

# **A STUDY OF CONSUMER PURCHASE INTENTION OF GREEN PRODUCTS WITH SPECIAL FOCUS ON GREEN RETAILING IN UTTAR PRADESH**

## **Abstract of Thesis**

**SUBMITTED TO  
DEPARTMENT OF RURAL MANAGEMENT  
SCHOOL OF MANAGEMENT STUDIES  
BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY, LUCKNOW**



**FOR THE AWARD OF THE DEGREE OF  
Doctor of Philosophy  
in  
MANAGEMENT**

**Supervisor  
Prof. M.S. KHAN**

**Research Scholar  
VANDANA SINGH  
Enrollment No.:1334/18**

**DEPARTMENT OF RURAL MANAGEMENT  
SCHOOL OF MANAGEMENT STUDIES  
BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY  
(A CENTRAL UNIVERSITY)  
VIDYA VIHAR, RAEBARELI ROAD, LUCKNOW-226 025  
UTTAR PRADESH, INDIA**

**2022**

## ABSTRACT

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### INTRODUCTION

For the past few decades, environmental issues have drawn attention from various groups of the society. Environmental issues are the biggest concern for humans, today. These unsettled environmental issues are threat to humans that have negative impact on well-being of humans. Majority of the issues that are faced by humans are due to over population, pollution, technological advancement and irresponsible consumption habits. Consumers are aware of these issues and they are addressing these in various ways. Major part of environmental problems is caused by irresponsible consumption. The manner of consumption and consumption patterns of humans have significant impact on environment and mostly it is negative. If we think in a bigger picture all these problems of climate change, pollution, temperature rise, various diseases, floods, forest fires, food crisis, other natural calamities are the result of irresponsible consumption. We are neither consuming the resources of earth responsibly nor sustainably. Balance between the needs of present and future must be maintained for ensuring responsible consumption. Responsible consumption is about changing our consumption habits from careless to careful towards environment. Care for our climate, environment, resources of earth and every living organism that affects our life. If we think about solutions for responsible consumption, we have two options first to improve our consumption habits and second is the consumption of those products which have lesser negative environmental impact. Researcher's thesis deals which second option which is consumption of products with lesser negative environmental impact, known as "Green Products". Products which are made with care for environment are "Green Products". Indian consumers are aware of green products and they are considering green products for their day-to-day consumption. Selection of green products over conventional

products can be the game changer for industries as it can open the new doors of potential green market which is more environment friendly in nature. Change in preferences of the consumer can influence the entire outlook of the manufacturers, retailers and sellers towards green products and all this can happen without comprising environmental resources. According to world economic forum, India will become third largest consumer market after U.S and China by 2025 and consumer expenditure will increase by a factor 3 to reach \$4 trillion by 2025. It indicates higher number of consumers as well as high rate of consumption. High rate of consumption will result in negative environmental impact in terms of pollution, generated in manufacturing, distributing, selling, consuming and disposing different kinds of consumer products. We cannot stop consumption of consumer products but we can switch to responsible consumption and start the consumption of those products which are more environment friendly in nature or which have zero to less negative environmental impacts, called green products. We need green products because of zero or less negative environmental impact in terms of usage as well as production. Consumers must consider environmental impact of products before making any purchases. In India, awareness about environmental problems is increasing. Indian consumers have started taking environment seriously. Big companies are trying to introduce greener version of products. In fact, India was amongst the few countries which have started the concept of eco-labelling to label green products and to encourage its consumption. In India Eco mark is given to those products which are green in nature and which has the least impact on nature. This concept was started in 1991. This proves that India is very much aware of the usage of the green products. According to Greendex 2012 survey, Indian consumers are moving towards green products and amongst 17 countries, Indian consumers have the highest percentage of respondents who are cynical of green products. In 2011 Image Power

Green Brands Survey by Landor Associates and Penn Schoen Berland surveyed 9000 customers in 8 developed (Australia, France, Germany, U.K and U.S) and developing countries (Brazil, China and India) countries and findings reveal that demand for Green is growing in developing countries and customers are willing to pay up to 10 percent more for green products that are environment friendly. It shows that customers are getting familiar with green practices regarding products or services but getting familiar with and purchasing green products, is different. Indian consumers have positive attitude towards purchasing green products but they are not purchasing it due to scepticism about green products. For encouraging green products purchase in India, Retailers can play an important role. Retailers are the most important link between consumers and manufacturers. They are in the closest contact with consumer if we compare it with other factors of supply chain of products. They have the power to influence both, manufacturers as well as retailers. Retailer is not just a mere distributor of products and services but also influence their preferences and behaviour regarding purchase of products. Retailers have also the power of influencing manufacturers in adopting green practices and manufacturing green products. Today retailers face challenges of keeping the cost level low, increasing the efficiencies of supply chain, building their brand, reputation and image and greening their operations. Retailers across worldwide are adopting green retailing strategies to improve their environmental performance and retail value chain (Tang, Lai, & Cheng, Jan, 2011). Retailers with green practices (Green retailing) can influence consumer for purchasing green products. The idea is based on proverb “Practice before you preach”. According to a survey by Deloitte in 2009, only 22% of the consumer surveyed actually find and buy Green Products that interest them but number of consumers interested in Green Products is far more. 34% of the surveyed consumers are influenced by environmental concern. These

