

EMERGING PATHWAYS TO GREEN PURCHASE INTENTION: DECODING THE INFLUENCE OF ENVIRONMENTAL AWARENESS, GREEN PERCEIVED VALUE AND TECHNOLOGY ADOPTION MODEL ANTECEDENTS ON CONSUMERS' PURCHASE INTENTION

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Abstract: *Understanding the buying behaviour of consumers for green products has become an emerging issue. The purpose of present study is to assess purchase intention of consumers with respect to green products (environment friendly) shopping in India. Further, this study examines the role of environmental awareness, green perceived value, perceived usefulness and attitude towards using in building consumer intentions to purchase green products. Further, the study extends the TAM (Technology Adoption Model) by Davis (1989) by incorporating external variables like environmental awareness and green perceived value. This study examines the information gathered from 260 clients via a Google form survey. Structural equation modeling (SEM), validity and reliability testing, and exploratory factor analysis were conducted using the gathered data. The result of the present study shows that environmental awareness and green perceived value exert positive and differential effects on attitude towards using green products. The study also found that attitude and perceived usefulness are equally important for the purchase intention of customers towards green products. Implications of the present work are useful for academicians, marketers, customers, and policy makers.*

Keywords: *Green products; Environmental awareness, Green perceived value, perceived usefulness, attitude*

1. Introduction

In recent years, the market for green products in India has been steadily growing due to increasing environmental awareness, government initiatives, and consumer demand for sustainable and eco-friendly options. The emergence of green products in India is also driven by factors such as regulatory support, consumer awareness, and corporate sustainability initiatives (Patel & Joshi, 2020). Green products face challenges related to consumer trust, credibility of eco-labels, and the perception of greenwashing among consumers in India. Consumers in India are increasingly inclined towards purchasing green products due to environmental concerns and awareness (Jaiswal, Singh, Kant & Biswas, 2021).

Green products have been classified based on their uniform impact on environmental conservation and protection. Buettner and Madzharova (2021) categorized Energy-Efficient Products such as Refrigerators, air conditioners, LED (light emitting diode) lights based on their low energy consumption. Supriadi, Astuti and Firdiansjah (2017) included water saving

products such as showerheads and efficient irrigation systems as green products due to resource conservation. Fthenakis and Kim (2019) considered Renewable Energy Technologies products like solar photovoltaic and wind turbines as green products due to curbing carbon emissions and promoting sustainability. Ding (2008) categorized sustainable building materials such as bamboo flooring and recycled steel as green products. Gupta and Polonsky (2021) considered organic and eco-friendly products including organic food products, natural personal care items, and biodegradable packaging materials as green products for being eco-friendly products. Certified Products such as Energy Star appliances, Fair Trade goods and Leadership in Energy and Environmental Design (LEED)-certified buildings have been considered green products due to strict environmental standards and ensuring sustainability (Zou, 2019). Yang, Huang and Lin (2022) have included products for green transportation like Electric vehicles (EVs) and hybrid cars as green products due to carbon emissions reductions.

The willingness to pay premium for green products varies among consumers based on their socio-economic background and level of environmental consciousness (Jaiswal, Singh, Kant, & Biswas, 2021). Companies are adopting green product development strategies, sustainable supply chain practices, and green marketing campaigns to cater to the evolving preferences of environmentally conscious consumers (Joshi & Patel, 2020). Challenges such as consumer scepticism, lack of awareness, and price sensitivity still exist in the Indian market, impacting the adoption of green products (Kumar, 2016). The current study evaluates a theoretical framework that provides solutions to the following queries.

- Are attitudes toward usage and perceived usefulness of green products influenced by the conceptions of environmental awareness and green perceived value?
- Does a customer's perception of usefulness affect how they feel about green products?
- Do attitude and perceived usefulness influence a customer's behavioural intention towards green items?

In three different ways, this study adds to the body of literature. First, from the standpoint of technological acceptability, the current study creates a model for behavioural intention. Secondly, the research broadens the scope of the TAM model by including pertinent elements like perceived green value and environmental awareness. Lastly, the study's research findings demonstrate how perceived green value and environmental awareness impact attitudes and perceived usefulness, which in turn impact behavioural intention. The research paper's remaining sections include the following subsections: methodology, results, discussion, and conclusion; they also include the section on drawing hypotheses from the literature review.

