



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study on consumer green purchase intentions with special reference to sustainable practices in Bihar

Bhanu Prakash

Mittal School Of Business, Lovely Professional University

Aniket Kumar

Mittal School of Business, Lovely Professional University

Gracy Takrani

Mittal School of Business, Lovely Professional University

Dr. Pinnika Syam Yadav

Mittal School of Business, Lovely Professional University

Abstract

This study investigates Consumer Green Purchase Intentions (GPI) in Bihar, emphasizing Sustainable Practices (SP). Employing a Descriptive Research Design, the research comprehensively examines GPI with a specific focus on sustainable practices (SP), Awareness (AW), and Perception (PE). The scope encompasses a thorough exploration of factors influencing Environmentally Conscious Buying Behavior. A sample size of 536 is selected using the Snowball Technique. Data is collected through a questionnaire. The Statistical Package for the Social Sciences (SPSS) is utilized as the analytical tool to unravel patterns and correlations. This research contributes region-specific insights, aiding businesses and policymakers in aligning with environmentally conscious consumer preferences in Bihar.

Keywords: Green Purchase Intentions, Sustainable Practices, Statistical Package for the Social Sciences, Environmental Responsibility, Awareness, Perception.

CHAPTER - 1

Introduction

The 21st century has witnessed a significant transformation in consumer behavior, with an increasing emphasis on sustainability and environmental responsibility. Against this backdrop, the GPI of consumers have become a focal point for researchers, marketers, and policymakers alike. This research endeavors to contribute to the growing body of knowledge surrounding the intricate dynamics influencing consumers' GPI by synthesizing insights from a series of influential studies conducted over the past decade.

The journey to understanding the factors that underpin GPI begins with the work of Amin and Tarun (2021). Their study explores the profound impact of consumption values on customers' GPI, introducing the concept of green trust as a mediating factor. By examining the intricate interplay between values and trust, this study sets the stage for a deeper exploration into the psychological mechanisms guiding consumers' decisions to opt for environmentally friendly products.

Later on, Lee, Bae, and Kim (2020) investigate how environmental signals affect consumers' willingness to buy sustainable goods. The study sheds light on the critical role that outside stimuli play in influencing green consumer behavior by examining the minute cues in the environment that set off consumers' intents to select sustainable solutions. Businesses looking to develop successful marketing strategies that appeal to environmentally concerned consumers must recognize these signs.

In 2021, Kumar, Prakash, and Kumar contributed to the literature by addressing the question: Does a consumer's intention to make an environmentally conscious purchase matter?

Through empirical research, the authors develop a predictive sustainable model that not only answers this question but also provides a comprehensive framework for understanding the factors that drive consumers' environmentally responsible purchase intentions. This model integrates both theoretical and practical dimensions, offering valuable insights for businesses navigating the increasingly complex landscape of sustainable consumerism.

The exploration of consumers' altruism, GPI, brand loyalty, and evangelism takes center stage in the work of Panda et al. (2020). Their social and environmental sustainability model delves into the interconnected nature of these factors, emphasizing the need for businesses to foster a sense of social responsibility and brand loyalty to drive sustainable behavior among consumers. This study opens avenues for understanding the broader social impact of GPI.

Barber et al. (2012) contribute to the discussion by introducing psychographics as a metric to assess purchase intention and willingness to pay for sustainable products. By delving into consumers' psychological profiles,

this study offers a nuanced understanding of the individual differences that shape GPI, providing marketers with valuable insights into tailoring their strategies to specific consumer segments.

Zaremohzzabieh et al. (2021) investigate the impact of customer attitude on GPI by a meta-analytic route analysis. By synthesizing findings from various studies, the authors provide a comprehensive overview of the intricate pathways through which consumer attitudes influence the intention to purchase green products. This meta-analysis offers a holistic perspective, incorporating diverse perspectives to deepen our understanding of the psychological underpinnings of green consumerism.

The determinants influencing green product purchase intention and behavior are systematically reviewed by Wijekoon and Sabri (2021). This literature review and guiding framework offer a comprehensive overview of the key factors that businesses need to consider when designing and implementing sustainable marketing strategies. By drawing from existing research, this study provides a roadmap for businesses seeking to navigate the complexities of the green consumer landscape.

Nguyen and Le (2020) shift the focus to the agricultural sector by investigating the effect of eco-labeling on GPI. This study explores the impact of information and labeling in promoting sustainable purchasing behavior, emphasizing the role of clear communication in influencing consumers' choices in the realm of agricultural products.

Azarcon et al. explore the more general aspects affecting GPI in 2022. Their study, "Going Green: Factors Influencing GPI," captures the complexity of the factors influencing customers' propensity to purchase environmentally friendly goods. This new work contributes to the growing conversation about green consumerism by offering new perspectives on the current dynamics at work.

Ahmed and Zhang (2020) investigate the relationship between customer green psychology and the quality of electronic services. Their research looks into how electronic service quality affects GPI, acknowledging the influence of technology on how consumers view sustainability and make decisions. This study fills in the gap between sustainable consumer behavior and the digital sphere.

Rausch and Kopplin (2020) close the gap between consumers' intended purchases and their actual behavior by drawing attention to sustainable clothes. In order to help businesses better understand and impact consumer decisions in the sustainable garment sector, this study examines the elements that influence consumers' behavior with regard to sustainable clothes.

Study Area

India's eastern region includes the state of Bihar. It is the third most populous state in the union and is renowned for its varied topography, rich history, and cultural legacy. Here are some essential location-related details about Bihar:

Geographical Coordinates:

Latitude: Bihar is situated between approximately 24°20'N and 27°31'N.

