

# Understanding Purchasing Behaviour Towards Environmentally Sustainable Products Using Theory of Planned Behaviour: An Structural Equation Modeling Approach

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**Abstract:** The purpose of this paper is to study the purchasing behavior of consumers for environmentally sustainable products using the Theory of Planned Behavior framework. It examines the determinants of purchasing intention for environmentally sustainable products which further leads to purchasing behavior. The data collected was analyzed with the help of Structural Equation Modeling. Subjective norms, Control on availability, Perceived consumer effectiveness and Attitude were found to have significant impact on purchase intention. Purchasing intention also affect purchasing behavior significantly. The study contributes in understanding the relative importance of determinants affecting the purchase intention for environmentally sustainable products.

**Keywords:** Attitude, Environmentally Sustainable Products, Purchase Intention, Theory of Planned Behavior (TPB)

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## I. Introduction

Sustainability in its broadest way is the capacity to endure, to maintain a process or sustain over time. In ecology, a sustainable system is a system whose biodiversity and productivity are preserved over time. Consumer interest in environmental issues has seen phenomenal increase in recent years as the impact of pollution on climate inconsistencies and rising fuel prices has been more widely experienced; global warming and carbon emission have become international concerns (Polonsky et al., 2012). Today, many consumers explicitly express their environmental concerns by purchasing products that guarantee them a minimum standard of social and/or environmental stewardship. Consumers, shareholders, local communities and other stakeholders increasingly demand assurances that the production of goods conform to minimum standards of social and environmental responsibility. Eco friendly products are products that do not harm the environment in production, consumption and disposal. These products help conserve energy, minimize carbon footprint or the emission of greenhouse gases and donot create any toxic substance or pollution to the environment. Consumers want to purchase from sustainable sources and buy sustainable products. This growing demand for eco-friendly products and the subsequent demand for sustainable products in recent time are primarily driven by rising consumer awareness about the environment, regulation enforcement to adopt eco-friendly products and processes and concerns about good health and safety. A number of recent studies about the consumers' behaviors and attitude highlight the relevance of sustainability for business. According to the major international study conducted in the year (2015), *The 2015 Aspirational Consumer Index*, it has been found that 64% of consumers want to pay more for a product identified as environmentally responsible. It also confirms the emergence of new breed of customer dominating the market around the world. The percentage of consumers who prefer to purchase products that are sustainably manufactured has also increased to 59%. As consumers around world are getting more conscious and aware about the importance of protecting the environment and using ecofriendly and sustainable products, the demand for such products will see substantial rise in near future. Companies are under pressure to meet consumer demand for sustainable products and services in order to meet their expectation. They now see sustainability as being vital to their survival and future growth.

Since sustainability is key concern for consumer and plays an important role in their decision making, it is essential for companies to have better understanding of consumers' purchase behavior towards environmentally sustainable products. Companies need to understand the motivation and rationale behind the consumers' choice for sustainable products in order to viable in long run. This study is a modest attempt to understand the factors that affect purchasing behavior towards environmentally sustainable products using theory of planned behavior framework (TPB). The TPB is one of the most common theoretical frameworks applied to the prediction and understanding of human behavior (Ajzen, 1991). According to this model, attitude, subjective

norms, perceived behavioural control leads to purchase intention which drive purchase behavior. This paper will explore the impact of subjective norms, attitude, perceived consumer effectiveness and control on availability on purchase intention. Further, this will test the impact of purchase intention and purchase behavior.

## **II. Conceptual Background And Hypothesis Development**

### **2.1 Attitude and Purchase Intention for Environmentally Sustainable Products**

Attitude is an expression of favor or disfavor towards a person, place, thing, or event (the attitude object). Attitude has been defined as mental and neural state of readiness. This state of mind basically influences the response of the audience towards all objects and situations with which audience is confronted (Allport, 1935). It can be interpreted as personal estimation about whether or not the product under consideration will possess the desired attribute. Consumers' belief that the consequences of their consumption may have significant effect on the environment may motivate them to purchase environmental friendly products (Followers & Jobber, 2000). Consumers reflect their concerns about the environment through their behavior such as ethical consumption thereby leading to buying only green products (Suchard and Polanski, 1991). Positive attitude of ecologically conscious consumers' lead to responsible purchasing behavior and use of non-polluting products, including the use of automobile. Favorable attitude towards products which are environmentally sustainable are found to add to sustainable consumption behavior (Chan, 2001; Verbeke & Viaene, 1999). The attitude is an important antecedent to the behavioral intention which is described as the degree of favorable or unfavorable evolution of the behavior (Ajzen, 1991). Ajzen (1991) revealed that the positive attitude towards particular behavior enhances the intention to perform that behavior. So it is hypothesized that:

*H1: Attitude towards environmentally sustainable products has positive impact on the purchase intention for the products.*

### **2.2 Subjective Norms and Purchase Intention for Environmentally Sustainable Products**

Subjective norms represent a person's perceived social pressure by means of encouraging a potential perception toward undertaking the particular behavior (Ajzen & Fishbein, 1980). It can be defined as belief that individuals approve or disapprove certain behavior when undertaking and performing the same. It is personal motivation to comply with the expectations of people important to the individual (Taylor & Todd, 1995) such as peers and superiors. If consumers believe that referent considers specific products as good, more likely he/she intends to purchase the products (Kim & Chung, 2011). Subjective norms are perceived to affect purchase intention independently (Robinson & Smith, 2002). Studies in different areas of consumer behavior such as sustainable food (Vermeir and Verbeke 2006), organic food (Chen 2007; Gotschi et al. 2007) indicated various degrees of relationship between subjective norm and consumer's intention to be engaged in that behavior which is both significant and positive. Sidique (2010) and Shaw (2008) reveal that social norms affect the behavior directly resulting in betterment of environment. So based on the above discussion, it is hypothesized that

*H2: Subjective norms have positive impact on the purchase intention for environmentally sustainable products.*

### **2.3 Greater impact of subjective norms on purchase intention than attitude towards environmentally sustainable products**

Many researchers like Hofstede (1998), Sinha and Verma (1987) in their studies revealed that Indian culture is collectivistic in nature. People of this culture exhibit values and orientation that is collectivistic in nature. They show belongingness to the group (Triandis, 1995). Collectivistic culture is characterized by in group membership and interdependence. People under collectivistic culture take social norms as an important means of viewing the life. People in India conform themselves to the group and drive their identity from group membership (Sinha, 1990). McCarty and Shrum (1994) reported that people belonging to collectivistic culture are more likely to show concerns for environmental issues than from individualistic. So based on above discussion, it is hypothesized that:

*H3: Subjective norms would have stronger impact on the purchase intention in comparison to attitude towards environmentally sustainable products due to the collectivistic nature of Indian people.*

### **2.4 Perceived Behavioural Control and Purchase Intention for the Environmentally Sustainable Products**

Perceived behavioural control reflects the attitude towards access to resources and opportunities needed to perform a behavior. It comprises of two components. The first component reflects the availability of resources needed to carry out that behavior. Availability of a product is the degree of difficulty or ease in locating and obtaining a product for consumption. This may be in the form of money, time and other resources. Unavailability of an environmentally sustainable product may pose as a constraint for a consumer motivated to do the environmentally sustainable purchase of products or services. The second component reflects the focal person's self confidence in the ability to perform the behavior. The theory of planned behavior proposes that

perceived behavioural control of the focal person in a decision making situation may affect his/her behavioural intentions. People behaviors are strongly influenced by their confidence in their ability to perform them. Several researches have concluded that individuals' confidence in his ability to control and thereby display the behavior has positive relationship with the purchase intention (Baker, et al, 2006). So it is hypothesized that

*H4: Control on Availability for the environmentally sustainable products has positive impact on the purchase intention.*

## **2.5 Perceived Consumer Effectiveness and Purchase Intention for the Environmentally Sustainable Products**

Perceived behavioral control (PBC) denotes the influences on behavior beyond people's control by Ajzen (1985). PCE was first described by Kinnear et al. (1974) as a measure of an individual belief that he or she can have an effect on environmental issues and was named as locus of control in some studies such as Shwepker and Cornwell (1991). Perceived behavioral control measures how well an individual can accomplish an action required to manage specific situations, and reflects consumers' perceptions of how easy or difficult they think it is to perform a behavior (Ajzen 1991). According to Roberts (1996), consumers must be made to believe that the actions undertaken by them have impact on the outcome in order to motivate any sort of change in their behavior. Perceived consumer effectiveness affects the intention and behavior if the consumers feel that their behavior will not lead to the intended outcome (Ellen, Wiener, & Cobb Walgren, 1991). So it is hypothesized that