2. Literature Review and Hypothesis Development

The Technology Acceptance Model (TAM) propounded by Davis (1989) has been widely adapted for assessing users' acceptance and adoption of technology, including products. While the original TAM model primarily focuses on technology acceptance, its principles have been extended to study perceived usefulness and acceptance of products as well, including green products (Venkatesh & Davis, 2000; Lin & Chen, 2006). New technologies develop very quickly and exponentially, people should be ready for accepting new

technology depending upon the usage (Fornazarič, 2023). Collaborations between government bodies, industry stakeholders, and non-governmental organizations (NGOs) are essential for promoting the adoption and growth of green products in the Indian market (Joshi & Patel, 2020).

2.1 Environmental Awareness

Dunlap and Van Liere (1978) in their study introduced the concept of a "New Environmental Paradigm" and proposed a measuring instrument to assess individuals' environmental awareness and attitudes toward environmental issues. Hines, Hungerford and Tomera (1986) carried out a meta-analysis of previous work on responsible environmental behaviour, including factors that contributed to environmental awareness and pro-environmental actions. Stern and Dietz (1994) examined the value basis of environmental concern, highlighting how values play a crucial role in shaping individuals' environmental awareness and behaviours. Environmental education is considered as precondition for our common future (Smolović, Živanović, Abramović & Živanović, 2023).

De Groot and Steg (2008) focused on different value orientations (egoistic, altruistic, and biospheric) and how they influence beliefs related to environmentally significant behaviour, providing insights into environmental awareness. Kaiser and Schultz (2009) investigated the attitude-behaviour relationship concerning environmental awareness and pro-environmental behaviour, considering the moderating role of behavioural difficulty.

Hypothesis 1: *Environmental awareness (EA) exerts a significant positive effect on Perceived Usefulness.*

2.2 Green Perceived Value

Peattie and Peattie (2003) examined that how reducing social risk could encourage sustainable consumption, which was closely tied to the perceived value consumers associate with green products. Kim and Choi (2005) explored the factors that influence consumers' green purchase behaviour, including cultural aspects like collectivism, environmental concern, and personal consumer efficacy (PCE). Thøgersen (2004) offers insights into how cognitive dissonance theory can help understand the inconsistencies in environmentally responsible behaviour and, consequently, the perceived value of green products. Vermeir and Verbeke (2006) in their study focused on sustainable food consumption for young adults, using the Theory of Planned Behaviour to analyze how confidence and values influence the perceived value of sustainable products. Luchs and Mooradian (2012) highlighted the role of gender and personality traits in shaping sustainable consumer behaviour and perceived value of green products. Factors such as product quality, price, brand reputation, and availability of green products influence consumer behaviour towards green purchases (Jaiswal, Singh, Kant & Biswas, 2021).

Hypothesis 2: *Green Perceived Value (GPV) exerts significant effect on Perceived Usefulness.*

2.3 Perceived Usefulness

Davis's (1989) seminal work on TAM establishes the foundation for understanding how the perceived usefulness influences user acceptance of technology, which can be extended to products. Grunert and Juhl (1995) mentioned the relationship between values, environmental attitudes, and the purchase of organic foods, shedding light on perceived usefulness of eco-friendly products. Venkatesh and Davis (2000) extend the TAM model and provide empirical evidence on the factors influencing perceived usefulness of technology adoption and ease of use, which can be applicable to product acceptance as well. Chan (2001) investigated the determinants of green purchase behaviour (man–nature orientation, degree of collectivism, environmental effect and ecological awareness) among consumers, including the perceived usefulness of green products. Laroche, Bergeron and Barbaro-Forleo (2001) examined consumer segments willing to pay higher for eco-friendly products, considering factors such as perceived usefulness and environmental concern. Chang and Cheung (2001) applied the TAM model to understand the determinants of intention to use the Internet, showcasing applicability of perceived usefulness and ease of use in technology-related decisions. Global technological developments have brought an involution of today's young people which may affect the perception of using green products as well (Mateut, 2021).

Kim and Choi (2005) investigated the antecedents of green purchase behaviour, including factors such as collectivism, environmental concern, and perceived consumer efficacy (PCE), which are related to the perceived usefulness of green products. Customers who are certain for making sustainable choices in their ability to make sustainable choices are highly supposed to perceive green products as useful and align their behaviours accordingly (Vermeir and Verbeke, 2006).