Longitude: The state spans from around 83°19'E to 88°17'E.

Neighboring States:

Bihar borders numerous Indian states, including Nepal to the north, West Bengal to the east, Jharkhand to the south, and Uttar Pradesh to the west.

Major Cities:

Apart from Patna, other major cities in Bihar include Muzaffarpur, Bhagalpur, Munger, Katihar, Gaya, and others.



Fig- 1 Geographical map of the study area

(Source: www.mapsofindia.com)

Table- 1: Sample descriptions were collected from different locations.

SAMPLES	LOCATIONS	COORDINATES
A	Patna	25.5941° N, 85.1376° E
B	Muzaffarpur	26.1197° N, 85.3910° E
C	Bhagalpur	25.2372° N, 86.9746° E
D	Katihar	25.5541° N, 87.5591° E
E	Munger	25.3708° N, 86.4734° E

CHAPTER – 2

Literature Review

Amin and Tarun (2021) investigate the influence of consumption values on customers' GPI, with a focus on the mediating role of green trust. The study advances our knowledge of consumer behavior as it relates to sustainable and green consumer choices. A survey of the literature reveals a number of noteworthy conclusions and problems with the work.

The authors build upon previous evidence that highlights the positive impact of consumption values, such as environmental concern, ethical values, and social responsibility, on customers' GPI.

It has been demonstrated that these consumption principles encourage people to think about the social and environmental effects of the things they buy. The study also highlights how green trust acts as a mediator in influencing consumers' intentions to practice green consumption. Green efforts and claims need to be trusted since they serve as a link between customers' ideals and their readiness to buy ecologically friendly items.

The study does, however, also address some issues and gaps in the body of current research. The need for more research into the variables that might regulate the relationship between consumption values, green trust, and GPI is one of the study's primary obstacles. It is imperative to comprehend the contextual and individual variations that could influence these associations in order to formulate focused and efficient green marketing tactics. The study also highlights how consumers' consumption values and green trust may be impacted by outside variables like marketing messages and corporate social responsibility programs.

In summary, Amin and Tarun's research from 2021 contributes to our knowledge of how consumers' consumption values affect their GPI by emphasizing the function that green trust plays as a mediator. In addition to highlighting the need for more research into the intricate interactions between variables that influence customers' decisions to purchase environmentally friendly products, the study highlights the need to match marketing techniques with consumers' values and trust in green projects.

Lee, Bae, and Kim (2020), the authors explore the impact of environmental cues on consumers' purchase intentions regarding sustainable products. The significance of this research lies in the increasing importance of sustainability in consumer behavior and the need to understand how environmental cues influence purchasing decisions. A literature review of previous studies reveals several key findings and challenges associated with the paper.

The authors acknowledge previous research that has demonstrated the positive impact of environmental cues on consumer behavior. For example, environmental cues such as eco-friendly packaging, energy-efficient labeling, and organic certifications have been shown to positively influence consumers' purchase intentions.

Furthermore, the study highlights the role of consumer values and attitudes towards environmental sustainability in shaping their responses to environmental cues. These findings underscore the need for businesses to strategically integrate environmental cues into their marketing efforts to promote sustainable products effectively.

However, the paper also addresses certain challenges and gaps in the existing literature. One of the main problems associated with the study is the need for further exploration of the moderating factors that may influence the relationship between environmental cues and purchase intentions. For instance, individual differences in environmental consciousness, perceived trust in sustainability claims, and the influence of cultural factors remain areas for future investigation. Additionally, the study emphasizes the importance of understanding the potential unintended consequences of environmental cues, such as greenwashing, which may lead to skepticism and distrust among consumers.

In conclusion, the research conducted by Lee, Bae, and Kim (2020) contributes to the understanding of the effect of environmental cues on consumers' purchase intention of sustainable products. It sheds light on the importance of incorporating environmental cues in marketing strategies while also highlighting the need for further research to address the complexities and nuances of consumer responses to sustainability initiatives.

The paper "Does Environmentally Responsible Purchase Intention Matter for Consumers? A Predictive Sustainable Model Developed Through an Empirical Study" by Kumar, Prakash, and Kumar (2021) makes a valuable contribution to the understanding of environmentally responsible purchase intentions and their significance for consumers. The study employs an empirical approach to develop a predictive sustainable model, aiming to shed light on the factors influencing consumers' environmentally responsible purchase intentions. Upon review, the paper reveals several significant findings and challenges associated with the research.

The authors' investigation emphasizes the importance of environmentally responsible purchase intentions in influencing consumer behavior. Through their empirical study, Kumar, Prakash, and Kumar (2021) identify and analyze the predictive factors that significantly impact consumers' intentions to engage in environmentally responsible purchasing. These factors encompass a broad spectrum including environmental awareness, ethical considerations, and lifestyle choices, indicating the multidimensional nature of environmentally responsible purchase intentions. The study's predictive sustainable model serves as a practical tool for businesses and policymakers to better understand and anticipate consumer behavior in the context of sustainability.

However, the paper also addresses certain challenges and gaps in the existing literature. One of the main challenges associated with the study lies in the complexity of consumer decision-making processes regarding environmentally responsible purchase intentions. The authors acknowledge the need for further research to

delve into the nuanced interplay between individual, social, and environmental factors that shape consumers' intentions in this domain. Moreover, the impact of various demographic and contextual variables on environmentally responsible purchase intentions remains an area for future exploration, emphasizing the diverse and evolving nature of consumer preferences and behaviors.