data suggest that with few improvements and strong Green Retailing consumption of green products can be encouraged in India. My research is all about finding solution for irresponsible consumption by promoting consumption of green products through green retailing. Green products will not only solve the problem of irresponsible consumption but it will also encourage responsible consumption behaviour amongst consumers. My research is in three parts. First part deals with finding about what triggers the consumer to purchase, by finding out factors affecting purchase intention of green products. Second part deals with presenting green retailing as a potential solution for enhancing consumer purchase intention through mediation effect between purchase intention and purchase decision. And third part test the findings by taking the context of specific industry which is green clothing, for better understanding of the research problem. Whole research will help in promotion of green products in Indian markets. It will help in encouraging culture of responsible consumption amongst consumers.

Irresponsible consumption means consuming goods and services in a way that is going to harm our climate, environment, Biodiversity or future of coming generations. We must consume responsibly because those times have gone when earth has abundance of resources and there was no one to consume those resources. After industrialization exploitation of planet earth's resources have increased at a high speed. Each and every country has played its part in this exploitation

Responsible consumption is based on sustainable development concept but responsible consumption is a whole wider concept than sustainable consumption. We are living on this planet earth. We have joint responsibility towards every element of the earth. We must consume products with lower environmental impact, products which are made with respect for society, products which are healthier, products which follow moral or

ethical principles and products with positive environmental impact. Responsible consumption is based on following three criterions:

1. It is beneficial for economy. It supports local economy. Goods are services that are traded benefits every agent involved.
2. Goods and services that are produced are based on fair wages and better working conditions for employees. These goods and services are good for society in terms of health benefits and others.
3. Responsible consumption is associated with consumption of products with lower environmental impact associated with different stages of the products from manufacturing to disposal.

### **Green Products**

Green products are the most important part of responsible consumption. Responsible consumption behavior has significant impact on purchase of green products. Consumer developing responsible consumption habits is most likely to purchase green products, (Burucuoglu & Erdogan, 2019). If we analyses the Indian responsible consumption behavior, we will find that buying eco-friendly products, environment friendly packaging products, repairing and reusing things, option of pooling or sharing things, extra care while disposing materials, donation, exchange and resold, are the green practices adopted by Indian consumers, (Agrawal & Gupta, 2018). The idea of green consumption goes back to 1960s and 1970s with increased concern towards protection of environment from industrial pollution. First “Green brand” appeared in American markets in 1980s since than it gained popularity amongst consumers. Earlier it was niche phenomenon. And from 2000s, American interest in green products increased. Every product leave carbon footprint on environment but green products leave lesser

carbon footprint than conventional products. Green Products are environment friendly products which are reusable, recyclable, biodegradable and resource efficient in nature combined with reduced negative environmental impact. Term Green represents care for environment, it's about considering environmental impact at every step of life cycle of product. Criterion for green products is following:

1. Products should respect our environment and biodiversity.
2. Organic products
3. Products that preserve the quality of soil, water and air
4. Products made in good working condition, without forced or child labor or forced working hours.
5. Products manufactured with good hygiene and healthier standards.
6. Products without harmful chemical, fertilizers or toxins such as phthalates, bisphenol etc.
7. Goods that create more jobs and provide better working conditions.
8. Locally produced goods
9. Respect animal welfare
10. Contribution towards society
11. Low-carbon foot-print

Green products include those goods and services that are based on sustainable use of bio diversity and eco-systems (e.g.: eco-tourism and bio trade), goods which have been produced with fewer impacts on bio diversity as a result of more efficient or lower impact production methods (e.g., timber procured from reduced logging), and goods whose consumption will have a reduced environmental impact as a result of decreased pollution load (e.g., bio degradable detergent), (OECD, 2013). A product that meets one of these criteria of possessing qualities that will protect the environment; replaced

artificial ingredients with natural ingredients or products that are non-toxic, energy and water-efficient, harmless to the environment, recyclable and biodegradable, (Obayelu, A. E. ,2016). A product that consumers prefer because it helps to protect the environment during the manufacture, use, and disposal of the product. Generally organic, ecological, recyclable, and energy-saving products are called green products, (Yıldırım, S & et al, 2016).

*“Green Products are made with resource-intensive manufacturing technique consumed with sustainable practices and disposed with lesser harm to environment”*

Characteristics of Green Products: Low water usage, Recyclable packing, Organic/Locally grown, Energy Efficient, Bio-degradable, Recycled, Non-toxic, Fair Trade, Sustainable, Low-Carbon Footprint. Indian Companies’ initiatives towards green products:

Indian brands and companies are definitely known to the concept of green products. Some of them doing great work in greening of consumer products to save the environment. Some are mentioned below:

- Zomato is working towards ensuring 100 percent bio-degradable packaging for their products. It will consist of sugarcane bagasse, bamboo, palm leaf and paper solutions.
- Godrej consumer products, PepsiCo, L’Oréal and P&G are also working towards recyclable, reusable and compostable packaging.
- There are many Indian fashion brands which are working towards green fashion retail in India such as Doodlage, FabIndia, No Nasties, Good Earth, Brown Boy, Nicobar, Anokhi, Taavi, Upasana, Chola-The Label, Liva fabrics by Aditya Birla group etc.

