



www.sjm06.com

Serbian Journal of Management 11 (2) (2016) 159 - 179

Serbian
Journal
of
Management

ENVIRONMENTAL CONCERN TO ATTITUDE TOWARDS GREEN PRODUCTS: EVIDENCES FROM INDIA

Mohd Danish Kirmani* and Mohammed Naved Khan

Aligarh Muslim University, Faculty of Management Studies & Research, Department of Business Administration, Aligarh – 202002 (UP), India

(Received 10 September 2015; accepted 18 February 2016)

Abstract

The purpose of this paper is to explore the relationship of environmental concern of consumers with their attitude towards green products and also to identify the predictors of environmental concern. The data was generated from a researcher controlled sample of graduate and post-graduate students enrolled in educational institutions located in the national capital of India (New Delhi) and surrounding areas popularly known as National Capital Region (NCR). The data generated was analysed employing Structural Equation Modelling (SEM). The study findings indicate that environmental concern has a significant and positive influence on attitude towards green products. Collectivism and eco-literacy emerged as predictors of the environmental concern of consumers. The findings of this study are expected to enhance the understanding of marketers of the role played by variables such as religiosity, collectivism, eco-literacy, and environmental concern in formation of attitude of consumers towards green products.

Keywords: Religiosity, collectivism, eco-literacy, environmental concern, attitude towards green products, SEM, India

1. INTRODUCTION

Environmental concern is defined as the degree of consumers' awareness of environmental problems and their willingness to contribute personally to the solution of these problems (Dunlap & Jones, 2002; Kim & Choi, 2005). It can also be defined as the degree of consumer worry about the threats to environment due to

human interventions (Hassan, 2014). The recent environmental crises have increased the environmental concern of consumers around the world. In fact, the magnitude of the existing environmental problems and the impact of resulting environmental degradation on present and future generations has been realized by the global consumers and, as a result, they are now willing to involve in efforts for preservation

* Corresponding author: kirmani87@gmail.com

of the environment (Manaktola & Jauhari, 2007; Kilbourne & Pickett, 2008; Cheah & Phau, 2011). With regard to increasing environmental concerns, Indian consumers are on the same footing as global consumers (Jain & Kaur, 2004; Chitra, 2007; Mahapatra, 2013; Khan & Kirmani, 2014). According to Khan et al. (2012), concern in India is mounting over an ever-growing list of environmental problems owing to increasing industrialisation as also pressure of growing population. It is, therefore, a widely accepted fact that environmental concern of consumers, around the globe, has increased. This enhanced environmental concern has resulted in growing demand of products which are friendly to the environment (Ramayah et al., 2010). Hence, it can be inferred that environmental concern of consumers has moved in to mainstream marketing and has compelled business firms to embrace green philosophy in their business activities.

Thus, the business firms are contemplating ways and means to go green. In fact, the last few decades have witnessed a flurry of products in the market which have features favourable to the environment. These products are known as green products and they have eco-friendly designs, minimum of packaging, low pollution causing potential and are recyclable (Elkington & Makower, 1988; Chen & Chai, 2010; Pedro et al., 2013).

Previous researchers have explored whether the heightened environmental concern leads to favourable attitude of consumers towards green products (Chan, 2000; Hassan, 2014; Tang et al., 2014). These researchers have observed that consumers who are more concerned about environment are more positive towards the green products. However, there are other

researchers who have indicated that environmental concerns do not necessarily lead to positive attitude towards green products (Tang & Chan, 1998; Straughan & Roberts, 1999; Akehurst et al., 2012). Thus, the findings are inconclusive and hence, there is a pressing need to revalidate the relationship between environmental concern and attitude towards green products in order to reach specific conclusions.

Moreover, majority of studies on green preferences of consumers have been performed in western countries with scant research available in the Indian context. Thus, study in this domain in Indian context is necessary for two reasons: First, environmental problems are escalating in India and hence, previous studies specific to environmental issues have suggested that appropriate action needs to be taken immediately to reverse the trend of fast deteriorating environment (McMichael, 2000; Smith, 2002; Widmer et al., 2005; Auffhammer et al., 2012; Narain, 2015). Secondly, previous studies have also suggested that the affinity of Indian consumers for green products has increased over the years and hence, they are being seen as potential users of green products (Manaktola & Jauhari, 2007; Khare, 2014). In this regard, there is a pressing need to explore the relationship between environmental concern and attitude of consumers towards green products. Additionally, there is a pressing need also to identify the predictors of environmental concern of consumers.

Thus, present study attempted to explore the relationship of environmental concern of consumers and their attitude towards green products and also tried to identify the predictors of environmental concern of Indian consumers.

2. LITERATURE REVIEW

The green preferences of consumers has been studied by the researchers employing different approaches. A pioneering study on consumers' green preferences was done by Kinnear et al. (1974) in which the researchers explored the characteristics of ecologically concerned consumers. Since then, a large number of studies have been performed in different parts of world exploring the attitude of consumers towards green products.

The researchers have indicated that consumers who are concerned about environment are more likely to be involved in green product purchasing (Vernekar & Wadhwa, 2011; Khan & Kirmani, 2014; 2015). A large number of researchers have also observed that consumers desire green products even to the point that they are willing to pay a premium for these products (Coddington, 1990; Myburgh-Louw & O'Shaughnessy, 1994; Laroche et al., 2001; Cheah & Phau, 2011; Khan & Kirmani, 2015). The researchers have also explored the factors which influence environmental concern and thereby, attitude of consumers towards green products (Laroche et al., 2001; D'Souza et al., 2006; D'Souza et al., 2007; Suplico & Salle, 2009; Akehurst et al., 2012; Iravani et al., 2012; Mourad & Ahmed., 2012; Hassan, 2014). These factors are discussed in detail in subsequent sections.

2.1. Positive Influence of Religiosity on Environmental Concern

Engelland (2014) defined religion as a system of belief that recognizes a divine power (or powers) as the creator and ruler of the universe. Religiosity, on the other hand, is a belief of an individual in God and his

commitment to his religion (McDaniel & Burnett, 1990; Johnson et al., 2001; Sungkar, 2010; Mas'od & Chin, 2014). Previous researchers have established a relationship between religiosity and consumer behaviour (Ibrahim et al., 2008; Mokhlis, 2009; Choi, 2010; Lau, 2010). According to Hassan (2011), religious values directly and indirectly impact the actions of human beings.

With regard to environmental concern, evidence supporting protection of environment can be found in religious scriptures of all the major religions of the world. For instance, Rice (2006) and Hassan (2014) had identified some verses of Holy Quran and some Hadith¹ from Islam which emphasize on environmental protection and consider it the duty of mankind to preserve their environment. Similarly, researchers have identified some references from Vedas² and other Hindu scriptures that support environmental protection (Dwivedi, 1990; Roy, 1993; Sullivan, 1998; Nelson, 1998; Narayanan, 2001; Jha, 2002; Mawdsley, 2004; Saxena, 2013). The role of teachings of Christianity in the context of environmental concern has been a subject of debate. For example, there is a perception that Christianity emphasizes on 'mastery over' nature and hence, negatively influences environmental concerns of consumers (White, 1967; Guth et al., 1995; Taylor, 2008). However, there are studies that contradict this view and highlight that Bible recognizes environmental protection as the duty of mankind (Naess, 1989; Whitney, 1993; Saxena, 2013).