In conclusion, the research conducted by Kumar, Prakash, and Kumar (2021) significantly contributes to the understanding of environmentally responsible purchase intentions and their relevance for consumers. The study offers valuable insights into the predictive factors shaping consumers' intentions and underscores the need for continued research to address the complexities and dynamics of sustainable consumer behavior.

The authors of Panda, Kumar, Jakhar, Luthra, Garza-Reyes, Kazancoglu, and Nayak's paper "Social and Environmental Sustainability Model on Consumers' Altruism, GPI, Green Brand Loyalty, and Evangelism" (2020) provide a thorough model that investigates the relationship between social and environmental sustainability and consumer evangelism, GPI, evangelism, and GPI. Understanding the intricate linkages between consumer behavior and social and environmental sustainability is greatly aided by the research presented here. The paper explores a number of significant discoveries and problems related to the investigation.

Finding a model that connects many facets of consumer behavior to social and environmental sustainability is one of the study's primary conclusions. The authors outline the manner in which social and environmental sustainability variables impact evangelism, GPI, altruism, and loyalty to green brands. This all-encompassing model highlights the significance of taking into account both social and environmental factors in order to comprehend consumer decisions and offers thorough insights into the complex nature of sustainable consumer behavior.

The study does, however, also address some issues and gaps in the body of current research. The requirement for additional empirical validation of the suggested model across various consumer segments and cultural contexts is one of the primary obstacles. While the study offers a valuable theoretical framework, the authors acknowledge the importance of testing the model's applicability in diverse settings to account for the varying influences of social and environmental sustainability on consumer behavior. Additionally, the study highlights the complexity of measuring and operationalizing constructs such as altruism, green brand loyalty, and evangelism, signaling the need for robust methodological approaches in future research efforts.

In conclusion, the research conducted by Panda, Kumar, Jakhar, Luthra, Garza-Reyes, Kazancoglu, and Nayak (2020) contributes significantly to understanding the relationships between social and environmental sustainability and consumer behavior. The study's comprehensive model offers valuable insights into the complexities of sustainable consumer behavior, while also underscoring the need for further empirical validation and methodological rigor in future research endeavors.

In the paper "Measuring Psychographics to assess purchase intention and Willingness to Pay" by Barber, Kuo, Bishop, and Goodman Jr (2012), the authors delve into the measurement of psychographics to evaluate purchase intention and willingness to pay among consumers. The study explores the use of psychographic variables as a means to understand and predict consumer behavior, shedding light on their implications for purchase decisions and pricing mechanisms. The paper unveils several key findings and challenges associated with the research.

The authors' investigation yields important insights into the significance of psychographics in assessing purchase intention and willingness to pay. Through a thorough examination of psychographic variables, the study highlights their role as valuable indicators of consumer behavior and preferences. The findings emphasize the relevance of psychographics in capturing the nuanced psychological and behavioral characteristics of consumers and their impact on purchase decisions and price sensitivity. These insights hold practical implications for marketers seeking to tailor their strategies to align with consumer psychographic profiles.

However, the paper also addresses certain challenges and gaps in the existing literature. One of the key challenges is the need for further exploration of the moderating and mediating factors that may influence the relationship between psychographics, purchase intention, and willingness to pay. The authors acknowledge the complexities involved in understanding how psychographic variables interact with other situational and contextual factors to shape consumer behavior and pricing attitudes. Additionally, the study emphasizes the necessity of validating the effectiveness of psychographic measurement tools across diverse consumer segments and product categories, to ensure their robustness and applicability in real-world scenarios.

In conclusion, the research conducted by Barber, Kuo, Bishop, and Goodman Jr (2012) significantly contributes to understanding the role of psychographics in assessing consumer purchase intention and willingness to pay. The study provides valuable insights into the relevance of psychographic variables in predicting consumer behavior and pricing attitudes while highlighting the need for continued research to address the complexities and dynamics of psychographics in consumer decision-making processes.

In the study conducted by Zaremohzzabieh, Ismail, Ahrari, and Abu Samah (2021) titled "The effects of consumer attitude on GPI: A meta-analytic path analysis" published in the Journal of Business Research, the authors delve into the intricate relationship between consumer attitudes and the intention to make environmentally friendly or "green" purchases. This research contributes to the burgeoning field of sustainable consumption by employing a meta-analytic path analysis approach.

One of the notable findings of the study pertains to the positive correlation between consumer attitudes and GPI. The authors systematically analyze existing literature to reveal the consistent impact of favorable attitudes towards environmental concerns on consumers' proclivity to engage in green purchasing behavior.

This insight underscores the pivotal role of consumer perceptions in shaping sustainable consumption patterns.

However, the paper also addresses certain challenges and problems within the context of GPI. One notable issue highlighted is the need for a nuanced understanding of the factors influencing consumer attitudes. The authors point out the complexity involved in deciphering the myriad elements that contribute to the formation of attitudes toward green products. This calls for further exploration and refinement of existing models to enhance our comprehension of the intricate interplay between psychological factors and environmentally conscious consumer behavior.

Moreover, the study sheds light on the importance of considering contextual variations and demographic factors in understanding the dynamics of GPI. The authors emphasize the need for targeted interventions and marketing strategies that account for diverse consumer segments, as attitudes and intentions may differ across demographic groups. This insight underscores the necessity for a more nuanced and context-specific approach to fostering sustainable consumption.