They found that consumers perceive green products as useful when they offer tangible benefits such as energy savings, environmental protection, or health benefits. If users perceive a technology as useful, they are more likely to intend to use it (Davis, 1989). Vermeir and Verbeke (2006) integrated the TPB with sustainable food consumption and highlighted the role of perceived usefulness in shaping behavioural intentions. Consumers' positive perceptions of the usefulness of sustainable food products lead to higher intentions to use them. The perceived usefulness of green products can be influenced by individuals' confidence in their ability to make environmentally friendly choices (Vermeir & Verbeke, 2006).

Steg and Vlek (2009) provided an integrative review of encouraging pro-environmental behaviour, which included understanding the perceived usefulness of environmentally friendly products as a motivator for such behaviour. Biswas and Roy (2015) explored consumer behaviour towards green products in developing economies and highlighted the importance of perceived usefulness.

Hypothesis 3: *Green Perceived Value (GPV) has a significant positive influence on Attitude towards Using (ATU).*

Hypothesis 4: *Green Perceived Value (GPV) has a significant positive influence on Behavioural Intention (BI).*

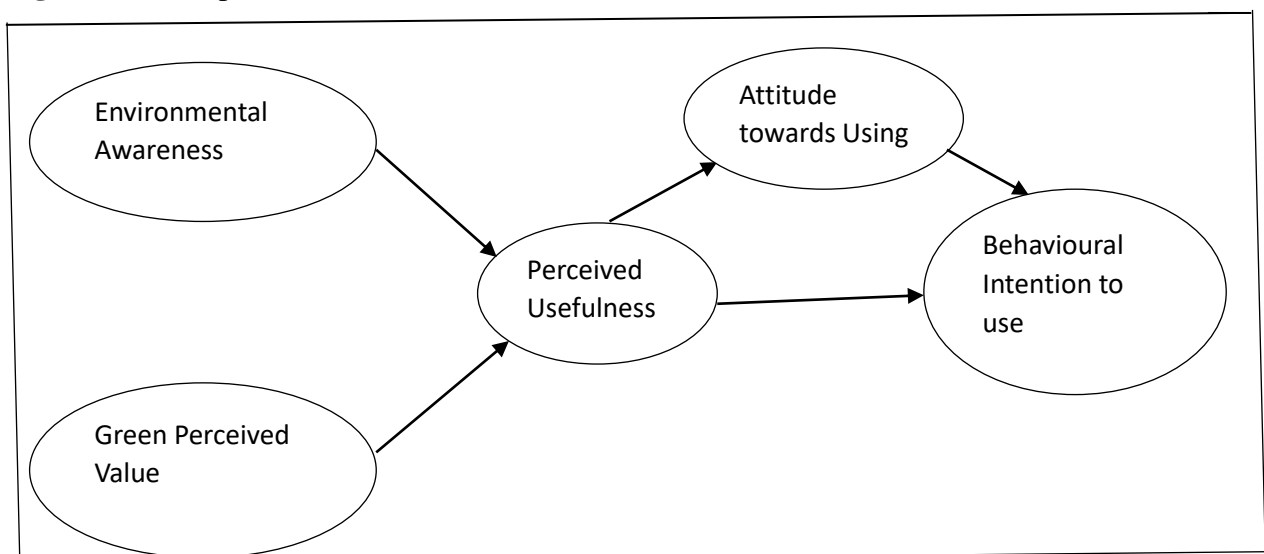
2.4 Attitude towards Using

Integrating environmental considerations into business strategy, including the use of green products and technologies, is essential for sustainable development and business success (Welford, 1999). Green marketing strategies play a vital role in influencing consumer perceptions and attitudes towards green products in India (Kumar, 2016). Life cycle assessment of products is crucial for understanding and mitigating environmental impacts, promoting the adoption of green products and technologies (Tukker, 2000). Consumers' attitudes toward using green products, were also portrayed for influencing their green purchase intention (Chan, 2001). Green product innovation is vital for companies to stay competitive and meet consumer demand for environmentally sustainable products (Dangelico & Pujari, 2010). Information and Communication Technologies (ICT) can play a significant role in reducing environmental footprints when designed and used efficiently (Bieser & Hilty, 2018). Rifa'I and Nuryakin (2020) in their study mentioned that attitude towards using has shown a mediating effect between perceived usefulness and behavioural intention. Companies are increasingly adopting green marketing practices such as eco-labelling, environmental certifications, and sustainable packaging to attract environmentally conscious consumers (Kumar, 2016). Further, social media marketing as a tool is used to attract target audience for different product use including green products (Kaur, 2023).