- Wipro and Infosys are working towards green products. Wipro has launched desktops, laptops known as “Wipro Green wares”. They are aiming towards carbon neutral, water positive and energy saving in business. It is also working towards net zero carbon emission. Wipro’s 18 building are green building according international green standard. Infosys has installed solar panels in their campuses. Products manufactured by these companies are less harmful to environment.
- Suzlon energy is the world’s 4<sup>th</sup> largest wind power company that manufacture green products and it is the best in India. It manufactures wind turbine.
- HCL has launched HCL ME 40 notebooks. These notebooks are free of PVC (polyvinyl chloride) or other harmful chemicals. This is a 5-star rating energy efficient product given by Bureau of energy efficiency.
- Haier have launched eco life series for their products which is based on semi-automatic and automatic washing machines, refrigerators, Air conditioners etc. These products are greener than the regular one.
- Samsung has launched eco-friendly LED backlight which is 40 percent energy efficient and devoid of harmful chemicals such as lead mercury etc.
- TCS has gained the spot of Greenest Company in Newsweek with the global green score of 80.4%. They are creating greener products for agriculture and community benefits.
- ITC is also working towards low carbon growth path and cleaner environment for their products.
- MRF tyres, ONGC, IndusInd bank, L.G, Wipro etc. Many Indian companies are working towards green products in India.
- Hindustan unilever company works on “Less, Better, no plastic” framework policy for delivering its products.

- Harley Davidson launched its electric motorbike brand “Livewire”. It will also be available in India from December.
- IFFCO (Indian Farmers fertilizers cooperatives limited) has developed Nano urea liquid which has replaced conventional urea. It is cheaper, environment friendly, more effective and improves nutritional value.
- Indian Council of Agricultural research has launched Anti-Methanogenic feed supplement for animals called “Harit Dhara”. It cuts down methane emission of cattle to 17-18% and it also results in higher milk production.
- Pune startup “Weinnovate” Bio solutions has launched alcohol-free, aqueous, non-inflammable and non-toxic hand sanitizer which is gentle to skin.

Theory of planned behaviour suggests three independent determinants of behavioural intentions which are following:

- **Attitude Toward the Behavior:** It refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. This includes beliefs of a consumer toward certain behavior.
- **Subjective Norms:** It is the opinion of our significant others that influence our behavior. It is perceived social pressure by the consumer to exert or not exert certain behavior. Feeling of acceptance by our friends, family and society is a great driving force for exerting certain behavior.
- **Perceived Behavioral Control:** It refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles.

Consumer purchase intentions can be determined through theory of planned behaviour but whether these intentions convert into purchase decision or not, is doubtful. Indian

consumers are highly sceptical about purchasing green products. Consumers are willing to purchase green products as it will give them healthier lifestyle but they are not purchasing it due to many reasons as one of these many reasons is their dilemma regarding greenness of the products. Ninety-five percent of shoppers surveyed indicated they are ready and willing to consider more sustainable products, but green products were only purchased in 22 percent of the shopping trips. Consumer need retailer for making their final move. Retailers' presence and assistance can be the game changer for the products that are new to consumers and also new in the market. That's why Researcher has thought of introducing the idea of green retailing for eliminating consumer's dilemma regarding the purchase of green products and assisting consumer in making final move. Researcher has thought of Green Retailing and not just Retailing also because "Act before you Preach". Retailers cannot motivate consumers if they himself not following green practices. Green Retailing is 'leading by example' method of motivation for retailers. If retailers follow green practices, they can leave more positive impact on consumers for purchasing green products. Green retailing can play an important role in converting purchase intention into purchase decisions. It can be the missing link between intentions and decisions. Retailers are the middlemen between manufacturers and the consumer. They have the power to influence both manufacturer as well as consumer. Retailers can influence manufacturer for adopting green practices as well as they can influence consumer for adopting green products. If we talk about green products retailers are the closest to the consumer. They can influence the consumer in the most absolute terms in comparison to manufacturer or any other medium. Retailers and manufacturers are losing potential green sales from a quarter of shoppers at the store shelf. Inspiration and information will yield better conversion at the shelf level decision. For some shoppers, credibility and concerns about product performance enter into the equation, (GMA, 2009). It is a new era where retailers are not just limited to selling products and earning profit. We must consider them the prime

mover of change in terms of green products and green practices amongst manufacturer and consumers.