In conclusion, Zaremohzzabieh et al.'s (2021) research significantly contributes to the literature on sustainable consumption by providing a comprehensive meta-analytic path analysis of the relationship between consumer attitudes and GPI. While highlighting the positive association between these variables, the study also underscores the challenges associated with understanding the nuanced factors influencing consumer attitudes and the importance of considering contextual variations in promoting environmentally conscious behaviors. This research serves as a valuable resource for scholars, practitioners, and policymakers seeking to promote sustainable consumption practices.

In their paper titled "Determinants That Influence Green Product Purchase Intention and Behavior: A Literature Review and Guiding Framework," Wijekoon and Sabri (2021) provide a comprehensive examination of the factors influencing consumers' intentions and behaviors related to the purchase of green products. Published in the journal *Sustainability*, the study offers a thorough literature review and constructs a guiding framework to understand the determinants shaping green product consumption.

A key finding of the research revolves around the identification and synthesis of various determinants that play a pivotal role in influencing green product purchase intention and behavior. Drawing on a wide range of scholarly sources, the authors meticulously analyze factors such as environmental awareness, perceived consumer effectiveness, personal values, and trust in green product attributes. This synthesis contributes to a more holistic understanding of the multifaceted nature of consumers' decision-making processes in the context of environmentally sustainable purchasing.

The paper also delves into the challenges and issues associated with green product consumption. One notable problem highlighted is the lack of consistent and standardized measurement tools for assessing GPI and

behavior. The authors emphasize the need for a unified approach to measurement to facilitate more accurate cross-study comparisons and generalizability of findings. This recognition of methodological challenges adds a layer of complexity to the field and underscores the importance of refining research methodologies for a more robust understanding of green consumption dynamics.

Furthermore, Wijekoon and Sabri (2021) contribute a guiding framework that integrates the identified determinants to offer a systematic approach for researchers, practitioners, and policymakers. The framework provides a structured lens through which various factors influencing green product purchases can be assessed and understood, thereby offering a valuable tool for guiding future research endeavors and practical interventions aimed at promoting sustainable consumer behavior.

In summary, the paper by Wijekoon and Sabri (2021) makes a significant contribution to the literature on green product consumption by consolidating and synthesizing determinants that influence purchase intention and behavior. The study's findings, coupled with the proposed guiding framework, offer a comprehensive overview of the complexities involved in understanding and promoting sustainable consumer behavior. The acknowledgment of measurement challenges adds a layer of realism to the research landscape, calling for continued refinement of methodologies in this evolving field. Overall, this research serves as a valuable resource for scholars and practitioners alike, providing insights into the intricate factors shaping green product consumption dynamics.

In their study titled "The Effect of Agricultural Product Eco-Labeling on GPI," Nguyen and Le (2020) investigate the impact of eco-labeling on consumers' intention to make green purchases within the context of agricultural products. Published in *Management Science Letters*, the research focuses on the role of eco-labeling as a potential influencer of consumer behavior in the realm of sustainable agriculture.

The main findings of the study reveal a positive association between agricultural product eco-labeling and consumers' GPI. Through empirical analysis, the authors identify that the presence of eco-labels on agricultural products serves as a significant factor in shaping consumer perceptions and fostering intentions to make environmentally conscious purchasing decisions. This outcome underscores the potential effectiveness of eco-labeling as a tool to communicate the environmental attributes of agricultural products and influence consumer behavior in favor of sustainability.

However, the paper also addresses certain challenges and considerations associated with the effectiveness of eco-labeling in promoting GPI. One notable problem highlighted is the need for standardized and transparent eco-labeling systems. The authors discuss the importance of clear and universally recognized eco-labels to ensure that consumers can trust the environmental claims associated with labeled agricultural products. This raises issues related to the credibility and consistency of eco-labeling practices, signaling the necessity for

industry-wide standards and regulatory frameworks to enhance the reliability of eco-labels in influencing consumer behavior.

Furthermore, the study points out the potential moderating role of consumer knowledge and awareness in the relationship between eco-labeling and GPI. The authors suggest that consumers with higher levels of environmental awareness may be more responsive to eco-labeling initiatives. This insight highlights the importance of considering individual differences and cognitive factors in designing effective eco-labeling strategies.

In conclusion, Nguyen and Le's (2020) research significantly contributes to the understanding of the relationship between agricultural product eco-labeling and GPI. The positive link identified between eco-labeling and

consumer intentions highlights the potential of eco-labels as a tool for promoting sustainable agricultural practices. However, the study also underscores the challenges associated with ensuring the credibility and standardization of eco-labeling systems. The call for transparent and universally recognized eco-labels speaks to the broader need for industry collaboration and regulatory guidance. Additionally, the consideration of consumer knowledge and awareness as potential moderating factors adds a layer of complexity to the understanding of the eco-labeling and GPI relationship.

Overall, this research offers valuable insights for policymakers, marketers, and stakeholders in the agricultural sector seeking to promote environmentally friendly consumer choices.

In their study titled "Going Green: Factors Influencing GPI," Azarcon, Guzman, Olalia, and Etrata Jr. (2022) delve into the complex dynamics that shape consumers' intentions to engage in environmentally friendly or "green" purchasing behavior. Published in the Journal of Marketing and Advanced Practices, the research contributes to the understanding of the multifaceted factors influencing consumers in the context of sustainable consumption.

The primary findings of the study highlight several key determinants that significantly impact GPI. Through empirical investigation, the authors identify factors such as environmental awareness, perceived product quality, and trust in green product attributes as critical influencers. This comprehensive analysis sheds light on the interconnected nature of these variables, emphasizing the need for a holistic understanding of the factors shaping consumers' willingness to adopt sustainable purchasing practices.