It should also be noted that religious scriptures emphasize on the simple and contained life, and the current environmental crisis also demands the same (Dwivedi, 1990; Rice, 2006). Due to this, the highly

¹Hadith is a historical record of the Prophet Muhammad's sayings and deeds (Rice, 2006).

²Vedas laid down the basis of classical Hinduism and contains hymns, philosophy, and guidance on rituals (Jamison & Witzel, 2003).

religious individuals are expected to be more conservative than the individuals who are low on religiosity (Delener, 1994; Sood & Nasu, 1995; Anuar & Mohamad, 2012). Moreover, religiosity also helps in the interpretation of ethical nature of consumer behaviour (Magill, 1992).

Thus religiosity has been considered as an important construct which can influence environmental concern of consumers (Rice, 2006; Chai & Chen, 2009; Mohamad et al., 2012; Hassan, 2014). In fact, the researchers have suggested that proper understanding of environment is not possible without proper understanding of religious teachings (Hopkins et al., 2001; Foltz et al., 2003). To strengthen this notion, previous researchers have explored the relationship of religiosity and environmental concern and observed that the intensity of religious beliefs is positively associated with pro-environmental attitude, i.e. a more religious consumer is more likely to be involved in environmentally friendly behaviour (Stern et al., 1999; Chai & Chen, 2009; Rice, 2006; Kalamas et al., 2014). In this regard, Granzin and Olson (1991) have observed that highly religious people are more interested in recycling and reusing the items. Recently, Hassan (2014) has also observed that religiosity influences environmental concern of consumers. Thus, the following hypothesis was framed:

H₀₁: Religiosity significantly and positively influences environmental concern of consumers.

2.2. Positive Influence of Collectivism on Environmental Concern

Collectivism is the conviction that focuses on interdependence, in-group

harmony, family security, group-oriented goals, social hierarchies, cooperation, and a low level of competition (Hofstede, 1980; Triandis, 1993). In fact, the concept of collectivism prefers helping each other and consideration of group goals over personal benefits (McCarty & Shrum, 1994; Laroche et al., 2001; Gundlach et al., 2006; Zhao & Chen, 2008). More specifically, the collectivists are concerned about the welfare of society and are committed to their duties and obligations (Hofstede, 1980; Laroche et al., 2001; Kim, 2011; Cho et al., 2012). In relation to environmental protection, Triandis (1993) has suggested that people who are high on collectivism are more inclined towards the environment. Similarly, McCarty and Shrum (1994) have indicated that the collectivists are more likely to be involved in recycling activities.

Thus, collectivism has been considered as an important construct influencing environmental concern of consumers and hence, the influence of collectivism values on green preferences of consumers has been widely researched (Chan, 2001; Laroche et al., 2001; Kim & Choi, 2005; Leonidou et al., 2010; Cheah & Phau, 2011; Cho et al., 2012). However, the findings are inconclusive.

Kim and Choi (2005), based on their literature survey, posited that environmental concern is an important construct that intervenes in the relationship of collectivism and green buying behaviours. However, their empirical findings have suggested that there is no significant relationship between collectivism and environmental concern. Leonidou et al. (2010) have indicated that collectivism is an important factor in the formation of inward and outward environmental attitudes and a person who is driven by collectivistic values is more

concerned about the preservation of environment. To gain deeper insights, Cho et al. (2012) explored the influence of horizontal collectivism (emphasis on personal goals along with group goals), vertical collectivism (willing to sacrifice their personal goals for group goals) and confucian collectivism (based on group behaviour regulation, group conformity, interdependence and face-saving) on the environmental attitude of the consumers and observed that horizontal and confucian collectivism were positively related and vertical collectivism was negatively related to the environmental attitude. Thus, it seems that collectivism has a bearing on the environmental concern of consumers and hence, following hypothesis was framed:

H₀₂: Collectivism significantly and positively influences environmental concern of consumers.

2.3. Positive Influence of Eco-literacy on Environmental Concern

Eco-literacy is defined as the measure of the individual's ability to identify and understand an ecologically-related symbols, concepts and behaviours (Laroche et al., 1996). Knowledge of environment help consumers to evaluate offerings from business firms and hence, influences their decision process at every stage (Alba & Hutchinson, 1987; Laroche et al., 2001). Previous researchers have indicated that the consumers' environmental knowledge influences their concern about environment (Vining & Ebreo, 1990; Amyx et al., 1994; Chan, 1996; Fraj & Martinez, 2006; Rios et al., 2006). Additionally, many studies profiling green consumers have also mentioned a strong positive relationship

between level of education and environmental awareness, attitudes and behaviours (Chan, 1996; Widegren, 1998). Similarly, Cheah and Phau (2011) have indicated that eco-literacy is a significant predictor of environmental attitude of consumers. Nath et al. (2014) have also indicated that increasing level of education is the most important enabler of green attitude. Thus, following hypothesis was framed:

H₀₃: Eco-literacy significantly and positively influences environmental concerns of consumers.

2.4. Positive Influence of Environmental Concern on Attitude of Consumers towards Green Products

Researchers have contradictory views on the linkage between environmental concern and various determinants of attitude towards green products (Tang & Chan, 1998; Straughan & Roberts, 1999; Bamberg, 2003; Kim & Choi, 2005; Kilbourne & Pickett, 2008; Lee, 2008; Awad, 2011; Akehurst et al., 2012; Hassan, 2014; Tang et al., 2014). Some previous studies have observed that environmental concern is less important in influencing environmental conscious behaviour of consumers (Tang & Chan, 1998; Straughan & Roberts, 1999; Akehurst et al., 2012). But, a significant number of researchers have observed a positive relationship between environmental concern and green purchase decisions of consumers. For example, a weak relationship between environmental concern and green purchasing intentions was observed by Bamberg (2003) who suggested that environmental concern has a substantive direct effect on the perception and evaluation of the situation-specific cognition, especially the personally

salient behavioural consequences. Similarly, Kim and Choi (2005) had observed a direct relationship between environmental concern and willingness to purchase green products and suggested that consumers who possess strong environmental concern are interested in consumption of products that reflect that concern. Kilbourne and Picket (2008) have also suggested that when concern for the environment increases, consumption becomes more environmentally responsible and consumers shift their consumption patterns by buying green products or by reducing their overall level of consumption. According to Awad (2011), the green consumers have high orientation towards preserving the environment and natural resources which is reflected in their product choices. Recently, Tang et al. (2014) treated environmental concern as an important predictor of consumer attitude towards green products. In their study on Chinese consumers, they observed that consumers' environmental concern is a key factor which significantly influences the consumer attitude towards environmentally friendly products. Based on the discussion, following hypothesis was framed:

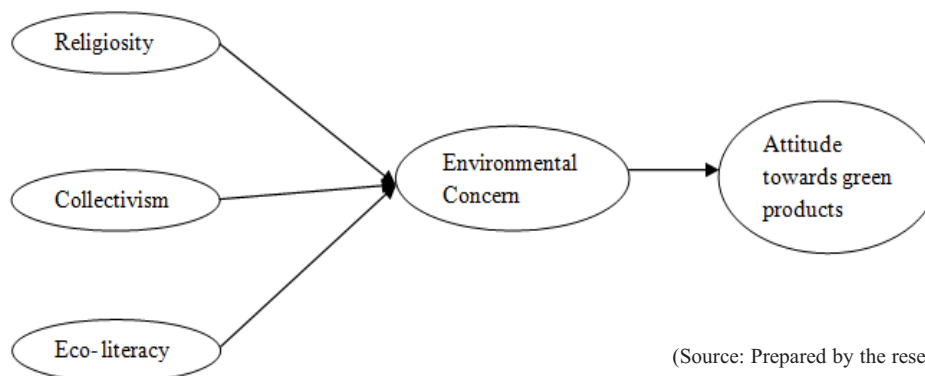
H₀₄: Environmental concern significantly and positively influences attitude of the consumers towards green products.