*H5: Perceived consumer effectiveness has positive impact on the purchase intention towards environmentally sustainable products.*

## **2.6 Purchase Intention and Purchase behaviour for the Environmentally Sustainable Products**

Purchase intention represent to what extent consumers think they will buy (Blackwell et, al, 2001). According to brown (2003), consumer with intentions to buy certain products will show higher actual buying rates than those customers who demonstrate that they have no intention of buying. Purchase intention is an indication of an individual's readiness to perform a given behavior and it is assumed to be an antecedent of behavior (Ajzen, 1991). Behavior is an individual's observable response in a given situation with respect to a given target. Many studies have confirmed the relationship between intention and actual behavior (Ajzen&Fishbein, 1980 Sheppard, Hartwick, and Warshaw 1988). Historically, intention has been assumed to be a strong predictor of behavior; there has always been either a high degree of correlation (Sheppard et al. 1988) or a significantly positive relationship between purchase intention and purchase behavior (Saba and Messina 2003; Thøgersen, 2007) in different instances. So it is hypothesized that:

*H6: Purchase intention has positive impact on the purchase behavior towards environmentally sustainable products.*

### **III. Methodology**

To test the proposed hypothesis, survey was conducted in dehradun city. Dehradun, being capital of uttrakhand, is known for good schooling and higher education. Literacy is quite high in dehradun as compared to other cities. People here are aware and conscious about their responsibility towards environment and have understanding of sustainability and its importance for long term survival of business. Structured questionnaire was prepared to get respondent opinion towards factors affecting purchase behaviour for environmentally sustainable products. Overall, the questionnaire yielded 340 responses out of 500. 40 questionnaires were removed due to incomplete information. Only 300 questionnaire were used for the final analysis. The survey instruments were validated through pilot testing and items were finalised after ensuring reliability of the survey. In final step, SEM analysis was carried out to test the hypothetical model and model fit.

### **IV. Data Analysis And Results**

#### **4.1 The Instruments**

Existing scales were used to measure the variables taken in the study. These scales were adapted from previous studies conducted on similar topics related to environmentally conscious behaviour. All variables were measured using 5 point likert scale where 1 denoted strongly disagree and 5 denoted strongly agree. The questionnaire was divided into two sections to address the six hypothesis proposed in the study. The first section contain information about the demographic profile (Age, Gender, Education Income). The second section contains 22 items to measure Attitude, Subjective norms, Control on availability, Perceived consumer effectiveness, Purchase Intention and Purchase behaviour. Purchase intention and Purchase behaviour were measured using three items each and attitude, subjective norms, control on availability, perceived consumer effectiveness were measured using four items each. Attitude was measured using scale developed by Sidique et.al (2010) for recycling behaviour. Subjective norms was measured using scale given by Vermier and

Verbeke (2008). Control on availability was measured using scale of Sparks and Shepherd (1992) developed for measuring green consumerism. Perceived consumer effectiveness was measured using scale developed by Roberts (1996). Baker and Churchill Scale was used to measure purchase intention and purchase behaviour have been measured using scale developed by Schlegelmilch et al. (1996). All scale items are given in the Appendix 1.

**4.2 Sample Characteristics**

Table 1 shows the demographic profile of the respondents. Approximately 57 percent of the respondent were male and 43 percent were female. Majority of the respondents were in the age group of 35-45 followed by 50 above. The survey revealed that 47 percent respondents hold post graduation degree and 40 percent were graduate. Income of the majority of the respondents were in the range of 21000-30000. All respondents in the sample were aware of environmentally sustainable product and have been user of also.

**Table 1: Sample Characteristics**

Variables	Categories	Frequency (N)	Percentage (%)
Gender	Male	170	57
	Female	130	43
Age	25-35	78	26
	36-50	135	45
	50 Above	87	29
Education	Graduate	120	40
	Post Graduate	140	47
	Others	40	13
Income	10000-20000	70	23
	21000-30000	120	40
	31000- 45000	90	30
	50 Above	20	7

**4.3 SEM**

SEM is second generation multivariate technique that combines the multivariate regressions with confirmatory factor analysis to estimate simultaneously a series of interrelationship between the constructs of the hypothesised model. SEM basically has two components: the measurement model and structural model. Measurement model is concerned with relationships between latent variables and the observed variables. The structural model studies path strength and the direction of the relationship among the latent variables.