However, the paper does not shy away from addressing the challenges and complexities associated with fostering GPI. One notable problem discussed is the potential disparity between attitudes and actual behaviors. The authors recognize that while consumers may express positive attitudes toward green products, their actual purchasing behavior may not always align with these intentions. This incongruence between attitude and

behavior poses a challenge for marketers and policymakers seeking to bridge the gap and effectively translate positive sentiments into tangible environmentally conscious choices.

Additionally, the study underscores the importance of trust in influencing GPI. Trust in product claims, environmental certifications, and corporate responsibility emerge as a crucial factor in shaping consumers' confidence in green products. However, the authors acknowledge the vulnerability of this trust to issues such as greenwashing, where companies may exaggerate or misrepresent their environmental efforts. This raises concerns about the need for transparent and credible communication strategies to build and maintain consumer trust in the realm of green marketing.

In conclusion, Azarcon et al.'s (2022) research contributes significantly to the literature on GPI by identifying and examining key factors influencing consumers' decisions to adopt environmentally friendly products. The study emphasizes the intricate relationships among environmental awareness, product quality, and trust, providing a nuanced perspective on the complexities of sustainable consumer behavior. The acknowledgment of challenges, particularly the attitude-behavior gap and the vulnerability of trust to greenwashing, underscores the importance of continued research and strategic interventions to promote genuine and effective green purchasing practices.

In their study titled " GPI: Effects of Electronic Service Quality and Customer Green Psychology," Ahmed and Zhang (2020) contribute to the literature by investigating the interplay between electronic service quality, customer green psychology, and consumers' intentions to make environmentally conscious purchases. Published in the Journal of Cleaner Production, the research aims to provide insights into the factors shaping GPI within the context of electronic services.

The primary findings of the study underscore the significant impact of electronic service quality on GPI . Through empirical analysis, the authors establish a positive correlation between the quality of electronic services and consumers' willingness to engage in green purchasing behavior. This insight emphasizes the pivotal role of service-related factors in influencing environmentally conscious consumer choices in the digital realm.

Moreover, the research delves into the mediating role of customer green psychology in the relationship between electronic service quality and GPI. The study reveals that consumers with a stronger green psychological orientation are more likely to be influenced by the quality of electronic services when making green purchase decisions. This mediation effect highlights the importance of understanding individual psychological factors in the context of sustainable consumption, particularly in the electronic service domain.

However, the paper also addresses certain challenges and considerations associated with the study's findings. One notable problem discussed is the need for a nuanced understanding of customer green psychology. The authors acknowledge the complexity of individual psychological factors and stress the importance of further

research to explore the intricacies of how green attitudes and values interact with electronic service quality in shaping GPI. This recognition signals the ongoing evolution of the field and the necessity for a deeper understanding of the psychological underpinnings of sustainable consumer behavior.

In conclusion, Ahmed and Zhang's (2020) research makes a significant contribution to the literature on GPI by highlighting the influence of electronic service quality and customer green psychology in the context of electronic services. The positive association between service quality and GPI, coupled with the mediating role of customer green psychology, provides valuable insights for businesses and policymakers seeking to promote SP in the digital domain. The acknowledgment of challenges related to the complexity of green psychology underscores the need for continued research to refine our understanding of the intricate factors influencing green consumer behavior in the electronic services sector.

In their research article titled "Bridge the Gap: Consumers' Purchase Intention and Behavior Regarding Sustainable Clothing," Rausch and Kopplin (2020) contribute to the growing body of literature on sustainable consumption, specifically focusing on the domain of clothing. Published in the Journal of Cleaner Production, the study investigates consumers' intentions and behaviors related to the purchase of sustainable clothing, aiming to identify factors that may bridge the gap between intention and actual behavior.

The primary findings of the study shed light on the factors influencing consumers' purchase intention and behavior regarding sustainable clothing. Through empirical analysis, the authors identify that perceived product attributes, environmental awareness, and social influence significantly contribute to shaping consumers' intentions to buy sustainable clothing. Notably, the study explores the relationship between purchase intention and actual behavior, emphasizing the importance of understanding the factors that translate positive intentions into tangible sustainable purchasing actions.

The research also addresses challenges associated with promoting sustainable clothing consumption. One significant problem highlighted is the potential discrepancy between consumers' intentions and actual behavior. Despite expressing positive intentions toward sustainable clothing, consumers may face barriers or encounter competing factors that hinder the translation of these intentions into purchasing actions. This recognition underscores the complexities involved in promoting sustainable consumption and the need for targeted interventions to bridge the intention-behavior gap.

Furthermore, Rausch and Kopplin's study acknowledges the role of social influence in shaping consumers' intentions and behaviors related to sustainable clothing. The findings indicate that peer influence and societal norms play a crucial role in determining consumers' willingness to engage in sustainable fashion choices. This insight underscores the importance of social factors in designing effective strategies to encourage sustainable clothing consumption and suggests the potential impact of social norms on shaping collective behaviors in the context of sustainability.