### **Green Retailing**

Green retailing refers to the management of retail business with care for environment and take advantages of environment friendly process. It is an approach of managing business by adopting sustainable practices and environment friendly processes. Green Retailing comprises of green product sales and eco-friendliness of other activities. Sales means selling products with low carbon footprint with environment friendly characteristics. Management of other activities means non-product management including retail supply chain, operations, premise of business, customer-facing initiatives and facilities management including after-sale services. “Greening of Retail is all about taking care of environment at every step from sourcing to disposal”. Green retailing generally viewed as the incorporation of environmental protection measures into retail operations. Practical steps for incorporation of green practices into retailing are: Low cost-level, green products, Optimization of resources utilized, Efficient supply chain, Greening of workplace, Creation of Green brand, Sustainable reputation and image, Greening of operations, Post-consumer waste management, Awareness and campaigning. Green clothing products are based on the concept of six R’s technology which comprises of Re-imagine, Reduce, Recycle, Re-style, Repair, Re-wear. Green clothing is all about maximization of value creation over entire life cycle of the product including post-consumer life. Green clothing compromises of following processes:1.) **Reduction in expenditure of resources used for manufacturing the product:** It can be achieved by applying energy and resources saving technologies, reduction in defects, reduction in losses, reduction in waste at every stage, complete and circular use of resources utilized, reduction in emissions. 2.) **Creation of value at post-consumer stage:** It can be achieved by collecting, Sorting and processing of used products from consumer. Processing involves recycle, reuse, refurbish, incineration and remanufacturing. Researcher has reviewed approximately 100

research papers from the year starting 1999 to 2021. Through literature, researcher has understood the concept well and also assessed the past work done by various authors on the same. This review has helped the researcher in determining theoretical base and nature of the study. These studies helped the researcher in finding path of her research based on previous work. All the reviewed literature is related to three construct's Consumer behavior, green products and green retailing.

### **Research Gap**

There is a gap between shopper's intention to buy green products and their purchase decision to buy green products. Retailers are losing many customers on their path to purchase. So, according to me there is a gap in conversion of purchase intention into purchase decision. Factors like conditional value, functional value, social value, emotional value and epistemic value have not been explored much. Most of the authors have focused on theory of planned behaviour, and consumer decision making process for analysing the intention of green products. Another gap which I find is none has correlated Green Retailing with purchase intentions of green products. Green marketing, green manufacturing has been explored more than green retailing. Many researchers have worked on theory of planned behaviour and many have worked on green retailing, only few have combined these two aspects in a similar context. This is the research gap I have tried to fulfilled through work.

### **Research Methodology**

The research methodology has been decided after reviewing literature available on green products and green retailing. Literature has helped the researcher in determining theoretical base and nature of the study. Research is a mixture of qualitative and quantitative research techniques. Research design of the study is exploratory in nature. The sample size is about 500 respondents. Data is collected after conducting pilot study

on 50 respondents of Uttar Pradesh. Sampling technique is based on Snow-ball sampling method. Data has been collected through survey method. Online questionnaire is prepared to collect the data from various respondents of Uttar Pradesh. Analysis of the data has been done on SPSS 23.0 version and on AMOS 23. Suitable statistical methods have been applied for the analysis of the data. Research methodology of the topic is divided into following sections: Research questions, Objectives of the study, Hypothesis formulation, Research Design and type of research, Research Approach, Data Collection and questionnaire designing, sampling design with sampling plan, Population of the study, sampling frame, sampling unit, sample size, sampling technique, Data analysis tools.

### **Objectives of the Study**

1. To find out factors affecting consumer purchase intention of Green Products.
2. To explore different dimensions of Green Retailing for influencing consumer purchase intention of green products.
3. To present Green Retailing as an effective tool of enhancing consumer purchase intention of green product.

### **Hypothesis Formulation**

As per research questions based on objectives, following hypothesis associated with objective one and three have been formulated.

**Objective 1: To find out factors affecting consumer purchase intention of Green Products.**

**H<sub>01</sub>:** No factor affects consumer purchase intention of Green Products.

**H<sub>A1</sub>:** Some factors affect consumer purchase intention of Green Products.

**Factors considered for this objective are following:**

- a) Attitude towards behavior
- b) Subjective Norms
- c) Perceived behavioral control
- d) Environmental Concern
- e) Willingness to pay

**H<sub>01 a</sub>:** Attitude towards behaviour does not affect consumer purchase intention of green products.

**H<sub>A1 a</sub>:** Attitude towards behaviour affects consumer purchase intention of Green Products.

**H<sub>01 b</sub>:** Subjective norms does not affect consumer purchase intention of Green Products.

**H<sub>A1 b</sub>:** Subjective norms affect consumer purchase intention of Green Products.

**H<sub>01 c</sub>:** Perceived behavioural control does not affect consumer purchase intention of green products.

**H<sub>A1 c</sub>:** Perceived behavioural control affects consumer purchase intention of green products.

**H<sub>01 d</sub>:** Environmental Concern does not affect consumer purchase intention of Green Products.

**H<sub>A1 d</sub>:** Environmental Concern affects consumer purchase intention of Green Products.

**H<sub>01 e</sub>:** Willingness to pay does not affect consumer purchase intention of Green Products.

**H<sub>A1 e</sub>**: Willingness to pay affects consumer purchase intention of Green Products.

**H<sub>01 f</sub>**: Attitude towards behaviour, subjective norms, perceived behavioural control, environmental concern, willingness to pay does not affect consumer purchase intention of green clothing products.