Hypothesis 5: *Attitude towards Using (ATU) has a significant positive influence on Behavioural Intention.*

Based on the extensive literature review, this study tries to present a comprehensive conceptual model (Figure 1) that delineates the interrelationships among environmental awareness, green perceived value, perceived usefulness, attitude towards using and behavioural intention.

Figure 1: Conceptual Model



3. Methods

Based on the literature review, the present study has taken the constructs including environmental awareness, green perceived value, perceived usefulness, attitude towards using and behavioural intention. The researcher has adapted questionnaire items from earlier studies as Environmental Awareness (Steg & Vlek, 2009), green perceived value (Riva, Magrizos, Rubel & Rizomyliotis, 2022), perceived usefulness (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989; Chen & Lu, 2016), attitude towards using (Amaro & Duarte, 2015) and behavioural intention (Yadav & Pathak, 2016).

Data collection involved the respondents who purchased any green products as classified earlier from tier-2 cities of north India. Data collection was done from September 2023 till November 2023. The research sample encompassed 260 respondents from diverse socio-economic backgrounds using researcher-controlled sampling. For data collection, 1000 questionnaires were distributed for data collection and research got only 260 questionnaires with response rate of 26 percent. The sample size is fully acceptable as per Hair et al. (2010) recommended for multivariate analysis.

3.1 Questionnaire development

The researcher has taken multi-item constructs (environmental awareness, green perceived value, perceived usefulness, attitude towards using and behavioural intention) from the previous literature. The survey consisted of 19 items representing the five dimensions, measured on a scale varying from one for "strongly disagree" to seven for "strongly agree". Data analysis has been carried out using SPSS 24.0. You may refer the **Table 1** for survey based questions and their questionnaire adaptations.

Table 1: Survey Instrument

Code	Dimension Items	Construct (Adapted Sources)
ENV1	Environmental pollution harms my health	Environmental awareness (Steg & Vlek, 2009)
ENV2	I am serious towards environmental problems	
ENV3	I consider that the environment is degrading	
ENV4	Environmental issues pose a threat to humankind's future.	
ENV5*	Regarding the future state of the environment, I am optimistic	
GPV1	The green products offer expected environmentally friendly characteristics	Green Perceived Value (Riva, Magrizos, Rubel & Rizomyliotis, 2022)
GPV2	The green products offer expected environmentally friendly characteristics	
GPV3	In terms of green features and value for money, the green product I buy is superior.	
ATU1	Using eco-friendly items is a wise move.	Attitude towards Using (Amaro & Duarte, 2015)
ATU2	Green product use is a smart move	
ATU3	Using green products is a practical idea	

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ATU4*	Using green products is an important idea	
BI1	I intend to shop for green products in the future	Behavioural Intention (Yadav & Pathak, 2016;)
BI2	In the future, using green products will be my first choice	
BI3	I am willing to shop for green products	
BI4*	I will consider purchasing green products if delivery is available in my area	
PU1	Green products' environmental performance can improve life quality;	Perceived Usefulness (Davis,1989; Davis, Bagozzi, & Warshaw, 1989; Chen & Lu,2016)
PU2	Using green products can make me healthier; and	
PU3	Environmental quality improves after using green products.	
Items with asterisk (ENV5, ATU4 and BI4) were deleted after poor factor loading during exploratory factor analysis.		

3.2 Data analysis

3.2.1. Sample attributes

The characteristics of the collected sample of 260 respondents have been portrayed below. There are 120 female respondents (46%) and 140 male respondents (~54%) in the sample. While portraying the monthly income, 20 (7.69%) respondents have their income less than €333, 50 (19.23%) respondents were in the range of income more than €333 and less than €666 and around 73 percent respondent were having income greater than €666.

The respondents' educational backgrounds were categorized as 115 (~44%) had completed their graduation, and roughly 145 (~56%) had completed postgraduate studies. Therefore, it shows the adequate representation of population in the sample.

3.2.2 Measurement Model

The exploratory and confirmatory factor analyses (EFA and CFA) were used to validate the conceptual model. Six iterations of Principal Component Analysis (PCA) with Varimax rotation were used to conduct the EFA. EFA is represented in the Conceptual model as a component matrix with five variables. Every item's cross loading is less than 0.49. The remaining factor loadings range from 0.59 to 0.852 as well. According to Hair et al. (2010), measurements of all commonalities are greater than 0.49, indicating that each item is related to a variety of other items. Additionally, the KMO value of 0.876 with 120 degrees of freedom indicates enough sampling for the analysis. Moreover, Bartlett's test for sphericity is absolutely significant. All the constructs can explain 71.25% variance of measurement model. Therefore, conceptual model has cleared the cutoff criteria.

