product greener. The current study has focused on understanding the impact of demographic variables (gender, age, income, and education) on purchase of the green products among Indian consumers. The research methodology followed a survey method to collect data from 509 respondents from Delhi-NCR. Analysis of Variance (ANOVA) and Multianalysis of Variance (MANOVA) was conducted to test the hypotheses and results were interpreted. Limitation of the study was discussed and future research scope was discussed.

Keywords: *Green products; Consumer behavior; Theory of Planned Behavior; Demographic variables.*

Introduction:

The concern for the environment is one of the biggest issues the world is facing today and people all around the globe are conscious towards its degradation day-by-day. The people are becoming pro-environmental and are demanding the products that can satisfy their needs as well as helps in minimising the detrimental effects on the environment. Witnessing this demand by the consumers, the companies are manufacturing their products with less harmful impact on the environment.

As per the research of TNS market research company (2014), it was found that a majority of Indian consumers are familiar with green products, have confidence that green products are better for the environment and feel that bio-based ingredients enhance the desirability of a product.

We can figure out that India is ranked third with respect to level of awareness and first with consumer confident level that green products is good for the environment among three countries i.e. Canada, USA, and China. Analyzing the purchasing trends of Indian consumers, we found that 67% of consumers are

likely to purchase green food, apparel, personal cares, house hold products made from ingredients that offer environmental benefits. With respect to demographic profile of consumers, it was found that 69% of young consumers (30 years old and below) have shown higher level of familiarity with green products as compared to their counterparts. The research concludes that there is a huge potential for green products as nearly 50 % of India's current population is below the age of 25 years and they are more committed to protection of environment.

Sustainability has become a worldwide buzzword. The future of green marketing seems to be very promising. Earlier it was believed that companies resort to green marketing because of government pressure and legislations. But with citizens across the globe increasingly becoming concerned about the environment, they are appreciating and promoting the green initiatives taken by businesses and corporations. People prefer environment-friendly products and are often able to use such products at lower prices. This trend is visible in food, cosmetics, electricity, automobiles, hotels, and other sectors, which drives

companies to promote activities, products and services that helps reduce their impact on the environment. The present study focus on consumer buying behavior towards green products and study the impact of demographic variables (gender, age, income, and education) on their purchase behavior.

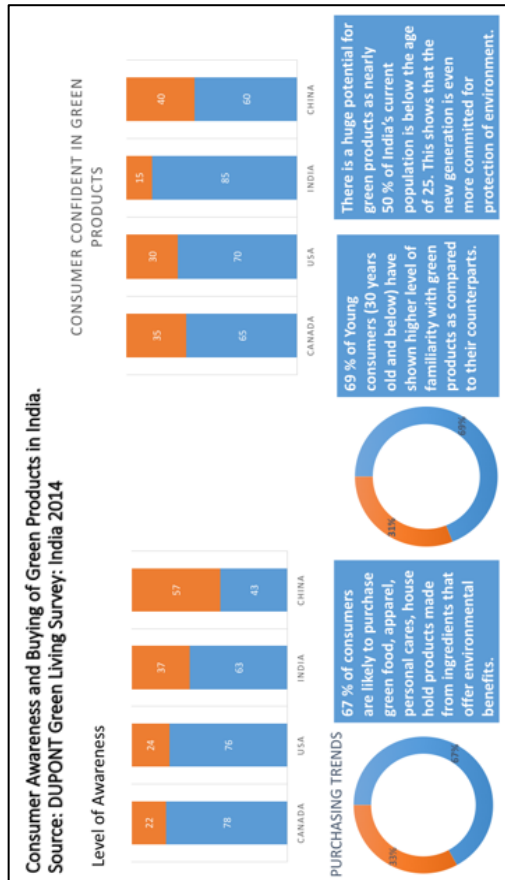


Figure 1: Consumer Awareness and Buying of Green Products in India

Literature Review:

Magnusson et al. (2003) in his study found that health concern is better predictor than concern for the environment as a predictor of attitude to purchase organic food indicates that egoistic motives seems to be stronger than altruistic motives. Yiridoe et al. (2005) investigated that consumers have knowledge and awareness about organic products but they are not consistent in their interpretation of what is organic. In the study of Mahon et al. (2005), they found that for food products, attitudes were best predictor of behavioral intention; subjective norms were important for ready meals but not for takeaways while perceived behavioral control were not a predictor for either food. Chen (2007) in his study revealed that food-related personality traits of food neophobia and food involvement exert moderating effects on the

relationships between some of the food choice motives and the consumer's attitude to organic foods. Shafie and Rennie (2009) in their study concluded that premium price continues to hold back organic consumption because health benefits asserted to organic food are often difficult to quantify. In the study of Thompson and Kidwell (1998), it was found that the households with children under eighteen were more likely to purchase organic cosmetics while shoppers with graduate or professional degrees were less likely to do so. Johri and Sahasakmontri (1998) in their study found that the product fragrance, ingredients, product colour, not tested on animals, safe for skin, product performance, good value for money packaging, outlet atmosphere, opportunity to pre-test, brand image were found the main attribute of buying organic cosmetics and toiletries. Kim and Chung (2011) explored that the environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products. Makarychev et al. (2011) investigated that on investigated how the corporate branding strategy influences on a successful product line extension towards organic cosmetics in a retail chain of perfumes and cosmetics stores. Hansel et al. (2012) in their study explored on how consumers' willingness to purchase free-of cosmetics is both influenced by attitude and perceived subjective norm with attitude having the largest predictive power. Roe et al. (2000) in his study found that several groups are willing to pay significantly more when emissions reductions stem from increased reliance upon renewable fuels. Benders et al. (2005) explored that only direct energy conservation programs are focused and other half i.e. indirect conservation program is ignored and study focused to overcome this barrier by introducing web based tools to address direct as well as indirect energy requirements. Owens and Driffil (2008) investigated that with respect to sustainable energy, there is a need to take account of the physical, social, cultural and institutional contexts that shape and constrain people's choices, and for a richer understanding of opposition to energy facility siting. Young et al. (2010) found that most common green criteria that respondents mentioned when they were deciding which consumer electronics products to purchase were product environmental factors, product manufacturing factors, and product availability. Hartmann et al. (2012) concluded that three distinct psychological benefit categories potentially enhancing consumer attitudes toward green energy brands and increasing purchase intentions are warm glow, self-expressive benefits, and nature experiences.

Objective of Study:

The primary purpose of the study is to understand the impact of demographic variables (gender, age, income, and education) on buying behavior of consumers towards green products.

Research Methodology:

A two-way research design is employed for our study. In order to understand the basic research problems, an exploratory research method is used where research papers from the year 1998 to 2016 are exhaustively reviewed from various data sources such as EBSCO, JSTOR, EMERALD, SAGE, Google Scholar etc. Through comprehensive theoretical review, we found that the Theory of Planned Behavior is extensively used to understand the behavior of consumers towards the green products and hence we have used this model based on the need of our study. In the second stage of our study, we have collected data from 509 respondents to understand the impact of demographic variables in buying behavior of consumers towards green product. We have conducted Analysis of variance (ANOVA), and Multivariate analysis of variance (MANOVA) to analyse and interpret the results of the collected data.

Analysis and Interpretation:

In our study, we have used Theory of Planned Behavior model of Ajzen (1991) to understand the impact of demographic variables (gender, age, income, and education). The proposed model of the study is demonstrated in figure 4.1 as below

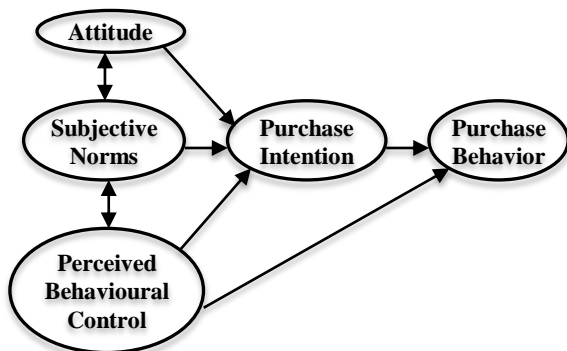


Figure 2: Hypothesized model of consumers buying behavior for the green products.

Attitude of consumers for the green products and demographic:

H1: The attitudes of consumers for green products do not remain same across demographics (gender, age, income, education).

The hypothesis is further divided as:

H1a: The attitudes of consumers for green products do not remain same across gender.

H1b: The attitudes of consumers for green products do not remain same across age.