**H<sub>A1 f</sub>**: Attitude towards behaviour, subjective norms, perceived behavioural control, environmental concern, willingness to pay affect consumer purchase intention of green clothing products.

**Objective 3: To present Green Retailing as an effective tool of enhancing consumer purchase intention of green product.**

**H<sub>03</sub>**: Green retailing has no mediating role in conversion of consumer purchase intention into purchase decision of green products.

**H<sub>A3</sub>**: Green retailing has mediating role in conversion of consumer purchase intention into purchase decision of green products.

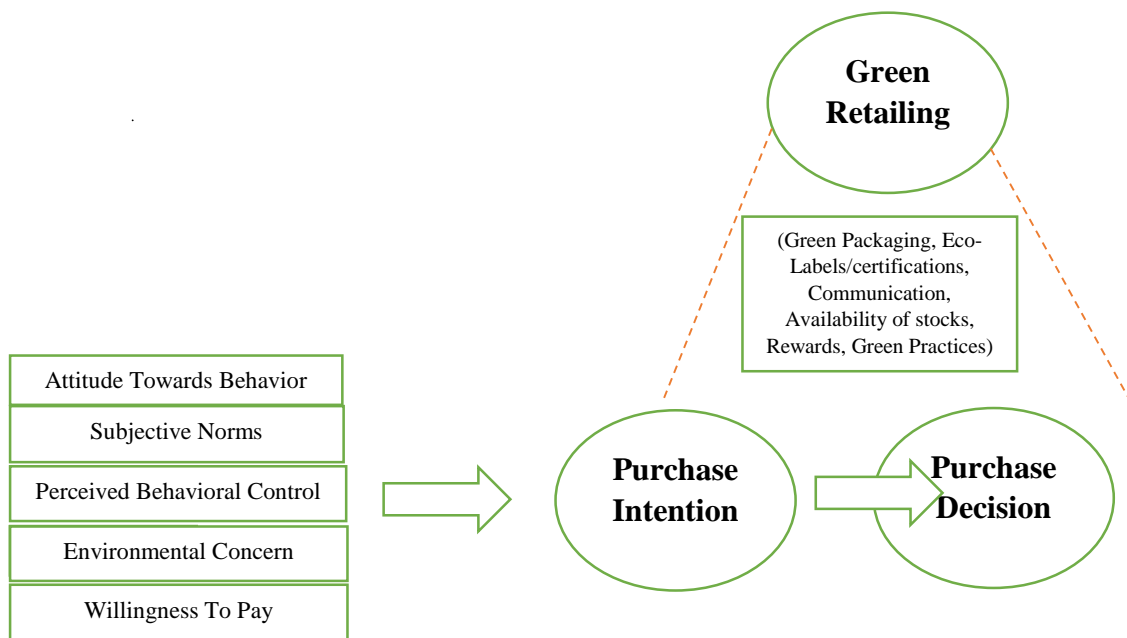
**Following dimensions of green retailing has been considered for analysis:**

- a) Green Packaging
- b) Eco-labels/ certification
- c) Communication
- d) Availability of stocks
- e) Rewards
- f) Green Practices

Figure 16, represents tentative model which is based on objectives and hypothesis of the research as it is depicted in the model, Purchase intention (PI), Purchase decision (PD) and green retailing (GR) are the main constructs and Attitude towards behaviour

(ATB), Subjective norms (SN), Perceived behavioural control (PBC), Environmental concern (EC) and willingness to pay (WP) are latent constructs or variables. Firstly, researcher will find which latent variable affects the PI construct and then mediating effect of GR will be calculated between PI and PD to find its impact on PD. ATB, PBC, SN, EC, WP are independent variable (exogenous variable) and PI is dependent variable (endogenous) for one objective one. For objective three PI is independent variable and PD is dependent variable and GR is mediating variable.

**Tentative Model**

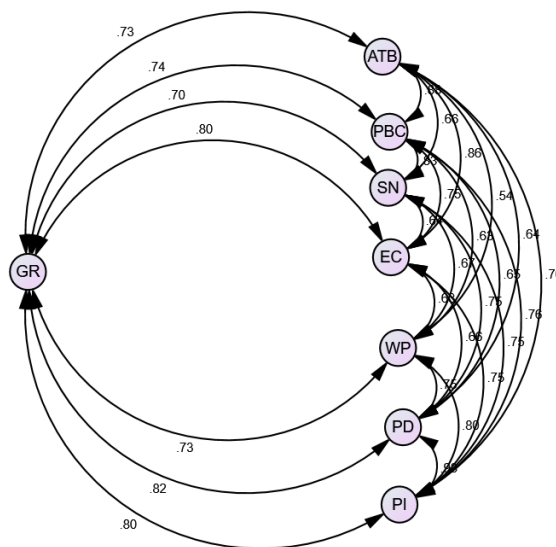


**Figure: 1.17. Source: (self),** (Figure is showing proposed model for the study)

**For objective one:** EFA has been done on SPSS version 23 software. After analysis 9 factors has been extracted. All these factors were given suitable names and on the basis of that SEM analysis is done on AMOS software. Except few items all 46 items were extracted under 9 different factors which are Attitude towards behaviour (ATB), Perceived behavioural control (PBC), Subjective norms (SN), Willingness to pay (WP), Environmental concern (EC), Purchase intention (PI), Purchase Decision (PD), Green