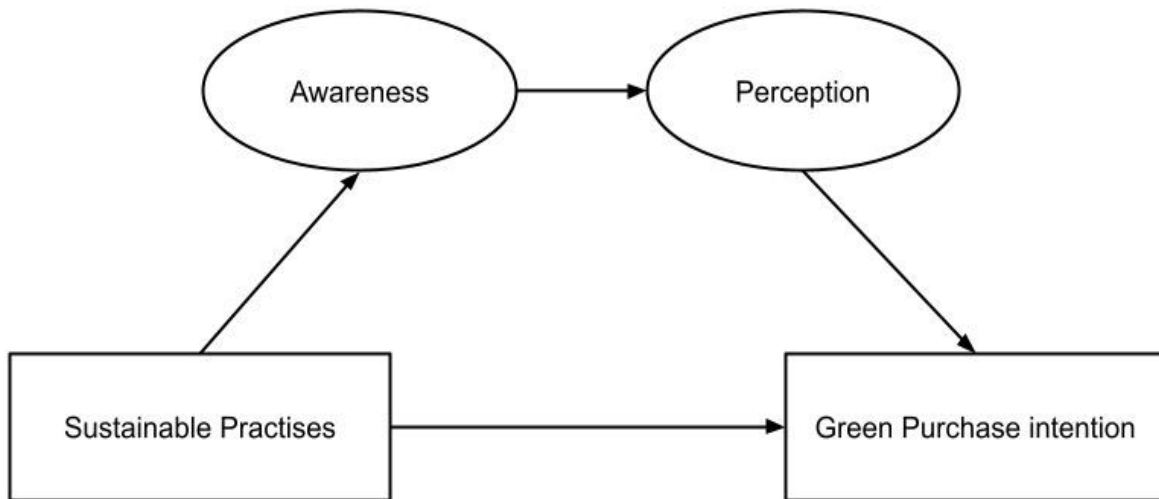
In conclusion, Rausch and Kopplin's (2020) research significantly contributes to the literature on sustainable consumption, particularly within the realm of clothing. The study provides valuable insights into the factors influencing consumers' purchase intentions and behaviors regarding sustainable clothing, offering a nuanced understanding of the intention-behavior gap. The recognition of social influence as a key factor and the acknowledgment of challenges associated with promoting sustainable clothing consumption highlight avenues for further research and practical interventions aimed at fostering more sustainable consumer choices in the fashion industry.

CHAPTER - 3

Research Methodology

In essence, a research methodology is a structured approach to tackling research problems. It can be thought of as a field of study dedicated to understanding and implementing systematic methods in research. Research itself involves manipulating elements like objects, ideas, or symbols. This manipulation aims to uncover generalizable knowledge, potentially expanding, refining, or confirming existing knowledge. Ultimately, the goal is to contribute something new to the existing body of knowledge, whether it be building theories or improving practices. (inspired by Slesinger & Stephenson, 1982)

Fig- 2: Conceptual Framework



Research Design:

The research carried out here is descriptive. Here we have explored the study on consumer GPI with special reference to SP, AW, and PE in Bihar. Descriptive research allows for the comprehensive and detailed exploration of current consumer behavior. This technique enables researchers to capture the existing GPI, attitudes, and behaviors of consumers living in Patna, Munger, Katihar, Muzaffarpur & Bhagalpur cities of Bihar.

Descriptive research is particularly useful for exploratory studies, where the goal is to gain insights into a relatively unexplored or complex phenomenon. In the case of consumer GPI intentions in staying population in the cities of Patna, Munger, Katihar, Muzaffarpur & Bhagalpur of Bihar, this technique provides a solid foundation for further research and hypothesis testing.

Scope of Study:

The scope of the study encompasses a thorough examination of consumer GPI in Bihar, with a specific focus on SP, AW, and PE. This research will explore the factors influencing environmentally conscious buying behavior, including awareness levels, socio-demographic variables, perceived benefits and barriers, and the impact of marketing strategies. The study aims to provide a nuanced understanding of the attitudes and motivations guiding consumers in Bihar towards green products. By targeting major cities such as Patna, Katihar, Muzaffarpur, Bhagalpur, and Munger, the research seeks to capture diverse perspectives within the state.

The findings aim to contribute practical insights that can inform policymakers and businesses on strategies to promote sustainable consumption in the unique socio-economic and cultural context of Bihar.

Sample Size and Technique:

This research used a snowball sampling technique to explore consumer GPI in Bihar in the cities Patna, Muzaffarpur, Bhagalpur, Katihar & Munger, focusing on SP. With an anticipated sample size of 536 participants, this approach allows for the identification of initial respondents through targeted recruitment, followed by the referral of subsequent participants by the initial respondents. This snowballing process aims to create a diverse and representative sample, capturing varied perspectives on environmentally conscious buying behavior within the unique socio-economic and cultural landscape of Bihar. The study will utilize Insights gathered using quantitative data through a questionnaire.

Data Collection Method:

The main technique of data gathering for this study was an organized questionnaire. The survey included closed-ended questions to elicit quantitative information from participants. To create a thorough picture of the respondents, the survey asks about age, educational background, occupation, and monthly income, among other demographic questions. Furthermore, by measuring the frequency with which participants weigh environmental impact when making judgments about purchases, a major focus will be on comprehending their environmentally conscious behaviors.

To gain further insight into the reasons behind green purchasing, participants will be questioned regarding the elements that impact their choices of eco-friendly products. With the use of a mixed-method approach, this

study seeks to provide a comprehensive understanding of the determinants influencing consumer GPI in Bihar's cities.

Analytical Tools:

In the study focusing on consumer GPI in Bihar, the analytical tool SPSS plays a crucial role in unraveling intricate patterns within the data. SPSS enables the systematic analysis of diverse factors such as age, educational background, occupation, and monthly income, providing a quantitative framework for understanding the dynamics of SP. Through statistical techniques like regression analysis and correlation, SPSS facilitates the identification of significant variables that influence green purchasing decisions. This approach enhances the research's ability to offer precise and data-driven insights, contributing to a comprehensive understanding of consumer behavior and preferences in adopting environmental SP of cities in Bihar such as Patna, Muzaffarpur, Bhagalpur, Munger & Katihar.