In the second step, a CFA was conducted using maximum likelihood (MLE) method with the help of AMOS 24 package. The fit indices of conceptual model are within limits as under acceptable criteria. Conceptual model has shown a required criteria of fit ($\chi^2 = 164.993$, $df = 94$, $\chi^2/df = 1.755$, $CFI = .962$ $TLI = .89$, $RMSEA = .054$).

The composite reliabilities (CR) for each dimension have been portrayed in Table-2. According to Hair et al. (2010), the cutoff values for the following constructs are met by the CR values: attitude toward utilizing (0.789), perceived usefulness (0.812), green perceived value (0.866), behavioural intention (0.783), and environmental awareness (0.823). Additionally, the Average Variance Explained for each of the following constructs: behavioural intention (0.549), attitude towards using (0.558), perceived usefulness (0.593), green perceived value (0.684), and environmental awareness (0.541), was found to be greater than 0.5, indicating convergent validity (Hair et al. 2010; Henseler, Ringle & Sarstedt, 2014).

Table 2: Validity and Reliability Analysis

Item	Estimates	CR	AVE	MSV	EA	GPV	PU	ATU	BI	Constructs	
ENV2	0.812	0.823	0.541	0.393	0.736					Environmental Awareness (EA)	
ENV3	0.719										
ENV4	0.594										
ENV1	0.798										
GPV2	0.873	0.866	0.684	0.384	0.556	0.827				Green Perceived Value (GPV)	
GPV3	0.826										
GPV1	0.78										
PU2	0.88	0.812	0.593	0.32	0.536	0.497	0.77				Perceived Usefulness (PU)
PU3	0.738										
PU1	0.678										
ATU1	0.795	0.789	0.558	0.393	0.627	0.535	0.566	0.747			Attitude Towards Using (ATU)
ATU3	0.623										
ATU2	0.81										
BI3	0.812	0.783	0.549	0.384	0.536	0.619	0.51	0.515	0.741		Behavioural Intention (BI)
BI1	0.784										
BI2	0.612										

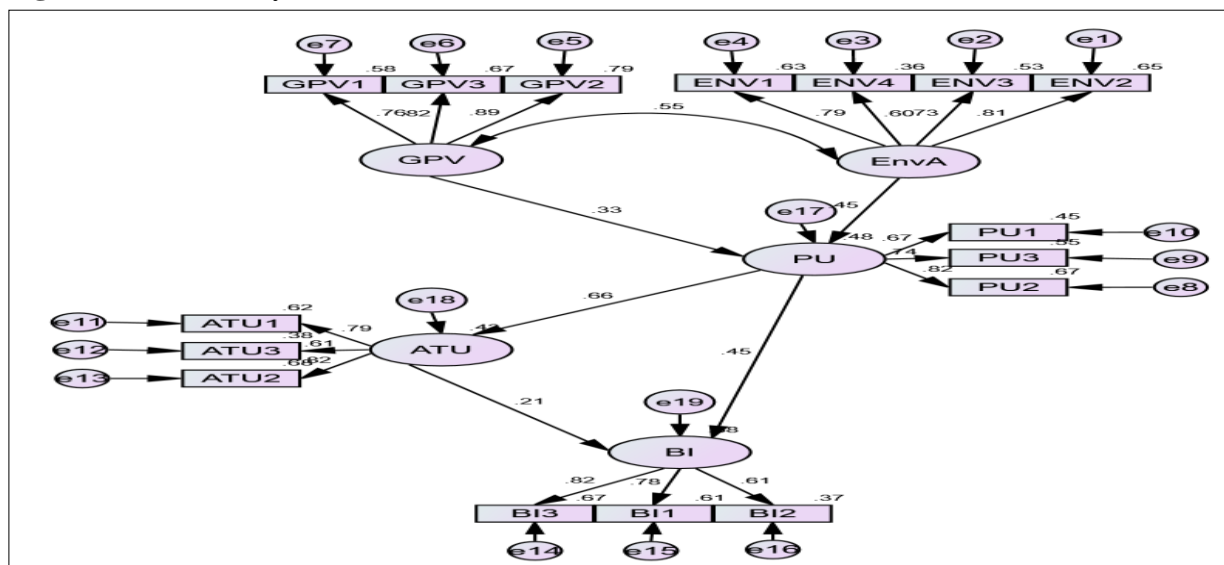
The correlation between "Green Perceived Value" and any other dimension is lower than the square root of AVE for that dimension. Comparably, for Environmental Awareness, perceived usefulness, attitude toward utilizing, and behavioural intention, the square root of average variance explained is larger than the correlation of these variables with any other construct, indicating sufficient discriminant validity.