Retailing (GR) and Green Clothing (GC). According to these factors further analysis will be carried out in AMOS. Table number 4.2 is showing factor loadings of different items. Factor loading shows correlation coefficient of variables. Values greater than .5 are significant enough and can be used for further analysis but some values are showing cross loadings. These items will not be taken for further analysis. After doing CFA for all the constructs, researcher had prepared a measurement model based on theory of planned behaviour. All the latent constructs with their retained indicators are forming measurement model for green product based on theory of planned behaviour.

Figure 4.9 is showing measurement model. All the values are significant because values are greater than .5. and after doing CFA, SEM has been applied on the data. As shown by figure 4.11.



**Figure: 4.9**

(Above figure is showing measurement model of the data)

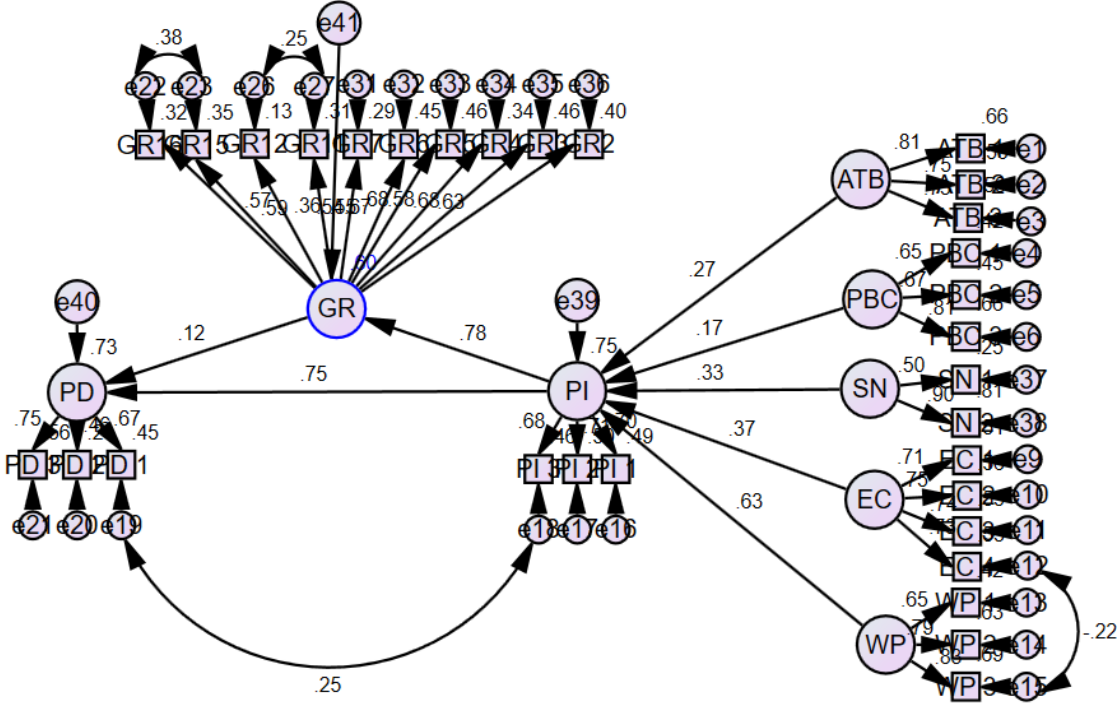


Figure:4.11

(Above figure is showing Structural model of the study)

For objective two: EFA has been performed and for objective three Mediation effect has been derived.as shown by figure 4.14.