H1c: The attitudes of consumers for green products do not remain same across income.

H1d: The attitudes of consumers for green products do not remain same across education.

Table 1: Attitude of Consumers towards the Green Products and Demographics

Hypotheses	P value (Significant at 0.05)	Failed to reject/ Rejected
H1a	0.000	Rejected
H1b	0.000	Rejected
H1c	0.000	Rejected
H1d	0.000	Rejected

Source: Primary data

We have conducted ANOVA (Analysis of Variance) test analysis to significantly examine the attitude of consumers towards the purchase of the green products with their gender profile and it was found that there is significance difference between gender and attitude of consumers towards purchase of the green products. The results interpret that both male and female respondents have variation in their attitude for the purchase of the green products.

In order to analyse the age, income, and educational profiles of the respondents with their attitude towards purchase of the green products, we have conducted MANOVA test analysis and it was found that there was a significance difference among demographic profile (age, income, and education) of the respondents and their attitude towards purchase of the green products.

The results interpret that there is significance difference among different age groups i.e. (below 25 years, 25-40 years, 41-55 years, and above 55 years), with their attitude towards purchase of the green products. The results suggested that the age of the respondents significantly impacts their attitude towards the purchase of the green products. Similar results were found with the income status of the respondents i.e. (below Rs 25000, Rs 25001-45000, Rs 45001-65000, and above Rs 65000) when compared with their attitude towards purchase of the green products. The results postulate that level of income of the respondents significantly impacts their attitude towards the purchase of the green products. The analysis of the primary data highlighted that the respondents from different educational group i.e. (high school, graduates, post-gradates, and others) are significantly different with respect their attitude for the green products. The results showed that the educational level of the respondents significantly impacts their attitude towards the purchase of the green products.

Subjective norm of consumers for Green Products and Demographics:

H2: The subjective norm of consumers for green products does not remain same across demographics (gender, age, income, education).

The hypothesis is further divided as:

H2a: The subjective norms of consumers for green products do not remain same across gender.

H2b: The subjective norms of consumers for green products do not remain same across age.

H2c: The subjective norms of consumers for green products do not remain same across income

H2d: The subjective norms of consumers for green products do not remain same across education

Table 2: Subjective norm of consumers for Green Products and Demographics

Hypotheses	P value (Significant at 0.05)	Failed to reject/ Rejected
H2a	0.030	Rejected
H2b	0.100	Failed to reject
H2c	0.300	Failed to reject
H2d	0.040	Rejected

Source: Primary data

We have conducted ANOVA test analysis to significantly examine the role of subjective norm of consumers towards the purchase of the green products with their gender profile and it was found that there is a significance difference between gender and subjective norm of consumers towards purchase of the green products. The results interpret that both male and female respondents vary while making decision under social pressure for the purchase of the green products.

In order to analyse the age, income, and educational profiles of the respondents with their attitude towards purchase of the green products, we have conducted MANOVA test analysis and it was found that there was no significance difference among age and income of the respondents with subjective norm towards purchase of the green products. However, with respect to educational profile, it was found significant with the subjective norm of respondents towards purchase of the green products.

The results interpret that there is no significance difference among different age groups i.e. (below 25 years, 25-40 years, 41-55 years, and above 55 years), of respondents with their decisions to purchase the green products under social influence. It indicated that the age of the respondents does not significantly impacts their decision to purchase the green products under social influence. We found similar results with the income status of the respondents i.e. (below Rs

25000, Rs 25001-45000, Rs 45001-65000, and above Rs 65000) when compared with their social norm towards purchase of the green products. The results postulate that level of income of the respondents does not significantly impacts their subjective norm towards the purchase of the green products. The analysis of the primary data showed that the respondents from different educational group i.e. (high school, graduates, post-graduates, and others) are significantly different with respect their subjective norm for the purchase of the green products. The results showed that the educational level of the respondents significantly impacts their decisions to purchase the green products under social pressure.

Perceived behavioural control of consumers for Green Products and Demographics:

H3: The perceived behavioural control of consumers for green products does not remain same across demographics (gender, age, income, education).

The hypothesis is further divided as:

H3a: The perceived behavioural control of consumers for green products do not remain same across gender.

H3b: The perceived behavioural control of consumers for green products do not remain same across age.