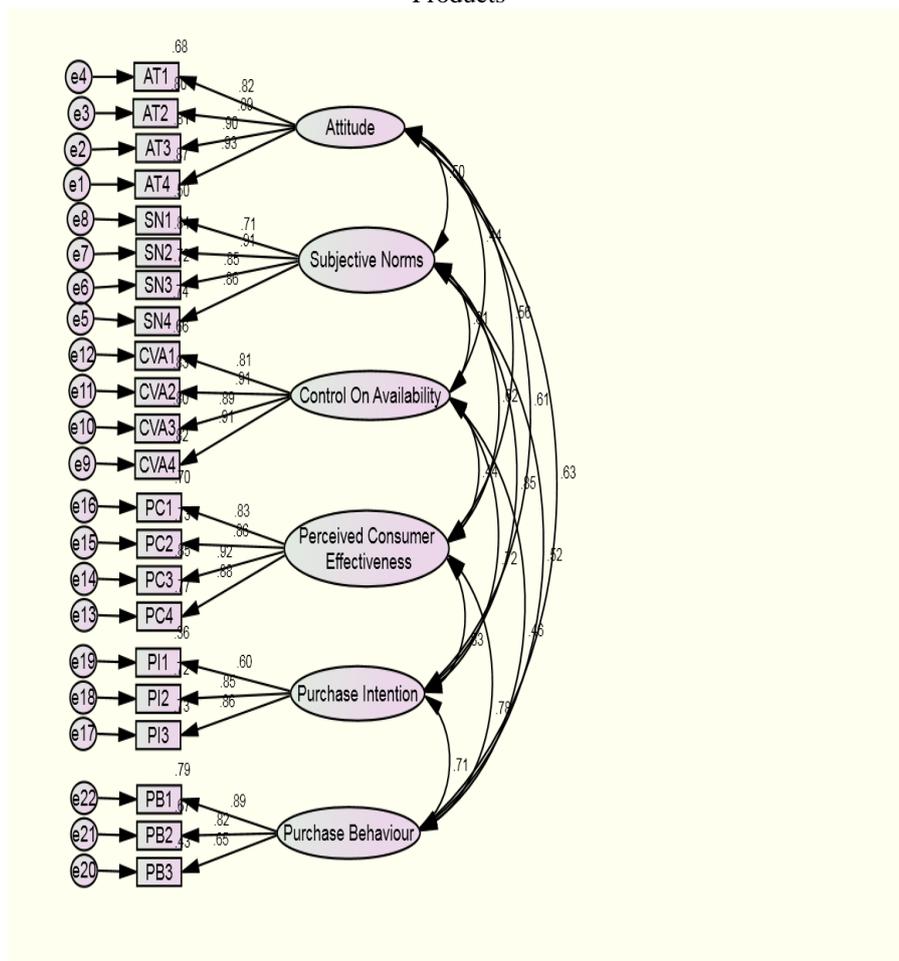
The Measurement Model: Confirmatory factor analysis was conducted using AMOS 18.0 to test the measurement model. It is important to test whether the measurement model has satisfactory level of validity and reliability before testing for significant interrelationships in the structural model (Fornell and Larcker, 1981; Infinedo, 2006). Figure 1 shows the final measurement model of factors affecting purchasing behaviour towards environmentally sustainable products. Constructs attitude, Subjective Norms, Control on Availability and Perceived Consumer Effectiveness was measured by four indicator items and constructs purchase intention and purchase behaviour were measured by three indicator items. So Six latent constructs were measured by 22 indicator variables. The properties of measurement model in terms of convergent validity, discriminant validity and reliability were tested (Table 2, Table 3 & Table 4).

Internal consistency which is a measure of reliability of different survey items intended to measure the same characteristics is calculated for reliability determination. The indicator used to measure internal consistency is Cronbach's alpha, a statistics calculated from pairwise correlation between items which varies between 0 and 1. The Cronbach alpha score was computed for each constructs (Attitude, Subjective Norms, Control on Availability, Perceived Consumer Effectiveness, Purchase Intention and Purchase Behaviour) to measure the internal consistency. Table 2 shows the reliability of each construct tested through Cronbach alpha. A value of 0.6 to 0.9 for Cronbach alpha is considered to be good (Shakeran, 2003). Therefore, we can say that all constructs has obtained a good level of reliability as the Cronbach alpha for constructs Attitude, Subjective Norms, Control on Availability, Perceived Consumer Effectiveness, Purchase Intention and Purchase behaviour are 0.937, 0.838, 0.798, 0.761, 0.931 & 0.927 respectively. Thus, the measures are reliable and can be used for SEM analysis.