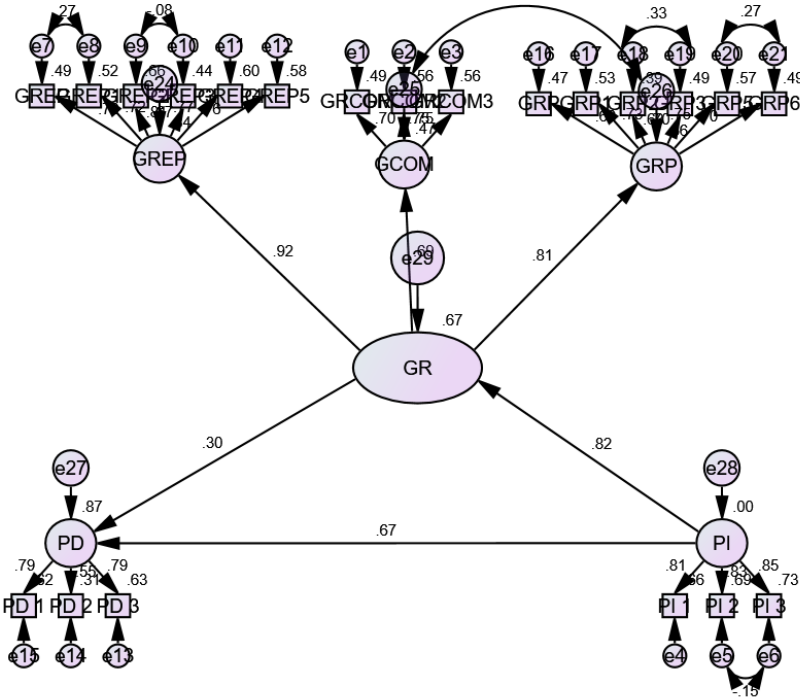


Figure:4.14

(Above figure is showing mediating effect of green retailing between PI and PD)

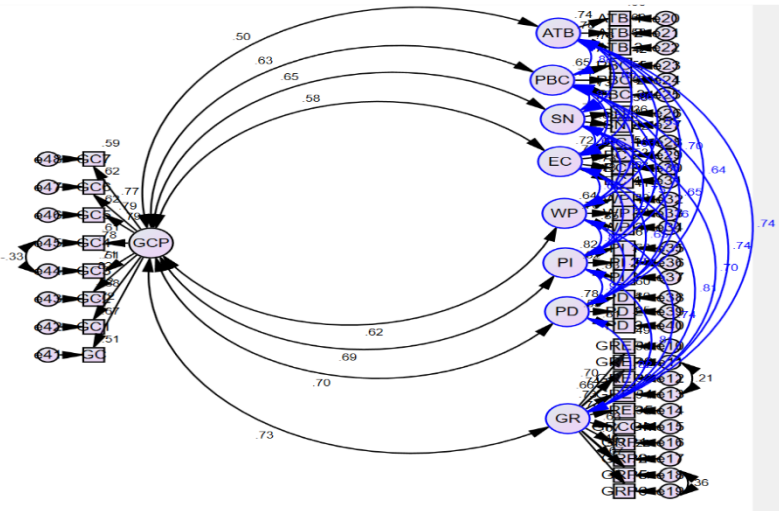


Figure: 4.15

(Above figure is showing measurement model for green clothing products)

Findings has been tested through green clothing products. All findings proved to be true, if we take the example of green clothing products.

<b>Null Hypothesis</b>	<b>Result</b>	<b>Alternate Hypothesis</b>	<b>Result</b>
H <sub>01</sub>	Rejected	<b>H<sub>A1</sub></b>	Accepted
H <sub>01 a</sub>	Rejected	<b>H<sub>A1 a</sub></b>	Accepted
H <sub>01 b</sub>	Cannot be rejected	<b>H<sub>A1 b</sub></b>	Rejected
H <sub>01 c</sub>	Rejected	<b>H<sub>A1 c</sub></b>	Accepted
H <sub>01 d</sub>	Rejected	<b>H<sub>A1 d</sub></b>	Accepted
H <sub>01 e</sub>	Rejected	<b>H<sub>A1 e</sub></b>	Accepted
H <sub>01 f</sub>	Rejected	<b>H<sub>A1 f</sub></b>	Accepted
H <sub>03</sub>	Rejected	<b>H<sub>A3</sub></b>	Accepted

### **Findings**

Data was analysed in SPSS and AMOS software. EFA, CFA and SEM was performed on the data for deriving conclusions. The first objective was about finding factors that affect the purchase intention of green products. For analysing this objective EFA, CFA and SEM was performed on the data through which measurement model and structural model were derived. It was based on theory of planned behaviour and on the basis of structural model, it can be concluded that Subjective Norms (SN), do not impact consumer purchase intention of green products, this finding does not go according to the theory of planned behaviour. So, Attitude towards behaviour (ATB), Willing to pay (WP), Environmental concern (EC), Perceived behavioural Control (PBC) affect the consumer purchase intention (PI) of green products. Through structural model we can also derive that Purchase intention is also impacted by green retailing. Strong correlation has been derived in the measurement model between PI and GR and in structural model also strong relation has been derived. PD (Purchase decision) is also impacted by PI. So, intentions do covert into purchase decision. Second objective was,

what are the various dimensions of green retailing. Answer to this research question was derived after analysing previous year research papers as well as prepared questionnaire. As few questions were asked related to this from consumers. Exploratory factor analysis has been performed on the data and three dimensions has been derived. These dimensions are eco-labels and packaging (GREP), green practices of retailer (GP) and green communications (GCOM). Third objective was does green retailing enhance consumer purchase intention which means does purchase intention convert into purchase decision due to green retailing. For this, mediation has been performed on the observed data in AMOS. Partial mediation has been derived, of green retailing between consumer purchase intention and consumer purchase decision of green products. So, we can say that green retailing plays a mediating role between consumer purchase intention and consumer purchase decision. Our structural model goes with the theory of planned behaviour with few exceptions. As, SN (Subjective norms) do not affect purchase intention of green products. Brands should focus on elements of theory of planned behaviour and green retailing for increasing green products purchase in Uttar Pradesh. These findings were tested again when I have taken particular green product which is green clothing product. I have again derived measurement model and structural model for green clothing products and all the findings were true which means there is a significant relationship between ATB, PBC, WP, EC and consumer purchase intention of green clothing products and I have found that SN too impacts the consumer purchase intention of green clothing products which was earlier not significant. So, green clothing products completely follow theory of planned behaviour. I have also found strong relation between consumer purchase intention of green clothing products and green retailing. So, I can say that theory of planned behaviour has a great influence on consumer behaviour of green products. Some variations may derive, if we take some