3. PROPOSED RESEARCH MODEL

On the basis of literature review and ensuing hypotheses, the researchers proposed a research model for the present study (Figure 1). Figure 1 summarizes the relationship between dimensions such as religiosity, collectivism, eco-literacy with environmental concern as also environmental concern with attitude of consumers towards green products.

4. METHODOLOGY AND MEASUREMENT

As the present study was cross-sectional in nature, the data was generated only once from the sample using a structured questionnaire. The questionnaire was divided into two sections. The items in the first section of the questionnaire were based on a five-point Likert scale and were intended to measure religiosity, collectivism, eco-literacy, environmental concern and attitude towards green products. The second section of the questionnaire was designed to generate demographic data pertaining to gender, age, educational qualifications, and monthly family income of the target consumers.



(Source: Prepared by the researchers)

Figure 1. Proposed Model

Data was generated from a researcher controlled sample of graduate and post-graduate students enrolled in educational institutions located in the national capital of India (New Delhi) and surrounding areas popularly known as National Capital Region (NCR). The rationale for choosing New Delhi and NCR for the present study was twofold. First, New Delhi is the most polluted city of India (Chauhan, 2015) and, secondly, students enrolled in educational institutes in New Delhi and NCR come from all parts of the country and hence are culturally diverse (Khan et al., 2012). Further, they exhibit cosmopolitan outlook, generally have a middle class background; and student samples have long been the preferred group in similar studies (Bamberg, 2003; Lee, 2008; Awad, 2011; Cho et al., 2012; Uddin & Khan, 2016). Hence, students enrolled in educational institutes of New Delhi and NCR can be taken as surrogates for the country as a whole (i.e. India) for the purpose of this study.

The data was generated from 600 students; of these 85 responses were incomplete in various respects and hence were not included in the final analysis. Thus, feedback from 515 respondents was subjected to final analysis. The recommendations from previous researchers suggest that this sample size is adequate for employing multivariate data analysis such as exploratory factor analysis and structural equation modelling (Hair et al., 2010; Wolf et al., 2013; Khan & Adil, 2013). The data so generated was statistically analyzed and interpreted using the statistical software SPSS 20.0 (Statistical Package for Social Sciences) and AMOS 20.0 (Analysis of Moment Structure).

5. MEASUREMENT OF VARIABLES

Exploratory Factor Analysis (EFA) procedure was employed to check for unidimensionality of each construct. Principal component analysis (PCA) technique was used for factor extraction and varimax rotation technique was employed for arriving at the solution. The scale items to measure the constructs considered in proposed model were pooled together from various sources as presented in Table 1.

The six items to measure religiosity were pooled together from the studies by Essoo and Dibb (2004) and Kalamas et al. (2014). Out of these six items, only three were retained after EFA. To measure collectivism, four items were pooled together from the studies by Laroche et al. (2001) and Cheah and Phau (2011). One item having loading less than 0.4 was dropped while remaining items with satisfactory loadings (>0.4) were retained. In order to measure eco-literacy, five items were adapted from a study by Paço et al. (2010). Four items were retained for further analysis because one item had loading less than 0.4 (Table 1). For environmental concern, items were adapted from a study by Bamberg (2003) and only three out of seven items were retained. Items to measure attitude towards green products were based on the studies by Paço et al. (2010) and Iravani et al. (2012). Four out of six items were retained.

As can be observed in Table 1, all the constructs had acceptable KMO and significant BTS values. The variance explained by the constructs was satisfactory and all of them also had acceptable Cronbach's alpha values (Hair et al., 2010).

6. ANALYSIS AND FINDINGS

To understand interrelationships among the study constructs, the proposed model was validated employing Structural Equation Modelling which is a two-step model-building approach that involves validating the measurement model followed by validation of hypothesized linkages through structural model (Hair et al., 2010).

7. MEASUREMENT MODEL (CONFIRMATORY FACTOR ANALYSIS)

All items loaded significantly on their corresponding factors and had loadings in the acceptable range (Figure 2 and Table 2).

The accepted and observed values for the fit indices have been presented in Table 3. The Chi-square value was 264.925 with 109

Table 1. Exploratory Factor Analysis

S.No	Scale Items	Loadings	After EFA
Religiosity (KMO= 0.740; BTS= .000; Var= 84. 9%; Cronbach's Alpha= 0.910)			
1.	I have a strong sense of God's presence.	<0.40	NR
2.	I try hard to live my life according to my religious beliefs.	0.914	R
3.	It is important for me to spend some time in private thought and prayer.	0.942	R
4.	The state of environment is ultimately under God's control	<0.40	NR
5.	The current state in which we find the environment reflects God's will.	<0.40	NR
6.	What will become of our environment tomorrow, only God can say.	0.907	R
Collectivism (KMO= 0.718; BTS= .000; Var= 74.5%; Cronbach's Alpha= 0.828)			
7.	I like to be a cooperative participant in my group activities	<0.40	NR
8.	I like to work hard for the accomplishment of goals of my group.	0.871	R
9.	I like to help others in the time of need.	0.875	R
10.	I like to maintain warm relationships with others.	0.843	R
Eco- Literacy (KMO= 0.855; BTS= .000; Variance= 81.0%; Cronbach's Alpha= 0.922)			
11.	I know the meaning of 'global warming'.	0.915	R
12.	I know the meaning of acid rain.	0.901	R
13.	I know causes and effects of ozone depletion.	0.911	R
14.	I know that plastic bags take many years to decompose and cause pollution	0.874	R
15.	I know how to preserve and not cause damage to the environment.	<0.40	NR
Environmental Concern (KMO= 0.718; BTS= .000; Var= 74.3%; Cronbach's Alpha= 0.826)			
16.	The major part of the population does not act in an environmentally conscious way	<0.40	NR
17.	Limits of economic growth have been crossed or will be reached very soon	<0.40	NR
18.	Environmental protection measures should be carried out even if it costs jobs.	0.867	R
19.	We should be concerned about the environmental conditions under which our children may have to live.	<0.40	NR
20.	Newspaper articles or TV-reports concerning environmental problems make me angry.	<0.40	NR
21.	If we continue as before, we are approaching an environmental disaster.	0.875	R
22.	For the benefit of the environment we should be ready to restrict our momentary style of living	0.843	R
Attitude towards Green Products (KMO= 0.811; BTS= .000; Variance= 67.6%; Cronbach's Alpha= .839)			
23.	I feel good about buying products which are less damaging to the environment.	0.802	R
24.	I am willing to make a special effort to buy products which are made from recycled materials.	0.845	R
25.	I will prefer environment friendly products over non-environment friendly products in case the product quality is similar.	0.844	R
26.	I am willing to make a special effort to buy household chemicals such as detergents and cleansing solutions that are environment friendly.	0.795	R
27.	Products labeled as 'environmentally safe' or 'ecological' are just to attract and sell.	<0.40	NR
28.	Most of the environmental claims made by the marketers are confusing.	<0.40	NR

Key: R= Retained; NR= Not Retained

(Source: Prepared by the researchers)