H3c: The perceived behavioural control of consumers for green products do not remain same across income

H3d: The perceived behavioural control of consumers for green products do not remain same across education

Table 3: Perceived behavioural control of consumers for Green Products and Demographics

Hypotheses	P value (Significant at 0.05)	Failed to reject/ Rejected
H3a	0.000	Rejected
H3b	0.390	Failed to reject
H3c	0.440	Failed to reject
H3d	0.040	Rejected

Source: Primary data

We have conducted ANOVA test analysis to significantly examine the role of perceived behavioural control of consumers towards the purchase of the green products with their gender profile and it was found that there is a significance difference between gender and perceived behavioural control of consumers towards purchase of the green products. The results interpret that both male and female respondents vary while making decisions to purchase the green products.

In order to analyse the age, income, and educational profiles of the respondents with their behavioral control for purchase of the green products, we have conducted MANOVA test analysis and it was found

that there was no significance difference among age and income profile of the respondents with their control behavior for the purchase of the green products. However, with respect to educational profile, it was found significantly different with control behavior of the respondents towards purchase of the green products.

The results interpret that there is no significance difference among different age groups i.e. (below 25 years, 25-40 years, 41-55 years, and above 55 years) of respondents with their behavioral control to purchase the green products. It indicated that the age of the respondents does not significantly impacts their behavioral control to purchase the green products. We found similar results with the income status of the respondents i.e. (below Rs 25000, Rs 25001-45000, Rs 45001-65000, and above Rs 65000) when compared with their behavioral control towards purchase of the green products. The results postulated that level of income of the respondents does not significantly impacts their behavioral control for the purchase of the green products. The analysis of the primary data showed that the respondents from different educational group i.e. (high school, graduates, post-graduates, and others) are significantly different with respect their behavioral control for the purchase of the green products. The results showed that the educational level of the respondents significantly impacts their behavioral control to purchase the green.

Purchase intention of consumers for Green Products and Demographics:

H4: The purchase intention of consumers for green products does not remain same across demographics (gender, age, income, education).

The hypothesis is further divided as:

H4a: The purchase intention of consumers for green products do not remain same across gender.

H4b: The purchase intention of consumers for green products do not remain same across age.

H4c: The purchase intention of consumers for green products do not remain same across income

H4d: The purchase intention of consumers for green products do not remain same across education

Table 4: Purchase intention of consumers for Green Products and Demographics

Hypotheses	P value (Significant at 0.05)	Failed to reject/ Rejected
H4a	0.570	Failed to reject
H4b	0.027	Rejected
H4c	0.080	Failed to reject
H4d	0.710	Failed to reject

Source: Primary data

We have conducted ANOVA test analysis to significantly examine the role of purchase intention of consumers towards green products with their gender profile and it was found that there is no significance difference between gender and purchase intention of consumers towards green products. The results interpret that both male and female respondents do not vary while making decisions to purchase the green products.

In order to analyse the age, income, and educational profiles of the respondents with their purchase intention for the green products, we have conducted MANOVA test analysis and it was found that there was a significance difference between age of the respondents with their intention to purchase the green products. However, with respect to the income and educational profile of the respondents, the results revealed that there is no significance difference with their intention to purchase the green products.

The results interpreted that there is a significance difference among different age groups i.e. (below 25 years, 25-40 years, 41-55 years, and above 55 years) of respondents with their purchase intention for the green products. It indicated that the age of the respondents significantly impacts their intention to purchase the green products. With respect to the income i.e. (below Rs 25000, Rs 25001-45000, Rs 45001-65000, and above Rs 65000) and educational profile i.e. (high school, graduates, post-graduates, and others) of the respondents, we found that both demographic variables are non-significant when compared with their intention to purchase the green products. The results postulated that level of income and education of the respondents does not significantly impact their purchase intention for the green products.

Purchase behavior of consumers towards the Green Products and Demographics:

H5: The purchase behavior of consumers towards the green products do not remain same across the different categories of the demographic (gender, age, income, education).

The hypothesis is further divided as:

H5a: The purchase behavior of consumers towards the green products do not remain same across gender.

H5b: The purchase behavior of consumers towards the green products do not remain same across age.

H5c: The purchase behavior of consumers towards the green products do not remain same across income

H5d: The purchase behavior of consumers towards the green products do not remain same across education.