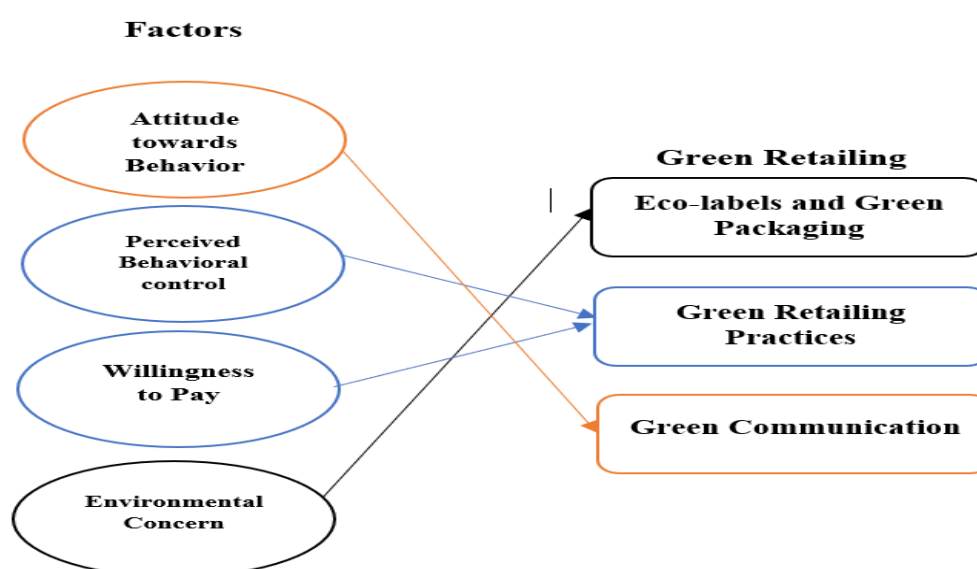
particular industry but basic idea is to focus on these factors such as ATB, PBC, SN, WP, EC and GR for increasing consumer purchase intention of green products.

### **Conclusion & Suggestions**

Based on findings of the study, following is the suggested by the researcher for green products companies:

1. It is highly recommended that green brands should follow “Social theory of reflexivity” which means if brands want their green products to be purchased then they should itself follow green norms which is going to reflect in the behavior of their consumers. This theory predicts simple cause and effect relationship. Firstly, you should adopt green norms then expect reflex of your actions on the actions of your consumer. This suggestion is based on the finding that green retailing affects both purchase intention and purchase behavior. If brands will follow green practices or retailers will follow green retailing practices, it is certain that consumer will also reflect the same in their actions.
2. Attitude towards behavior, perceived behavioral control, Willingness to pay and environmental concern has a significant association with consumer purchase intention and through second objective we have derived three dimensions of green retailing such as Eco-labels and green packaging, green communication and green practices. These factors and dimensions should be linked together to increase consumer purchase intention of green products.
3. Attitude towards behavior should be increased with green communication methods. Positive attitude can be formed through communication by retailers.
4. Willingness to pay can be controlled through green practices. Green practices include rewards, availability of products, store environment and other green strategies.

5. Environmental concern can be controlled through Eco-labels and green packaging.
6. Perceived behavioral control means how much control consumer have his action in conversion of certain behavior. It can also be controlled through green practices.
7. Awareness about green products and green retailing should be spread more to increase consumption of green products and practice of green retailing.
8. Green retail program was organized by Switch Asia organization in 2016. It was about encouraging green innovation, thinking, approach in food & beverage sector. It had focused on creating favorable climate for adoption of green practices in retail value chain but it was limited to one industry. We need more programs like this to encourage green retailing practices among retailers.



**Figure:5.17**

(Above figure is showing suggestions for future research)

9. Theory of planned behavior should be explored more for green products in further analysis.
10. Awareness about responsible consumption and behavior should be spread more amongst consumers.

11. Green products should be encouraged as necessity not as luxury.
12. “Being-Green” should be adopted as lifestyle by the consumers not as some trend.
13. Government should decide proper guidelines, definitions, rules and regulations regarding green products.
14. We need change, not just in actions but in mindset of consumers while making any purchase or consumption.
15. Retailers should be given more importance in the supply chain. They should not be limited to just selling products. They can be given more responsibilities regarding influencing consumer behavior and many more.