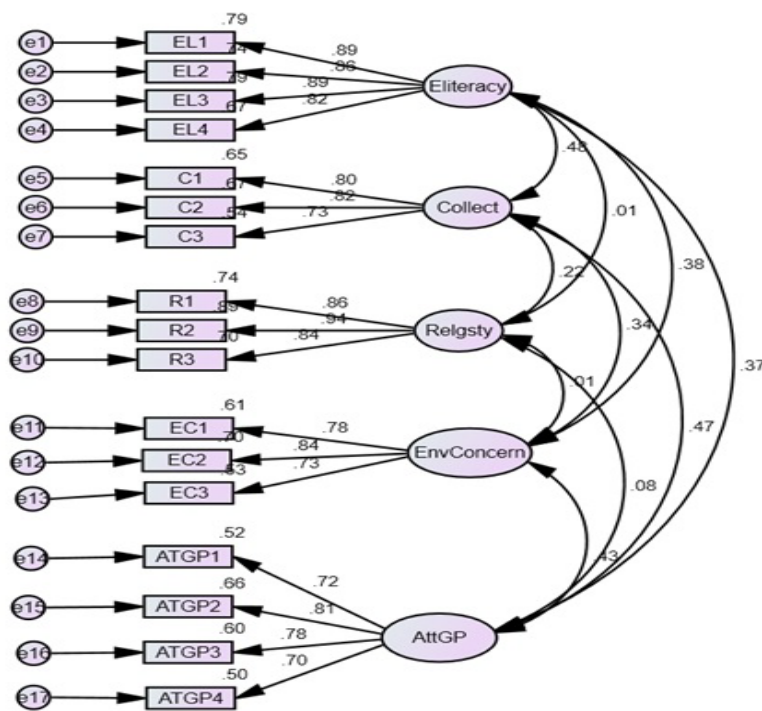
degrees of freedom (df) ($p < 0.05$). The other fit indices were within the acceptable limits (Table 3). In addition, the researchers also validated the research instrument. For this purpose, average variance extracted (AVE) measure was employed to evaluate the discriminant and convergent validity (Fornell & Larcker, 1981; Hair et al., 2010). It should be noted that AVE is calculated as mean variance extracted for the item loadings on a construct and is summary indicator of convergence (Hair et al., 2010).

It can be observed in Table 4 that AVE for each construct was greater than 0.5 which indicates adequate convergent validity, i.e. multiple methods of measuring a variable provide the same results (Fornell & Larcker 1981; O’Leary-Kelly & Vokurka, 1998; Seth et al., 2008; Hair et al., 2010; Gaskin, 2012;

Table 2. Standardized Regression Weights (CFA)

		Estimate	
EL1	←	Eliteracy	0.890
EL2	←	Eliteracy	0.860
EL3	←	Eliteracy	0.888
EL4	←	Eliteracy	0.821
ATGP1	←	AttGP	0.720
ATGP2	←	AttGP	0.809
ATGP3	←	AttGP	0.777
ATGP4	←	AttGP	0.705
R1	←	Relgsty	0.860
R2	←	Relgsty	0.943
R3	←	Relgsty	0.838
EC1	←	EnvConcern	0.781
EC2	←	EnvConcern	0.839
EC3	←	EnvConcern	0.731
C1	←	Concern	0.803
C2	←	Concern	0.820
C3	←	Concern	0.735

(Source: Prepared by the researchers)



(Source: Prepared by the researchers)

Key: Eliteracy=Eco-literacy; Collect=Collectivism; Relgsty=Religiosity; EnvConcern=Environmental Concern; AttGP=Attitude towards green products

Figure 2. Measurement Model

Table 3. Fit Indices of Measurement Model (CFA)

Fit Index	Recommended Values (Source: Hu & Buntler, 1999; McDonald & Ho, 2002; Hooper et al., 2008; Hair et al., 2010; Malhotra & Dash, 2011)	Observed Values
Chi- square/df	< 3.0	2.431
AGFI	0.90	0.918
NFI	0.90	0.949
CFI	0.90	0.969
RMSEA	< 0.70	0.053

(Source: Prepared by the researchers)

Khan & Adil, 2013). It can also be observed in Table 4 that square root of AVE (diagonal values highlighted in bold) for each construct was greater than inter-construct correlations indicating adequate discriminant validity, i.e. the measures of different latent variables are unique (Fornell & Larcker 1981; O'Leary-Kelly & Vokurka, 1998; Hair et al., 2010; Malhotra & Dash, 2011; Khan & Adil, 2013).

The composite reliability (CR) for each factor has been presented in Table 4. For all constructs, CR was above the minimum threshold of 0.70 indicating satisfactory internal consistency in all the constructs (Fornell & Larcker 1981; Hair et al., 2010; Malhotra & Dash, 2011; Kangas et al., 2016). Thus, reliability and validity measures of study constructs were within acceptable range and hence, researchers proceeded for validating the proposed model and hypotheses.

8. STRUCTURAL MODEL

The results of proposed structural model can be observed in Figure 3a and Table 5. Of the four hypothesized relationships, three were statistically significant and were in the expected direction ($p < 0.01$), supporting H02 (collectivism → environmental concern), H03 (eco-literacy → environmental concern), and H04 (environmental concern → attitude towards green products). However, relationship of religiosity with environmental concern was not found to be significant ($p > 0.05$), thereby leading to rejection of H01 (religiosity → environmental concerns). The goodness-of-fit indices suggest that the proposed model fits the data well (Table 6).

However, in order to refine the model and improve the model fit indices further, the modification indices were checked. A modification index is calculated for every possible relationship that is not estimated in

Table 4. Validity of the Constructs

	CR	AVE	EnvConcern	Eliteracy	AttGP	Relgsty	Collect
EnvConcern	0.828	0.616	0.785				
Eliteracy	0.922	0.749	0.376	0.865			
AttGP	0.840	0.568	0.428	0.372	0.754		
Relgsty	0.912	0.777	0.008	0.013	0.082	0.881	
Collect	0.830	0.619	0.342	0.481	0.467	0.221	0.787

(Source: Prepared by the researchers)

Table 5. Standardized Regression Weights (SEM)

			Estimates	p- value
EnvConcern	←	Relgsty	-.043	.365
EnvConcern	←	Collect	.249	.000
EnvConcern	←	Eliteracy	.275	.000
AttGP	←	EnvConcern	.475	.000

(Source: Prepared by the researchers)

a model (Hair et al., 2010). A high modification index was present for the causal relationship from collectivism (Collect) to attitude towards green products (AttGP).

This relationship also had theoretical support. Chan (2001) and Cheah & Phau (2011) validated this relationship and found significant influence of collectivism on attitude of consumers towards green products. Therefore, there existed sufficient theoretical evidence to add new hypothesis as also a new path in the model:

H₀₅: Collectivism significantly and positively influences attitude of the consumers towards green products.