Table 5: Purchase behavior of consumers for Green Products and Demographics

Hypotheses	P value (Significant at 0.05)	Failed to reject/ Rejected
H5a	0.00	Rejected
H5b	0.050	Rejected
H5c	0.290	Failed to reject
H5d	0.017	Rejected

Source: Primary data

We have conducted ANOVA test analysis to significantly examine the role of purchase behavior of consumers towards green products with their gender profile and it was found that there is a significance difference between gender and purchase behavior of consumers towards green products. The results interpret that both male and female respondents do vary while making decisions to purchase the green products.

In order to analyse other demographic profile i.e. age, income, and educational profiles of the respondents with their purchase behavior for the green products, we have conducted MANOVA test analysis and it was found that there was a significance difference between age and educational profiles of the respondents with their purchase behavior for the green products. However, with respect to the income profile of the respondents, the results revealed that there is no significance difference with their purchase behavior for the green products.

The results interpreted that there is a significance difference among different age groups i.e. (below 25 years, 25-40 years, 41-55 years, and above 55 years) of respondents with their purchase behavior for the green products. It indicated that the age of the respondents significantly impacts their purchase behavior for the green products. With respect to the income i.e. (below Rs 25000, Rs 25001-45000, Rs 45001-65000, and above Rs 65000) profile of the respondents, it was found that level of income of the respondents does not significantly impact their purchase behavior for the green products. The analysis of the data revealed that the educational profile i.e. (high school, graduates, post-graduates, and others) of the respondents found to be statistically significant with purchase behavior of the green products. The results postulated that education of the respondents does significantly impact their purchase behavior for the green products.

Conclusion of the Study:

The purpose of the study was to understand the impact of demographic variables (gender, age, income, and education) on buying behavior of consumers for the green products. The analysis of data showed that consumers' attitude for the purchase of the green products across demographic variable is significant.

The respondents from different demographic categories i.e. gender, age, income, and education are significantly different from each other. The results depicted that the respondents are significantly different in terms of their gender and education but with respect to age and income, they are not significant with respect to their subjective norm for purchase of the green products. Similar results were found with respondents' perceived behavioural control for purchase of the green products. The respondents were significantly different in terms of their age when they showed their intention to purchase the green products. With respect to purchase behavior of consumers for the green products, the respondents are significantly different with their gender, age, and educational profiles.

The results of the study can be helpful for the marketers of the green products to effectively target the consumers based on their demographic profiles. Green marketers and policy makers can use this study to understand whether male or female customers are more likely to buy their products, what age group of customers they can target for their green products, if education play important role in buying decision for the green products. The present research has assessed the behavior of consumers for the green products in general. In future, a researcher can study the behavior of consumers for different categories of green products.

References:

- [1] Ajzen, I. (1991). The Theory of Planned Behaviour. *Organisational Behaviour and Human Decision Processes*, 50 (2), 179-211.
- [2] Armitage, J., & Christain, J. (2003). From Attitude to Behavior: Basic and Applied Research on the Theory of Planned Behavior. *Current Psychology*, 22 (3), 187-195.
- [3] Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lahteenmaki, L., et al. (2007). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 443-454.
- [4] Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25 (5), 281-293.
- [5] Barr, S., & Gilg, A. (2006). Sustainable lifestyles: Framing environmental action in and around the home. *Geoforum*, 37 (6).
- [6] Basha, M., Mason, C., Shamsudin, M., Hussain, H., & Salem, M. (2015). Consumers Attitude Towards Organic Food. *INTERNATIONAL ACCOUNTING AND BUSINESS CONFERENCE 2015* (pp. 444-452). Procedia Economics and Finance.
- [7] Benders, R., Kok, R., Moll, H., Wiersma, G., & Noorman, K. (2006). New approaches for