Hypotheses:

The purpose of the current research study's hypothesis is to establish the links between the various components.

1. Increased awareness of environmental issues (AW) will lead to a more favorable view of environmentally friendly goods (PE).
2. Increased Awareness (AW) Positively Influences Adoption of Sustainable Practices (SP).
3. A more favorable impression of green products (PE) will lead to a higher Green purchase intention (GPI).
4. Increased Sustainable practices (SP) will lead to a higher Green purchase intention (GPI).

CHAPTER – 4

Results And Discussion

Table- 2: Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
GPI	3.30	.839	536
AW	3.38	1.046	536
PE	3.34	.941	536
SP	3.21	.934	536

Green Purchase Intention (GPI): The average GPI score of 3.30 indicates that respondents had a moderate propensity to make ecologically friendly purchases. The 0.839 standard deviation suggests that there is some degree of variation in people's opinions. This discrepancy could be explained by a number of variables,

including individual values, financial concerns, the accessibility of environmentally friendly products, Awareness, Perception of customers, etc.

Awareness (AW): The average response of 3.38 and the marginally greater standard deviation of 1.046 suggest that the respondents' levels of awareness differ greatly. This result suggests that although some customers are aware of eco-friendly practices, others might still be educating themselves about them. The ways in which stories about sustainability and the environment influence people's awareness of these issues can be examined in the literature.

Perception (PE): With a mean PE score of 3.34, consumers appear to have a generally optimistic view about making environmentally friendly purchases. The sample does, however, exhibit a wide diversity of attitudes, as indicated by the standard deviation of 0.941. Literature could examine themes of ethical consumerism and the perceived effects of personal decisions on the environment, as well as the incentives and obstacles influencing customers' buying intention.

Sustainable Practices (SP): With a standard deviation of 0.934 and a mean score of 3.21, Sustainable Practices (SP) received a high rating. This suggests a moderate level of support for eco-friendly actions. The relationship between individual values, social norms, and outside factors that affect consumers' adoption or resistance to SP can be examined in the literature.

Table- 3: Correlation Table

Correlations					
		GPI	AW	PE	SP
Pearson Correlation	GPI	1.000	.400	.423	.391
	AW	.400	1.000	.799	.483
	PE	.423	.799	1.000	.548
	SP	.391	.483	.548	1.000
Sig. (1-tailed)	GPI	.	.000	.000	.000
	AW	.000	.	.000	.000
	PE	.000	.000	.	.000
	SP	.000	.000	.000	.
N	GPI	536	536	536	536
	AW	536	536	536	536
	PE	536	536	536	536
	SP	536	536	536	536

Green Purchase Intention (GPI) and Awareness (AW): The Pearson correlation coefficient of 0.400 between GPI and AW unveils a moderate positive relationship. This suggests that as GPI increases, so does awareness. Literature can delve into the narratives of characters whose environmental consciousness grows in tandem with their intent to make sustainable choices, exploring the symbiotic relationship between intention and awareness.

Awareness (AW) and PE (Perception): A robust correlation of 0.799 between Awareness (AW) and Perception (PE) underscores a strong link between being informed and the desire to make eco-conscious purchases. This correlation opens avenues for storytelling around characters who, armed with knowledge, navigate the ethical dilemmas and motivations shaping their purchasing decisions.

Perception (PE) and SP (Sustainable Practices): The correlation coefficient of 0.548 between Perception (PE) and Sustainable Practices (SP) reveals a positive association. Literature can explore characters whose intent to purchase sustainably translates into tangible actions, reflecting the connection of individual choices and broader SP.

GPI and SP: The correlation of 0.391 between GPI and SP signifies a moderate positive relationship. This correlation invites the exploration of characters whose commitment to GPI aligns with consistent SP, portraying a narrative where intention seamlessly integrates into everyday actions.

Construct model summary

R Square stands at 0.4728. This figure shows that 47.28% of the data's volatility can be explained by the model. Put differently, 47.28% of the variance has been found amongst these variables (SP, AW, and PE). R Squared adjusted is 0.222. This R Square variant takes the number of predictors in the model into consideration. In general, it is thought to be a more trustworthy indicator of model fit than R Square, particularly when contrasting models with varying amounts of predictors. After adjusting for the number of predictors, the model's adjusted R Square of 0.222 indicates that it explains 22.2% of the variance in the data.

Table- 4: Model Summary

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.472 ^a	.222	.218	.742	.222	50.729	3	532	.000	

a. Predictors: (Constant), SP, AW, PE

The estimate's standard error is 218. The residuals' standard deviation is shown by this value. The discrepancy between the model's projected and actual numbers for the quantity of units sold is known as the residuals. When the estimate's standard error is smaller, it means that the model's predictions are more accurate than the actual values. Change in Sig. F is 0.000. The F statistic pertaining to the variation in R Square is linked to this p-value. Generally speaking, anything is statistically significant if the p-value is less than 0.05. The model containing all of the predictors (SP, AW, and PE) is significantly better than a model without any predictors in this instance, as indicated by the p-value of 0.000, which indicates that the change in R Square is statistically significant.