**Table 3: Reliability Analysis**

S.No	Constructs	Reliability (Cronbach Alpha)
1	Attitude	0.937
2	Subjective Norms	0.838
3	Control on Availability	0.798
4	Perceived Consumer Effectiveness	0.761
5	Purchase Intention	0.931
6	Purchase behavior	0.927

**Figure 1** Measurement Model : Factors Affecting Purchase Behaviour Towards Environmentally Sustainable Products



**Table 2:** Item loadings & Significance

Construct	Items	Un-Standardized Estimate	Standardized Estimate	S.E	t	P	AVE
Attitude	AT1	0.774	0.823	0.036	21.384	***	0.791
	AT2	0.88	0.895	0.033	26.411	***	
	AT3	0.941	0.901	0.035	26.895	***	
	AT4	1	0.935				
Subjective Norms	SN1	0.822	0.707	0.056	14.565	***	0.700
	SN2	0.974	0.915	0.044	22.287	***	
	SN3	0.966	0.851	0.049	19.579	***	
	SN4	1	0.859				
Control on Availability	CVA1	0.798	0.814	0.04	19.824	***	0.777
	CVA2	0.964	0.909	0.038	25.389	***	
	CVA3	0.967	0.893	0.04	24.313	***	
	CVA4	1	0.906				
Perceived Consumer Effectiveness	PC1	0.968	0.834	0.049	19.827	***	0.763
	PC2	0.921	0.857	0.044	20.889	***	
	PC3	1.004	0.920	0.041	24.211	***	
	PC4	1	0.880				
Purchase Behavior	PI1	0.815	0.601	0.071	11.538	***	0.604
	PI2	0.936	0.846	0.049	18.944	***	
	PI3	1	0.857				
Purchase Intention	PB1	1.126	0.887	0.089	12.679	***	0.629
	PB2	1.062	0.821	0.088	12.11	***	
	PB3	1	0.655				

Convergent validity shows the extent to which indicators of particular construct converge or have a high portion of variance in common (Hair et al., 2010). This validity is measured using standardised factor loadings. The significance of standardised regression weight (standardised factor loading) estimates reveals that

indicator variables are significant and representative of their latent variable. The factor loadings of latent to observed variables should be above 0.50(Hair et al, 2010). The factor loading of all observed variables in **Table 2** are ranging between 0.65 to 0.93. This clearly shows that observed variables or items are adequate and correspond to their construct. So, it confirms the convergent validity.

Discriminant validity shows the extent to which a construct is truly different or distinct from other construct (Hair et al., 2010). To assesses the discriminant validity, there are two most common methods used. First, the correlation between measures of theoretically different construct should not be high, meaning different instruments used to measure diferent constructs should not correlate strongly with the instruments of comparable but distinct characteristics (Trochim,2006). Second, Average variance extracted (AVE) of the individual constructs are higher than the shared variance between the constructs and the level of square root of AVE should be greater than the correlations involving the constructs. **Table 4**shows that the construct “Attitude” has low corrleation with the Subjective Norms (0.25), Control on Availability (0.19), Perceived Consumer Effectiveness(0.31), Purchase intention (0.38) and Purchase behaviour(0.41). Similarly, all latent variables have low correlation with the other variables. The low correlation indicates that all the constructs have independent in the measurement model.

**Table 4:** Correlation Matrix and Average Variance Extracted

	AT	SN	CVA	PCE	PI	PB
AT	<i>0.791</i>					
SN	0.25	<i>0.70</i>				
CVA	0.19	0.037	<i>0.777</i>			
PCE	0.31	0.098	0.01	<i>0.763</i>		
PI	0.38	0.142	0.02	0.50	<i>0.60</i>	
PB	0.4	0.159	0.025	0.62	0.38	<i>0.629</i>

*Note: Diagonal elements represents Average Variance Extracted, off diagonal represents squared correlation.*

For discriminant validity determination, the conservative approach is to compare the variance extracted estimate for each factor with the squared interconstruct correlation associated with that factor (Hair,et, al 2010). All variance extracted estimates are greater than the corrsponding interconstruct squared correlation in **Table 4**. This confirms that construct is more strongly correlated with its indicators than the other constructs in the model. So, it confirms the discriminant validity appears satisfactory at the construct level in the case of all constructs.