- household energy conservation—In search of personal household energy budgets and energy reduction options. *Energy Policy*, 34 (18), 4412-4418.
- [8] Bhatia, M., & Jain, A. (2013). Green Marketing: A Study of Consumer Perception and Preference in India. *Electronic Green Journal*, 36 (1).
- [9] Birgelen, M., Semeijn, J., & Keicher, M. (2009). Packaging and Pro-environmental Consumption Behavior: Investigating Purchase and Disposal Decisions for Beverages. *Environment and Behavior*, 41 (1), 125-146.
- [10] Biswas, A., & Roy, M. (2014). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463-468.
- [11] Bonini, S., & Oppenheim, J. (2008). *Helping 'green' products grow*. The McKinsey Quarterly.
- [12] Bougheraraa, D., & Combris, P. (2009). Eco-labelled food products: what are consumers paying for? *European Review of Agricultural Economics*, 36 (3), 321-341.
- [13] Chan, L., & Bishop, B. (2013). A moral basis for recycling: Extending the theory of planned behavior. *Journal of Environmental Psychology*, 36, 96-102.
- [14] Chen, M. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits. *Food Quality and Preference*, 18 (7), 1008-1021.
- [15] Chitra, K. (2007). IN SEARCH OF THE GREEN CONSUMERS: A PERCEPTUAL STUDY. *Journal of Services Research*, 7 (1), 173-191.
- [16] Diekmann, A., & Preisendörfer, P. (2003). Green and greenback. The behavioural effects of environmental attitudes in low-cost and high-cost situations. *Rationality and Society*, 15 (4), 441-472.
- [17] Fryxall, G., & Lo, C. (2003). The influence on environmental knowledge and values on managerial behaviours on behalf of the environment: An empirical examination of managers in China. *Journal of Business Ethics*, 46, 45-59.
- [18] Gotschi, E., Vogel, S., & Lindenthal, T. (2007). High school students' attitudes and behaviour towards organic products: survey results from Vienna. Institute for Sustainable Economic Development. *University of Natural Resources and Applied Life Sciences*.
- [19] Grunert, S. (1995). Values, environmental attitudes and buying of organic foods. *Journal of Economic Psychology*, 39-62.
- [20] Hansel, T., Risborg, M., & Steen, C. (2012). Understanding consumer purchase of free-of cosmetics: A value-driven TRA approach. *Journal of Consumer Behaviour*, 11 (6), 477-486.
- [21] Hartmann, P., & Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, 65 (9), 1254-1263.
- [22] Hines, J., Hungerford, H., & Tomera, A. (1987). Analysis and synthesis of research on responsible pro-environmental behavior: a meta-analysis. *The Journal of Environmental Education*, 18 (2), 1-8.
- [23] Irland, L. (1993). Wood producers face green marketing era: Environmentally Sound Products. *Wood Technology*, 120, 1-34.
- [24] Ishaswini., & Dutta, S. (2011). Proenvironmental Concern Influencing Green Buying: A Study on Indian Consumers. *International Journal of Business and Management*, 124-133.
- [25] Jain, S., & Kaur, G. (2004). Green marketing: An attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5 (2), 187-205.
- [26] Johri, L., & Sahasakmontri, K. (1998). Green marketing of cosmetics and toiletries in Thailand. *Journal of Consumer Marketing*, 15 (3), 265-281.
- [27] Kaiser, G., Wolfing, S., & Fuhrer, U. (1999). Environmental attitude and ecological behavior. *Journal of Environmental Psychology*, 19 (1), 1-19.
- [28] Khare, A. (2015). Antecedents to green buying behaviour: a study on consumers in an emerging economy. *Marketing Intelligence & Planning*, 33 (3), 309-329.
- [29] Kim, H., & Chung, J. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28 (1), 40-47.
- [30] Kumar, B. (2012). Theory of Planned Behaviour. *Research and Publication*.
- [31] Kumar, B. (2012). *Theory of Planned Behaviour Approach to Understand the Purchasing Behaviour for Environmentally Sustainable Products*. Indian Institute of Management, Ahmedabad. IIM-A Research and Publication.
- [32] Laheri, V., Vohra, A., & Dangi, H. (2013). Green Marketing: Development of Construct and its Evolution. *Asia Pacific Journal of Management Research and Innovation*, 10 (2), 147-155.
- [33] Laroche, M., Bergeron, J., & Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18 (6), 503-520.
- [34] Magnusson, M., Arvola, A., Hursti, U., Aberg, L., & Sjoden, P. (2003). Choice of organic foods is related to perceived consequences for human