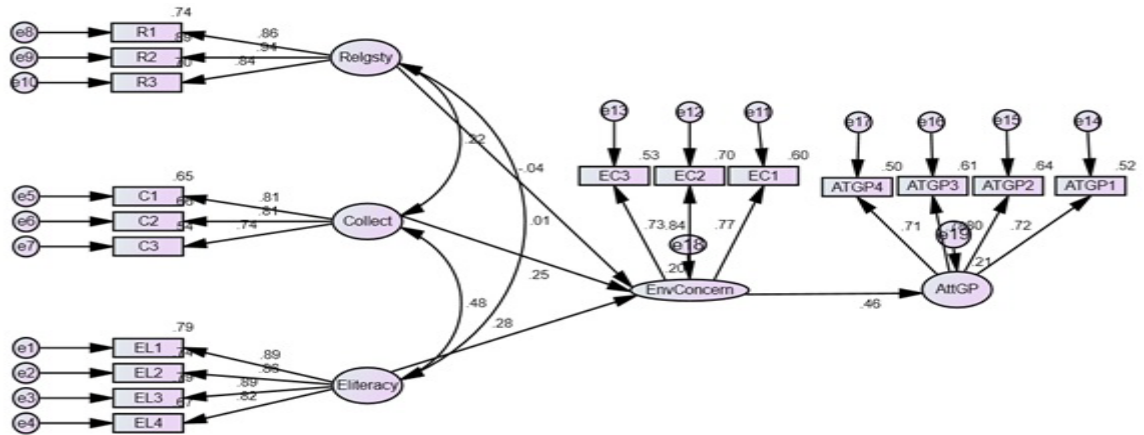
The new path was found to be significant with standardized regression weight of 0.371 (Figure 3b). Thus, H₀₅ was empirically supported confirming the findings of Chan (2001) and Cheah and Phau (2011) that collectivism significantly and positively influences consumers' attitude towards green products. The model fit indices also improved further (Table 6).

The deletion of path indicating non-significant relationship between religiosity and environmental concern (Table 5) led to further improvement in the model parameters (Table 6). The final model has been demonstrated in Figure 3c.

9. DISCUSSION

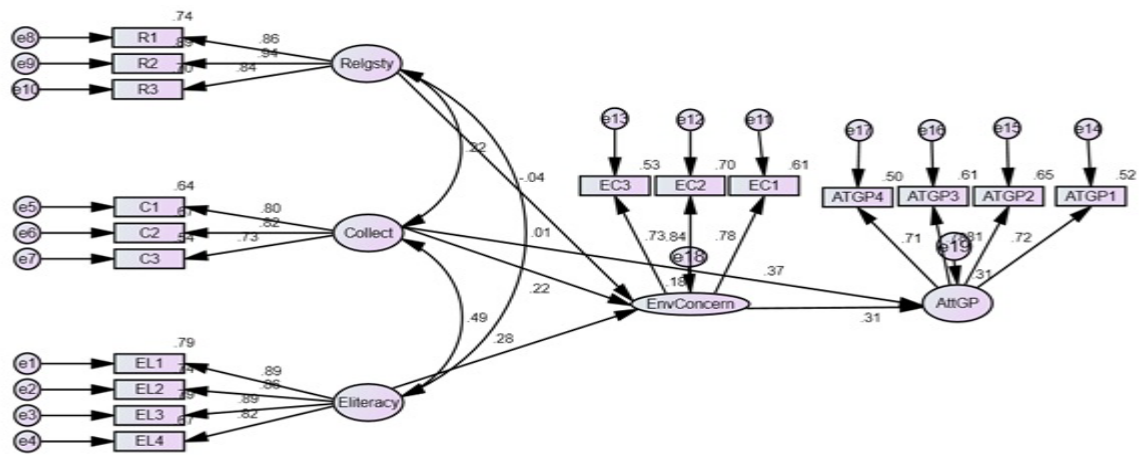
As already stated, the objectives of the present study were twofold. In the context of first objective, the study findings suggest that if concern for environment is high among the consumers than it leads to positive inclinations towards green products. This finding is in line with observations in previous studies that environmental concern impacts the purchasing intentions of the consumers (Bamberg, 2003; Kilbourne & Pickett, 2008; Awad, 2011; Tang et al., 2014). Hence, the present study has strengthened the notion that those consumers who are aware of environmental problems and who are willing to participate in environmental conservation initiatives are more likely to purchase green products.

With regard to second objective, the study findings indicate that religiosity does not play any significant role in determining the environmental concern of consumers. This appears to be contrary to the observations of previous researchers (Stern et al., 1999; Rice, 2006; Hassan, 2014) as also the religious teachings of all the major religions of the world. A plausible explanation for such finding may be younger age profile of the respondents for whom religion may have more to do with spirituality and less with materialistic decision making where they tend to be more objective and practical in outlook (Vitell et al., 1991; Fullerton et al., 1996; Rawwas & Singhapakdi, 1998;



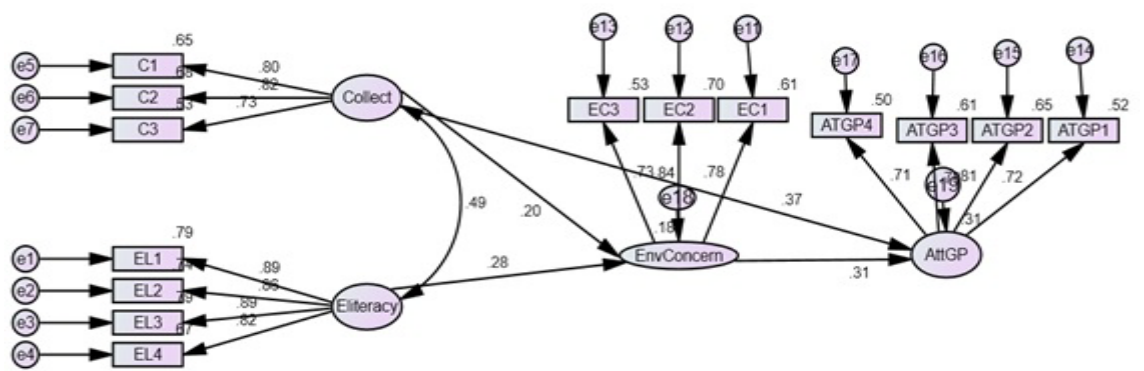
(Source: Prepared by the researchers)

Figure 3a. SEM Results for Proposed Model



(Source: Prepared by the researchers)

Figure 3b. SEM Results for Modified Model



(Source: Prepared by the researchers)

Figure 3c. SEM Results for Final Model

Table 6. Summary of Model Fit Indices

Model Fit Index	Proposed Model	Modified Model	Final Model
Chi-square	320.780	269.460	175.128
Df	112	111	72
Cmin/df	2.864	2.428	2.432
AGFI	0.902	0.919	0.934
NFI	0.938	0.948	0.956
CFI	0.958	0.968	0.973
RMSEA	0.060	0.053	0.053

(Source: Prepared by the researchers)

Boyatzis & McConnel, 2006; Stoppa & Lefkowitz, 2010). On the other hand, variables such as collectivism and eco-literacy emerged as predictors of environmental concern of consumers. Researchers such as Leonidou et al. (2010), Cho et al. (2012) and Wang (2014) have also observed that collectivists are more concerned about the environment than those consumers who do not believe in collectivism. Similarly, the previous studies by Laroche et al. (2001) and Cheah and Phau (2011) had also supported that eco-literacy is an important determinant of environment related attitude of consumers.

Additionally, collectivism was also found to influence attitude towards green products directly, supporting the findings of previous researchers that collectivism values of consumers have a bearing on green product purchasing intentions of consumers (Chan, 2001; Cheah & Phau, 2011; Wang, 2014).

Thus, on the basis of findings of this study, we can safely conclude that collectivism and eco-literacy increase consumer concern for the environment leading to positive attitude towards green products. It should be noted that collectivism has emerged as an important construct because it influences attitude of Indian consumers towards green products directly as well as indirectly through

environmental concern. This is line with the submission by previous researchers (Sinha & Tripathi, 1994; Ghosh, 2012; Chadda & Deb, 2013) that Indians are more inclined towards collectivism than individualism.