The model fit indices like the Comparative Fit Index (CFI), the Goodness of fit Index( GFI), Normed fit Index(NFI), Tucker Levis Index (TLI) and the Root mean square of the error approximation (RMSEA) were taken to test the model fit(Hair, et al,2010). In order to obtain an acceptable fit with the data, the acceptable respective values of  $\chi^2/df$  should be less than 3,CFI,GFI,NFI and TLI should be more than 0.9 and the RMSEA value must be lower than the 0.08 (Gefen and Strab,2000). **Table 5** shows the summary of goodness of fit indices for the measurement model. The respective  $\chi^2/df$ , CFI, GFI, NFI and TLI values are 2.57, 0.776, 0.821, 0.704, 0.776, 0.065.

**Structural Model** : In order to examine the hypothesised conceptual research model, the test of structural model was performed using SEM. **Table 6** shows the goodness of fit for the model are:  $\chi^2/df$ , CFI, GFI, NFI, TLI, RMSEA values are 2.47, 0.776, 0.822, 0.704, 0.776, and 0.061. The RMSEA shows the value of 0.061. The value of GFI, CFI, NFI and TLI did not meet the threshold of 0.09 but these values are close to the threshold values. This confirms the acceptance of structural model as per the fit indices and allows us to further continue to analyze the research hypothesis defined in our model.

The properties of structural model (standardised path coefficient, Standard error, critical ratio and hypothesis result) have been reported in **Table 7** the level of significance have been set at 5%( 0.05).

**Table 7** presents the result of hypothesis testing, where each of the beta coefficient explains the relative importance of factors affecting the consumer purchase intention towards environmentally sustainable products and which further affects purchase behaviour. All hypothesis are positive in nature. The four factors which affect the purchase intention towards sustainable products are significant with different beta coefficient, thus contributing different weight to variance of purchase intention towards sustainable products.

The most significant impact is found in the relation to perceived consumer effectiveness( beta=0.55,  $p<0.05$ ) which has high impact on purchase intention. Hence, hypothesis which state that there is positive impact of perceived consumer effectiveness on purchase intention is supported. Next subjective norms is found to have significant effect on purchase intention is supported ( beta=0.26,  $P<0.05$ ). Hypothesis stating the impact of control on availability and attitude on purchase intention are also supported. The purchase intentions had significant impact on purchase behaviour.( beta=7,  $p<0.05$ ).

**Table 5 :** Summary of goodness of fit indices for Measurement Model

Model fit Indices	$\chi^2/df$	CFI	GFI	NFI	TLI	RMSEA
Model	3.57	0.776	0.821	0.704	0.776	0.065

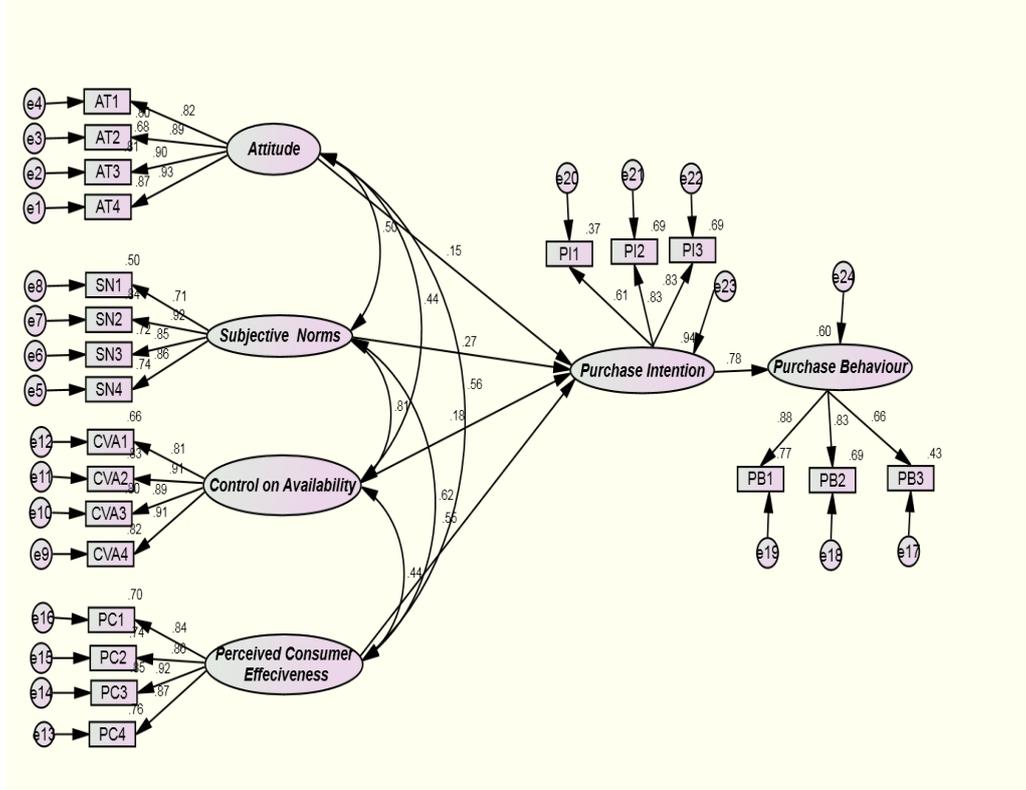
**Table 6 :** Summary of goodness of fit indices for Structural Model