Table- 5: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.777	3	27.926	50.729	.000 ^b
	Residual	292.863	532	.550		
	Total	376.640	535			
a. Dependent Variable: GPI						
b. Predictors: (Constant), SP, AW, PE						

F = 50.729 is the test statistic, and the p-value, or significance level, is 0.000. When the p-value is less than alpha (usually 0.05) and the F statistic is more than the F crucial, the model is said to be significantly explaining the variation in the data. When Sustainable Practices (SP), Awareness (AW), and Perception (PE) are taken into account as factors, the model in this instance statistically explains the variance in GPI at a 0.000 significance level, rejecting the null hypothesis that there is no difference between the group means.

0.4728 is the R-squared. This figure shows that 47.28% of the variation in GPI can be explained by the model. Put differently, 47.28% of the variation in GPI can be accounted for by the model's components (SP, AW, and PE).

R-squared adjusted is 0.222. This R-squared variant takes the number of predictors in the model into consideration. In general, it is thought to be a more trustworthy indicator of model fit than R-squared, particularly when contrasting models with varying numbers of predictors. After adjusting for the number of predictors (SP, AW, and PE), an adjusted R-squared of 0.222 indicates that the model explains 22.2% of the variation in GPI.

Table- 6: Hypothesis Table

Hypothesis Table							
		Beta	SE	T	P	LLCI	ULCI
H1	AW -> PE	0.7191	0.234	30.74	0	0.6732	0.765
H2	AW -> SP	0.1111	0.0536	2.0711	0.0388	0.0057	0.2165
H3	PE -> GPI	0.1681	0.0596	2.8197	0.005	0.051	0.2853
H4	SP -> GPI	0.1963	0.0412	4.7642	0	0.1154	0.2772

The table shows the results of a linear regression analysis, where Green Purchase Intention (GPI) is the dependent variable and Sustainable Practices (SP), Awareness (AW), and Perception (PE) are the independent variables.

The coefficients (Beta) for each variable indicate the direction and strength of the relationships between the independent and dependent variables.

SP (Beta = 0.1681): A positive beta coefficient suggests a positive relationship between SP and GPI. In other words, consumers with a higher perception of a company's SP tend to have a higher GPI.

AW (Beta = 0.1111): A positive beta value indicates that Awareness and GPI have a positive association. Higher GPIs may be more common among consumers who are more aware of SP.

PE (Beta = 0.1963): The positive beta value suggests that Perception and GPI have a favorable association. Customers are more likely to have a higher GPI if they believe a product is more ecologically friendly.

The null hypothesis, according to which there is no link between the independent and dependent variables, is tested using the p-values corresponding to each beta coefficient.

SP (p-value = 0.005): A statistically significant correlation between SP and GPI is shown by a p-value less than 0.05.

AW (p-value = 0.0388): A statistically significant link between Awareness and GPI is shown by a p-value less than 0.05.

PE (p-value = 0.000): A statistically significant p-value of 0.000 indicates a substantial correlation between perception and GPI.

Conclusion

Current marketing tactics for green products often focus on either the benefits of buying eco-friendly or the negative consequences of not doing so. However, these approaches fail to create lasting behavioral change. This study emphasizes the significance of the human-nature connection, identifying connectedness to nature (AW) as a key factor influencing green purchasing intention (GPI). Understanding the link between AW and green purchases is crucial for promoting sustainable choices. This research empirically examines the effect of AW, along with perception (PE), on consumer GPI. The findings suggest that consumers who feel a strong connection to nature are more likely to purchase green products in Bihar cities like Patna, Muzaffarpur, Katihar, Munger, and Bhagalpur. This stems from a sense of shared responsibility for environmental degradation and a belief in their ability to make a positive impact. By fostering this experiential human-nature connection, we can build a stronger commitment towards the environment and bridge the gap between environmental concern and action.

References

- Amin, S., & Tarun, M. T. (2021). *Effect of consumption values on customers' green purchase intention: a mediating role of green trust*. *Social Responsibility Journal*, 17(8), 1320-1336.
- Lee, E. J., Bae, J., & Kim, K. H. (2020). *The effect of environmental cues on the purchase intention of sustainable products*. *Journal of Business Research*, 120, 425-433.
- Kumar, A., Prakash, G., & Kumar, G. (2021). *Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study*. *Journal of Retailing and Consumer Services*, 58, 102270.
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). *Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism*. *Journal of Cleaner production*, 243, 118575.
- Barber, N., Kuo, P. J., Bishop, M., & Goodman Jr, R. (2012). *Measuring psychographics to assess purchase intention and willingness to pay*. *Journal of consumer marketing*, 29(4), 280-292.
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). *The effects of consumer attitude on green purchase intention: A meta-analytic path analysis*. *Journal of Business Research*, 132, 732-743.
- Wijekoon, R., & Sabri, M. F. (2021). *Determinants That Influence Green Product Purchase Intention and Behavior: A Literature Review and Guiding Framework*. *Sustainability*, 13(11), 6219.
- Nguyen, H & Le, H. (2020). *The effect of agricultural product eco-labelling on green purchase intention*. *Management Science Letters*, 10(12), 2813-2820.
- Azarcon, M. B., Guzman, J. C. Y. D., Olalia, N. T. L., & Etrata Jr, A. E. (2022). *Going Green: Factors Influencing Green Purchase Intention*. *J. Mark. Adv. Pract*, 4, 50-65.
- Ahmed, W., & Zhang, Q. (2020). *Green purchase intention: Effects of electronic service quality and customer green psychology*. *Journal of Cleaner Production*, 122053.
- Rausch, T. M., & Kopplin, C. S. (2020). *Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing*. *Journal of Cleaner Production*, 123882.