These researchers have posited that collectivism values are more acceptable in Indian society and hence, Indians find it more convenient to realize their goals through collectivistic means. Thus, it can be surmised that collectivism values can be considered as of focal interest for marketers of green products in India. The marketers should try to manage collectivism values of Indian consumers to effectively promote green products, especially in initial stages of product launch so as to break early the contrary decision making patterns.

In this regard, Laroche et al. (2001) had suggested that the packaging of green products should stress on welfare of society, security and warm relations as virtues of green consumption. Laroche et al. (2001) envisaged that this would not only promote eco-friendly consumption but would also prove profitable to the green marketers.

Marketers of green products also need to aid consumers in increasing the knowledge about pressing environmental issues. The study findings have indicated that knowledge about the current state of environment and also about the possible repercussions of

environmental damage on present and future generations is expected to make consumers more sensitive to the prevailing environmental issues. For a country like India where general literacy level is low (Census, 2011), the need to educate consumers about the existing environmental problems is even more compelling. According to Nath et al. (2014), environmental awareness increases consumers' sensitivity and understanding of cultural values vis-à-vis environmental protection. Khan et al. (2013) too in their study on Indian consumers suggested that people are needed to be educated about the environment so as to bring about a change in their level of awareness and attitude. Previous researchers such as D'Souza et al. (2006) and Cheah and Phau (2011) have suggested the use of environmental symbols on product labels and packaging in order to educate consumers about the existing environmental issues. This will help in creating general awareness about environmental problems among the consumers and will also explain environmental benefits the product is likely to offer. A positive fallout of such a strategy is that environmentally aware consumers are likely to share and spread knowledge about environmental sustainability in their peer groups (Lee, 2008; Lee, 2009; Khare, 2014).

10. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The findings of the present study pertain to Indian consumers only and hence, replicative studies would help re-validate the study findings in other cultural contexts. Further, the present study focusses on young consumers only where previous researchers

have observed that influence of religiosity is limited to only spiritual aspects and does not affect their practical decision making (Vitell et al., 1991; Fullerton et al., 1996; Rawwas & Singhapakdi, 1998; Boyatzis & McConnel, 2006; Stoppa & Lefkowitz, 2010). Hence, future researchers are advised to re-validate the relationship between religiosity and environmental concern for different age groups. Furthermore, the present study took into consideration only a few variables. Other variables that may relate to environmental concern and attitude towards green products such as interpersonal influence (Lee, 2008; Lee, 2009; Khare, 2014) and perceived consumer effectiveness (Ellen et al., 1991; Jain & Kaur, 2004; Cho et al., 2012) may also be taken into consideration in future works. Next, the present study has explored only the attitude of consumers towards green products while there are evidences from earlier research that there is inconsistency between the attitude of consumer and their actual green behaviour (Carrington et al., 2010; Papaoikonomou et al., 2011; Davies et al., 2012). Hence, another interesting theme of the future works may be to explore the linkage between attitude of consumers towards green products and their actual purchase behaviour. It also needs to be explored whether the attitude per se leads to actual behavior and if it does not, it needs to be looked into as to what are the factors that act as a barrier to willingness to engage in actual behavior. Lastly, present study considered green products in general but to get deeper insights, future researchers need to replicate this work in the context of specific industries such as electronics, automobiles, hotel, etc.

ЕКОЛОШКА СВЕСТ И СТАВОВИ ПРЕМА “ЗЕЛЕНОЈ” ПРОИЗВОДЊИ: ПРИМЕРИ ИЗ ИНДИЈЕ

Mohd Danish Kirmani, Mohammed Naved Khan

Извод

Циљ овог рада је да истражи повезаност између еколошке свести купаца и њиховог става о “зеленој” производњи, као и да идентификује предикторе еколошке свести. Подаци су сакупљени из селектоване групе студената на основном и последипломском нивоу, који студирају у главном граду Индије (Њу Делхију). Такође, подаци су сакупљени из околних области које спадају у регион ове националне престонице. Сакупљени подаци су анализирани применом моделовања структурних једначина (SEM). Резултати студије показују да еколошка свест има значајан и позитиван утицај на ставове према “зеленој” производњи. Колективизам и еко-писменост истичу се као значајни предиктори еколошке свести купаца. Очекује се да резултати ове студије помогну експертима маркетинга у разумевању улоге фактора као што су религиозност, колективизам, еко-писменост и еколошка свест у формирању става према производима на тржишту.

Кључне речи: Религиозност, колективизам, еко-писменост, еколошка свест, став ка зеленој производњи, SEM, Индија

References

- Akehurst, G., Afonso, C., & Gonçalves, H.M. (2012). Re-examining green purchase behaviour and the green consumer profile: New Evidences. *Management Decisions*, 50 (5), 972-988.
- Alba, J.W., & Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13 (4), 441-454.
- Amyx, D.A., DeJong, P.F., Lin, X., Chakraborty, G., & Wiener, J.L. (1994). Influencers of purchase intentions for ecologically safe products: An exploratory study. Pp. 341-347 in *Marketing theory and applications: The proceedings of the 1994 American Marketing Association's Winter Educator's Conference*, Vol.5, Chicago: American Marketing Association.
- Anuar, M.M., & Mohamad, O. (2012). Consumer Response to Cause-related Marketing: A case of Malaysia. *Journal of Asian Business Strategy*, 2 (4), 71-76.
- Auffhammer, M., Ramanathan, V., & Vincent, J.R. (2012). Climate change, the monsoon, and rice yield in India. *Climatic Change*, 111 (2), 411-424.
- Awad T.A. (2011). Environmental segmentation alternatives: Buyers' profiles and implications. *Journal of Islamic Marketing*, 2 (1), 55-73.
- Bamberg, S. (2003). How does environmental concern influence specific environmentally related behaviors? A new answer to an old question. *Journal of Environmental Psychology*, 23 (1), 21-32.
- Boyatzis, C.J., & McConnell, K.M. (2006). RESEARCH: Quest Orientation in Young Women: Age Trends During Emerging Adulthood and Relations to Body Image and Disordered Eating. *The International Journal for the Psychology of*