Model fit Indices	$\chi^2/df$	CFI	GFI	NFI	TLI	RMSEA
Model	3.457	0.776	0.822	0.704	0.776	0.061

**Table 7:** Summary of Testing of Hypothesis

		(Beta)	Estimate	S.E.	t	P	Result	
Purchase Intention	<--	Control on Availability	0.185	0.116	0.037	3.102	***	Supported
Purchase Intention	<--	Perceived Consumer Effectiveness	0.55	0.541	0.049	10.975	***	Supported
Purchase Intention	<--	Subjective Norms	0.268	0.225	0.059	3.833	***	Supported
Purchase Intention	<--	Attitude	0.147	0.108	0.028	3.83	***	Supported
Purchase Behaviour	<--	Purchase Intention	0.776	0.651	0.062	10.452	***	Supported

**Structural Model: Factors Affecting Purchase Behaviour Towards Environmentally Sustainable Products**



**V. Discussion**

Growing awareness among consumers about environmental degradation due to population explosion and unrestricted usage of natural resources has caused industries to adopt environmental ethics in their operations. Companies now understand that environmental concerns' can do more than just improving their bottom line. It will not only ensure top line growth through innovation but also create new market and opportunities. The vast majority of businesses feel that sustainability is important to their future growth and their investment towards sustainability is driven by customer expectations for sustainable products and services. It has become imperative for companies to meet customer demand for sustainable products and services. The

objective of this research was to examine the relative importance of factors affecting consumers' purchase behavior towards environmentally sustainable products using theory of planned behavior. The theory of planned behavior predicts purchasing intention using four factors: attitude, subjective norms, perceived consumer effectiveness and control on availability. The results obtained from structural model indicate good fit. It indicates perceived consumer effectiveness was the most important determinants of the purchase intention for environmentally sustainable products.

The impact of attitude on purchase intention was found to be significant. The finding is consistent with the results drawn on similar study by Chan and Lau (2002) and Ramayah et al. (2012). Consumers' attitude is an important factor in influencing consumers purchase intention towards private label products. Study by (Sidique et al, 2010) reveals the positive and significant relationship between attitude and purchase intention. Customers' attitude towards business practices have been changing. In order to preserve scarce resource, consumers feel that businesses must assume an important role.

Subjective norms refer to the belief that an important person or group will approve and support a particular behavior. It is determined by the perceived social pressure from others for an individual to behave in a particular way and their motivation to comply with those people's views. The impact of subjective norms on purchase intention was found significant in the study. Studies conducted by (Hillhouse *et al.*, 2000; Souiden & Diagne, 2009) found positive relation between subjective norms and purchase intention. Many empirical research confirm that individual often sense pressure towards performing a particular activity which on the other hand is determined by the significant others. This may be due the reason that individuals that come from society that are more collectivistic seems to experience stronger pressure from significant others and are more willing to comply with their opinions. Contrary to this, people born and raised in individualistic society may have stronger attitude towards certain behavior and may pay less attention to what the other people think and do. Although in some previous studies, the subjective norm was found having weaker impact on purchase intention.