- health and to environmentally friendly behaviour. *Appetite*, 40 (2), 109-117.
- [35] Mahon, D., Cowan, C., & McCarthy, M. (2005). The role of attitude, subjective norm, perceived control and habit in the consumption of ready meals and takeaways in Great Britain. *Food Quality and Preference*, 474-481.
- [36] Markychev, O., Kaufmann, H., Tsangari, H., & Temperely, J. (2011). INFLUENCE OF CORPORATE BRANDING ON LAUNCHING ORGANIC COSMETICS BRAND IN COSMETICS CHAIN IN CYPRUS. *International Journal of Management Cases*.
- [37] Ottman, J. (1998). *Green Marketing: Opportunity for innovation*. USA: NCT Business Book.
- [38] Owens, S., & Drifill, L. (2008). How to change attitudes and behaviours in the context of energy. *Energy Policy*, 36 (2), 4412-4418.
- [39] Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29 (6), 412-422.
- [40] Peattie, K. (1999). *Green marketing*. London: Macdonald & Evans.
- [41] Ramayah, T., Lee, J., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resource Conservation and Recycling*, 54 (12), 1419-1427.
- [42] Robinson, R., & Smith, C. (2002). Psychosocial and demographic variables associated with consumer intention to purchase sustainable produced foods as defined by the Midwest food alliance. *Journal of Nutrition Education and Behaviour*, 34 (6), 316-325.
- [43] Roe, B., Teisl, M., Levy, A., & Russell, M. (2001). US consumers' willingness to pay for green electricity. *Energy Policy*, 29 (11), 917-925.
- [44] Saba, A., & Messina, F. (2003). Attitudes towards organic foods and risk/benefit perception associated with pesticides. *Food Quality and Preference*, 14 (637), 645.
- [45] Schiffman, L., & Kanuk, L. (2009). *Consumer Behavior*. (N. Edition, Ed.) India: Pearson.
- [46] Shafie, F., & Rennie, D. (2009). Consumer perception towards organic products. *Social and Behavioural Sciences*.
- [47] Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, 15, 325-343.
- [48] Taylor, S., & Todd, P. (1995). An integrated model of waste management behavior: A test of household recycling and composting intentions. *Environment and Behaviour*, 27, 603-630.
- [49] Thøgersen, J. (2007). Consumer Decision Making with Regard to Organic Food Products. *Traditional Food Production Facing Sustainability: A European Challenge*.
- [50] Thompson, G., & Julia, K. (1998). Explaining the Choice of Organic Produce: Cosmetic Defects, Prices, and Consumer Preferences. *American Journal of Agricultural Economics*, 80 (2), 277-287.
- [51] Tilikidou, I. (2007). The effects of knowledge and attitudes upon Greeks' pro-environmental purchasing behaviour. *Corporate Social Responsibility and Environmental Management*, 14 (3), 121-134.
- [52] Trivedi, R., Patel, J., & Savalia, R. (2007). Pro-environmental Behavior of Consumers: A Taxonomy and its Implication for Green Marketer. *South Asian Journal of Management*, 121-130.
- [53] Veluri, K. (2012). Green Marketing: Indian Consumers and Marketing Influence on Buying Decisions. *International Journal of Commerce and Management Studies*, 3 (2).
- [54] Verma, P. (2012). *Green Marketing: Issues and Challenges*. Jaipur, Rajasthan, India: Yking Books.
- [55] Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 64, 542-553.
- [56] Wheale, P., & Hinton, D. (2007). Ethical consumers in search of markets. *Strategic Direction*, 23 (10), 302-316.
- [57] Whitlark, D. B., Geurts, M. D., & Swenson, M. J. (1993). New Product Forecasting with a Purchase Intention Survey. *The Journal of Business Forecasting Methods & Systems*.
- [58] Wong, V., Turner, W., & Stoneman, P. (1996). Marketing Strategies and Market Prospects for Environmentally Friendly Consumer Products. *British Journal of Management*, 263-281.
- [59] Yiridoe, E., Ankomah, S., & Martin, R. (2005). Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature. *Renewable Agriculture and Food Systems*, 20 (4), 193-205.
- [60] Young, W., Hwang, K., McDonald, S., & Oates, J. (2010). Sustainable consumption: green consumer behaviour when purchasing products. *Sustainable Development*, 18 (1), 20-31.
- [61] Zagata, L. (2012, March 23). Consumers' beliefs and behavioural intentions towards organic food. Evidence from the Czech Republic. *Appetite*, 81-89.