- Religion, 16 (3), 197-207.
- Carrington, M.J., Neville, B.A., & Whitwell, G.J. (2010). Why ethical consumers don't walk the talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97 (1), 139-158.
- Census (2011). Government of India, New Delhi.
- Chadda, R.K., & Deb, K.S. (2013). Indian family systems, collectivistic society and psychotherapy. *Indian Journal of Psychiatry*, 55 (2), 299-309.
- Chai, L.T., & Chen, T.B. (2009). Religiosity as an antecedent of attitude towards green products: an exploratory research on young Malaysian consumers. *Asean Marketing Journal*, 1 (1), 29-36.
- Chan, K. (2000). Market segmentation of green consumers in Hong Kong. *Journal of International Consumer Marketing*, 12 (2), 7-24.
- Chan, R.Y. (2001). Determinants of Chinese consumers' green purchase behaviour. *Psychology & Marketing*, 18 (4), 389-413.
- Chan, T.S. (1996). Concerns for environmental issues and consumer purchase preferences: A two country study. *Journal of International Consumer Marketing*, 9 (1), 43-55.
- Chauhan (2015). 13 out of world's top 20 polluted cities in India, only three in China. *The Hindustan Times*. Available at <http://www.hindustantimes.com/india-news/india-s-cities-more-polluted-than-china-but-there-is-still-hope/article1-1355013.aspx> (accessed on 29th August, 2015).
- Cheah, I., & Phau, I. (2011). Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence and value orientation. *Marketing Intelligence & Planning*, 29 (5), 452-472.
- Chen, T.B., & Chai, L.T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, 4 (2), 27-39.
- Chitra, K. (2007). In search of the green consumers: a perceptual study. *Journal of Services Research*, 7 (1), 173-191.
- Cho, Y.N., Thyroff, A., Rapert, M.I., Park, S.Y., & Lee, H.J. (2012). To be or not to be green: Exploring individualism and collectivism as antecedents of environmental behaviour. *Journal of Business Research*, 66 (8), 1052-1059.
- Choi, Y. (2010). Religion, religiosity, and South Korean consumer switching behaviours. *Journal of Consumer Behaviour*, 9 (3), 157-171.
- Coddington, W. (1990). It's no fad: Environmentalism is now a fact of corporate life. *Marketing News*, October, p.7.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: An empirical investigation. *Society and Business Review*, 1 (2), 144-157.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2007). Green decisions: Demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31 (4), 371-376.
- Davies, I.A., Lee, Z., & Ahonhhan, I. (2012). Do consumers care about ethical-luxury? *Journal of Business Ethics*, 106 (1), 37-51.
- Delener, N. (1994). Religious contrasts in consumer decision behaviour patterns: Their dimensions and marketing implications. *European Journal of Marketing*, 28 (5), 36-53.

- Dunlap, R.E., & Jones, R.E. (2002). Environmental concern: Conceptual and measurement issues. Pp. 482-524 in R.E. Dunlap & W. Michelson, W. (Ed.), *The Handbook of Environmental Sociology*, Greenwich, CT: Greenwood Press.
- Dwivedi, O.P. (1990). Satyagraha for conservation: Awakening the spirit of Hinduism. Pp. 1-8 in J.G. Engel (Ed.), *Ethics of Environment and Development*, London: Bellhaven Press.
- Elkington, H., & Makower, J. (1988). *The Green Consumers*. New York: Penguin Books.
- Ellen, P.S., Wiener, J.L., & Cobb-Walgreen, C. (1991). The role of perceived consumer effectiveness in motivating environmentally conscious behaviours. *Journal of Public Policy & Marketing*, 10 (2), 102-117.
- Engelland, B.T. (2014). Religion, humanism, marketing, and the consumption of socially responsible products, services, and ideas: Introduction to a special topic section. *Journal of Business Research*, 67 (2), 1-4.
- Essoo, N., & Dibb, S. (2004). Religious influences on shopping behaviour: An exploratory study. *Journal of Marketing Management*, 20(7-8), 683-712.
- Foltz, R.C., Denny, F.M., & Baharuddin, A. (2003). *Islam and Ecology*, Cambridge, MA: Harvard University Press.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18 (1), 39-50.
- Fraj, E., & Martinez, E. (2006). Environmental values and lifestyles as determining factors of ecological consumer behaviour: an empirical analysis. *Journal of Consumer Marketing*, 23 (3), 133-144.
- Fullerton, S., Kerch, K.B., & Dodge, H.R. (1996). Consumer ethics: An assessment of individual behaviour in the market place. *Journal of Business Ethics*, 15 (7), 805-814.
- Gaskin, J. (2012). Confirmatory Factor Analysis. Available at http://statwiki.kolobkreations.com/wiki/Confirmatory_Factor_Analysis (accessed on 29th July, 2015).
- Ghosh, A. (2012). Individualist-Collectivist orientations and achievement value in college students. *Journal of Transpersonal Research*, 4 (1), 39-46.
- Granzin, K.L., & Olsen, J.E. (1991). Characterizing participants in activities protecting the environment: a focus on donating, recycling, and Conservation behaviours. *Journal of Public Policy & Marketing*, 10 (2), 1-27.
- Gundlach, M., Zivnuska, S., & Stoner, J. (2006). Understanding the relationship between individualism–collectivism and team performance through an integration of social identity theory and the social relations model. *Human Relations*, 59 (12), 1603-1632.
- Guth, J.L., Green, J.C., Kellstedt, L.A., & Smidt, C.E. (1995). Faith and the environment: Religious beliefs and attitudes on environmental policy. *American Journal of Political Science*, 39 (2), 364-382.
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate data analysis (7th Ed)*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Hassan, S.H. (2011). Consumption of functional food model for Malay Muslims in Malaysia. *Journal of Islamic Marketing*, 2 (2), 104-124.
- Hassan, S.H. (2014). The role of Islamic values on green purchase intention. *Journal of Islamic Marketing*, 5 (3), 379-395.
- Hofstede, G. (1980). *Culture's*

- consequences: International differences in work related values. Beverly Hill, California: Sage Publications.
- Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53-60.
- Hopkins, N.S., Mehanna, S.R., & El-Haggar, S. (2001). *People and Pollution: Cultural Constructions and Social Action in Egypt*. Cairo: The American University in Cairo Press.
- Hu, L., & Bentler, P.M. (1999). Cut-off criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives. *Structural Equation Modelling: A Multidisciplinary Journal*, 6 (1), 1-55.
- Ibrahim, N.A., Howard, D.P., & Angelidis, J.P. (2008). The relationship between religiousness and corporate social responsibility orientation: Are there differences between business managers and students? *Journal of Business Ethics*, 78 (1-2), 165-174.
- Iravani, M.R., Zadeh, M.S., Forozia, A., Shafaruddin, N., & Mahrooian, H. (2012). Study of factors affecting young consumers to choose green products. *Journal of Basic and Applied Scientific Research*, 2 (6), 5534-5544.
- Jain, S.K., & Kaur, G. (2004). Green marketing: An attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5 (2), 187-205.
- Jamison, S.W., & Witzel, M. (2003). *Vedic Hinduism*. Available at <http://www.fas.harvard.edu/~witzel/vedica.pdf> (accessed on 20th August 2015).
- Jha, D.N. (2002). *The Myth of the Holy Cow*. London: Verso.
- Johnson, B.R., Jang, S.J., Larson, D.B., & Li, S.D. (2001). Does adolescent religious commitment matter? A re-examination of the effects of religiosity on delinquency. *Journal of Research in Crime and Delinquency*, 38 (1), 22-43.
- Kalamas, M., Cleveland, M., & Laroche, M. (2014). Pro-environmental behaviours for thee but not for me: Green giants, green Gods, and external environmental locus of control. *Journal of Business Research*, 67 (2), 12-22.
- Kangas, J., Kajanus, M., Leskinen, P., Kurttila, M. (2016). Incorporating MCDS and voting into SWOT – basic idea and experiences. *Serbian Journal of Management*, 11(1), 1-13.
- Khan, A., Khan, M.N., & Adil, M. (2012). Exploring the new ecological paradigm (NEP) scale in India: Item analysis, factor structure and refinement. *Asia-Pacific Journal of Management Research and Innovation*, 8 (4), 389-397.
- Khan, A., Khan, M.N., & Siddiqui, T.Z. (2013). Gauging attitudes towards the environment through NEP: A case study from India. *International Journal of Social Entrepreneurship and Innovation*, 2 (1), 42-51.
- Khan, M.N., & Kirmani, M.D. (2014). Environmental concerns, perceived environmental responsibility and willingness to pay for green products: An empirical investigation. *International Journal of Management Development & Information Technology*, 12 (1), 78- 85.
- Khan, M.N., & Kirmani, M.D. (2015). Influence of environmental characteristics of the consumers on their willingness to pay for green products: an empirical investigation, *International Journal of Social Entrepreneurship and Innovation*, 3 (5), 374-386.
- Khan, M.N., & Adil, M. (2013). Data analysis techniques in service quality