Indian society is collectivistic and promotes social cohesion and interdependence. It was hypothesized that subjective norms would have higher impact on purchase intention than attitude. This hypothesis is supported. This finding is consistent with the previous study conducted by Chan & Lau (2002). They found more impact of subjective norms on purchase intention than attitude in Chinese culture which is also collectivistic in nature.

The perceived behavioural control which comprises of control on availability and perceived consumer effectiveness was found having significant impact on purchase intention. This finding is in accordance to the findings of Staughan and Roberst (1999) and Webster (1975). People who believes that their environmentally sensitive behavior may have positive outcome or consequence are more likely to engage in environmental sensitive behavior than others ((Kim and Choi, 2005; Lee and Holden, 1999). Ellen et al. (1991) found that PCE has direct effects on environmentally conscious behaviors.

Intention is seen as a function of one's attitude towards performing a particular act and one's subjective norms (Kaiser, et al 1999). Intention to perform the behavior is proposed as the immediate antecedents of overt behavior for the first time by Ajzen (1985). Intention had significant impact purchase behavior. The finding is consistent with the previous findings which had also confirmed significant relationship between intention and behavior (Saba and Messina 2003; Thøgersen, 2007, Sheppard et al. 1988). The growing awareness among consumers about the environment and scarce resources has been started reflecting in their purchasing pattern. They now demand and prefer to buy environmentally friendly products.

This study will add to the existing literature and provide companies with information about the determinants of purchasing intention towards environmentally sustainable products. It is very common to find consumers who express a real concern for the environment, but their attitudes are not necessarily translated into their purchasing behavior. The study also establish link between purchasing intention and purchasing behavior.

## **VI. Managerial Implications**

Sustainability is fast becoming a key factor when it comes to consumers' purchasing decision. Consumers are now days concerned towards environment and seeking brands that can improve their own lives while creating a more sustainable economy that can benefit all. Consumers' affinities towards environmentally sustainable product are increasing due to environmental and social benefits. They are willing to pay more for sustainable products and encourage others to buy from companies. The findings of the study will equip policy makers and marketers with the information that would help them to promote behavior towards environmentally sustainable products. Understanding consumer behavior towards these products will help companies to promote and motivate consumers to the engage in consumption of these products and in some way help companies to do something for the betterment of environment and ecology.

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Appendix 1		
Constructs	Questionnaire Items	
Attitude	AT1: I believe that use of environmentally sustainable products will help me to reduce the pollution and also help in improving the environment.	do Valle et al ( 2005)
	AT2: I believe that use of environmentally sustainable products will help me to reduce the wasteful use of natural resources.	
	AT 3: I believe that use of environmentally sustainable products will help me to conserve the natural resources.	
	AT 4: I feel happy about myself when I use environmentally sustainable products.	
Subjective Norms	SN1: My close friends and family consume sustainable products.	Vermere&Verbeke (2008)
	SN2: Now days, Sustainable products are widely regarded as a better alternative to conventional product.	
	SN3: The people in my life whose opinion I value purchase environmentally sustainable products.	
	SN4: My loved ones expect me to purchase more environmentally sustainable products for them.	
Control on availability	CVA1: I am familiar with the availability of products in my locality.	Spark and shepherd (1992)
	CVA2: I can easily get environmentally sustainable products when I need them.	
	CVA 3: I have complete control over the number of environmentally sustainable products that I need to buy for personal use.	
	CVA 4: Buying environmentally sustainable products would require extra effort.	
Perceived Consumer Effectiveness	PCE1: It is worthless for individual consumers to do anything about pollution.	Roberts(1996)
	PCE2: When I buy environmentally sustainable products, I try to understand how its use will affect the environment and others.	
	PCE3: Since one person cannot have effect on pollution and natural resources problems, it does not make any difference what I do.	
	PCE4: Each consumer's behavior can have positive impact on society by purchasing products sold by socially and environmentally responsible companies.	
Purchase Intention	PI 1: I would like to use environmentally sustainable products.	Baker& Churchill(1997)
	PI 2: I would buy environmentally sustainable products if I happen to see them in store.	
	PI 3: I would patronize and recommend the use of environmentally sustainable products.	
Purchase behaviour	PB1: I choose environmentally sustainable alternatives if one with similar price is available.	Schlegelmilch et al. (1996)
	PB2: I choose environmentally sustainable products regardless of the price.	
	PB3: I don't buy products if the company which sells it is environmentally irresponsible.	

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