- literature: Essentials and advances. *Serbian Journal of Management*, 8 (1), 95-112.
- Khare, A. (2014). Consumers' susceptibility to interpersonal influence as a determining factor of ecologically conscious behaviour. *Marketing Intelligence & Planning*, 32 (1), 2-20.
- Kilbourne, W., & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behaviour. *Journal of Business Research*, 61(9), 885-893.
- Kim, Y. (2011). Understanding green purchase: The influence of collectivism, personal values, and environmental attitudes and the moderating effect of perceived consumer effectiveness. *Seoul Journal of Business*, 17 (1), 65-92.
- Kim, Y., & Choi, S.M. (2005). Antecedents of green purchase behaviour: an examination of collectivism, environmental concern, and PCE. *Advances in Consumer Research*, 32 (1), 592-599.
- Kinnear, T.C., Taylor, J.R., & Ahmed, S.A. (1974). Ecologically concerned consumers: who are they? *The Journal of Marketing*, 38 (2), 20-24.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18 (6), 503-520.
- Laroche, M., Toffoli, R., Kim, C., & Muller, T.E. (1996). The influence of culture on pro-environmental knowledge, attitudes, and behaviour: A Canadian perspective. *Advances in Consumer Research*, 23 (1), 196-202.
- Lau, T.C. (2010). Towards socially responsible consumption: an evaluation of religiosity and money ethics. *Science*, 15 (22), 32-35.
- Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning*, 26 (6), 573-586.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behaviour. *Journal of Consumer Marketing*, 26 (2), 87-96.
- Leonidou, L. C., Leonidou, C. N., and Kvasova, O. (2010). Antecedents and outcomes of consumer environmentally friendly attitudes and behaviour. *Journal of Marketing Management*, 26(13-14), 1319-1344.
- Magill, G. (1992). Theology in business ethics: Appealing to the religious imagination. *Journal of Business Ethics*, 11 (2), 129-135.
- Mahapatra, S. (2013). A study on consumer's perception for green products: An empirical study from India. *International Journal of Management & Information Technology*, 7 (1), 924-933.
- Malhotra, N.K., & Dash, S. (2011). *Marketing Research: An Applied Orientation* (6th Ed.). Noida, USA: Pearson.
- Manaktola, K., & Jauhari, V. (2007). Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. *International Journal of Contemporary Hospitality Management*, 19 (5), 364-377.
- Mas'od, A., & Chin, T.A. (2014). Determining socio-demographic, psychographic and religiosity of green hotel consumer in Malaysia. *Procedia-Social and Behavioural Sciences*, 130 (1), 479-489.
- Mawdsley, E.E. (2004). India's middle classes and the environment. *Development and Change*, 35 (1), 79-103.
- Sinha, D., & Tripathi, R.C. (1994). Individualism in a collectivist culture: A case of coexistence of opposites. Pp. 123-138 in U. Kim, H.C. Triandis, C. Kagitcibasi, S. Choi, & G. Yoon (Eds.), *Individualism and*

- Collectivism, Thousand Oaks, C.A, USA: Sage Publications.
- Smith, K.R. (2002). Indoor air pollution in developing countries: Recommendations for research. *Indoor Air*, 12 (3), 198-207.
- Sood, J.A., & Nasu, Y. (1995). Religiosity and nationality: An exploratory study of their effect on consumer behaviour in Japan and the United States. *Journal of Business Research*, 34 (1), 1-9.
- Stern, P.C., Dietz, T., Abel, T., Gaugnano, G.A., & Kalof, L. (1999). A value-belief-norm theory of support for social movements: the case of environmentalism. *Human Ecology Review*, 6 (2), 81-97.
- Stoppa, T.M., & Lefkowitz, E.S. (2010). Longitudinal changes in religiosity among emerging adult college students. *Journal of Research on Adolescence*, 20 (1), 23-38.
- Straughan, R.D., & Roberts, J.A. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 16 (6), 558-575.
- Sullivan, B.M. (1998). Theology and Ecology at the Birthplace of Krishna. Pp. 247-267 in Nelson, L.E. (Ed.), *Purifying the Earthly Body of God: Religion and Ecology in Hindu India*, New York: SUNY Press.
- Sungkar, I. (2010). Consumer awareness: thoughts and trends across the globe. *The Halal Journal*, 2 (1), 22-28.
- Suplico, L.T., & Salle, D.L. (2009). Impact of green marketing on the students' purchase decision. *Journal of International Business Research*, 8 (2), 71- 81.
- Tang, E.P., & Chan, R.Y. (1998). Purchasing behaviours and perceptions of environmentally harmful products. *Marketing Intelligence & Planning*, 16 (6), 356-362.
- Tang, Y., Wang, X., & Lu, P. (2014). Chinese consumer attitude and purchase intent towards green products. *Asia-Pacific Journal of Business Administration*, 6 (2), 84-96.
- Taylor, B. (2008). *Encyclopedia of religion and nature (Vol. 1)*, New York and London: Continuum Books.
- Triandis, H.C. (1993). Collectivism and individualism as cultural syndromes. *Cross-Cultural Research*, 27 (3), 155-180.
- Uddin, S.F. and Khan, M.N. (2016). Exploring green purchasing behaviour of young urban consumers: empirical evidences from India. *South Asian Journal of Global Business Research*, 5(1), pp.85-103.
- Vernekar, S.S., & Wadhwa, P. (2011). Green consumption- An empirical study of consumers' attitudes and perception regarding eco-friendly FMCG products, with special reference to Delhi and NCR region. *Opinion*. 1 (1), 64-74.
- Vining, J., & Ebreo, A. (1990). What makes a recycler? A comparison of recyclers and nonrecyclers. *Environment and Behaviour*, 22 (1), 55-73.
- Vitell, S.J., Lumpkin, J.R., & Rawwas, M.Y. (1991). Consumer ethics: An investigation of the ethical beliefs of elderly consumers. *Journal of Business Ethics*, 10 (5), 365-375.
- Wang, S.T. (2014). Consumer characteristics and social influence factors on green purchasing intentions. *Marketing Intelligence & Planning*, 32 (7), 738-753.
- White, L. (1967). The historical roots of our ecological crisis. *Science*, 155, 1203-1207.
- Whitney, E. (1993). Lynn White, Ecotheology, and History. *Environmental Ethics*, 15 (2), 151-69.
- Widegren, O. (1998). The new environmental paradigm and personal norms. *Environment and Behaviour*, 30 (1), 75-100.

Widmer, R., Oswald-Krapf, H., Sinha-Khetriwal, D., Schnellmann, M., & Boni, H. (2005). Global perspectives on e-waste. *Environmental Impact Assessment Review*, 25 (5), 436-458.

Wolf, E.J., Harrington, K.M., Clark, S.L., & Miller, M.W. (2013). Sample size requirements for structural equation models: an evaluation of power, bias, and solution propriety. *Educational and Psychological Measurement*, 73 (6), 913-934.

Zhao, J., & Chen, L. (2008). Individualism, collectivism, selected personality traits, and psychological contract in employment: a comparative study. *Management Research News*, 31 (4), 289-304.