4. Structural equation modelling (SEM) Results:

Structural Equation Modelling (SEM) is employed for multivariate data analysis for path analysis. SEM enables the researchers to assess the causal relationship between items and constructs as well as the inter-constructs average relationship. The path estimates for hypotheses testing have been calculated through AMOS 24.0 portrayed in figure-2, which shows the path estimates for the respective casual relationships. Further, the SEM model has been found a good fit as other statistics indicating values within limits ($\chi^2=232.086$, $df = 98$, $\chi^2/df=2.368$, $CFI= .929$, $RMSEA=.07$).

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Figure 2: SEM Analysis



Results of structural equation modelling have been indicated below in table 3. Indirect effects of these variables have been measured through the SPSS AMOS 24.0.

Table 3: Results of Structural Equation Modeling

Hypotheses	Estimates	C.R.	p- value
H1: Environmental Awareness → Perceived Usefulness	0.450	5.517	.000
H2: Green Perceived Value → Perceived Usefulness	0.334	4.330	.000
H3: Perceived Usefulness → Attitude towards Using	0.659	8.369	.000
H4: Perceived Usefulness → Behavioural Intention	0.451	4.372	.000
H5: Attitude towards Using → Behavioural Intention	0.214	2.136	.033

Source: By Researcher

Table 3 also displays the outcomes of the five hypotheses that this study put forth. According to Hypothesis 1, perceived usefulness is significantly positively impacted by environmental awareness. The findings show that Indians' perceived usefulness is significantly influenced by environmental awareness (beta = 0.450, $p < 0.00$). Therefore, results are consistent with hypothesis 1.

According to Hypothesis 2, perceived usefulness is significantly positively impacted by perceived green value. According to the findings, perceived usefulness is significantly impacted by green perceived value (beta = 0.334, $p < .05$). this results are in line with the previous study by Khan and Khan (2020). The outcome does lend credence to hypothesis 2. The third hypothesis examined how attitudes toward utilizing are greatly influenced by perceived usefulness. The analysis demonstrates a significant relationship between attitude toward using and perceived usefulness (beta = 0.659, p is less than 0.00).

Therefore, hypothesis 3 is supported by the results. Hypothesis 4 assumed that Perceived Usefulness exerts substantial impact on Behavioural Intention. The output of regression analysis explains that Perceived Usefulness shows significant influence on Behavioural

Intention ($\beta = 0.451, p < 0.00$). Thus, hypothesis 4 is supported. Hypothesis 5 demonstrates that Attitude towards Using impacts significantly on Behavioural Intention. The result shows that Attitude towards Using has no substantial effect on Behavioural Intention ($\beta = 0.214, p > .05$). Therefore, hypothesis 5 is not supported by results.

5. Conclusions

The primary purpose of this research was to assess the effect of environmental awareness and perceived usefulness on the intentions of individuals to use the green products in their day to day life. Additionally, we find out the role of attitude towards using as a mediating variable, between perceived usefulness of green products and behavioural intention to use and shop the green products. To explore the hypothesized relationships among these constructs, a study with a sample of 260 respondents from the customers who has prior experience of using green products was carried out. For structural equation modeling, AMOS 24.0 was employed as analytical tools. Notably, our results portrayed that environmental awareness and green perceived value positively influence the perceived usefulness of green products. Presently, there is a much more focus on sustainable consumption to promote the environmentally friendly practices all over the world. Therefore, customers are more aware to adopt such practices and find the green perceived value an important factor for perceived usefulness. Further, policies of all government are incorporating the use of green products so that little harm may be recorded to the environment and planet. Furthermore, our research contributes to the extant literature on TAM model by considering the perceived usefulness as a factor for behavioural intention to use the new products instead of technology. Research also suggests that policy makers should focus on increasing environmental awareness and enhancing the perceived value by cutting production and acquisition cost of green products. Collaborations between government bodies, industry stakeholders, and non-governmental organizations (NGOs) are essential for promoting the adoption and growth of green products in the Indian market as also opined by Joshi and Patel, (2020). Further, attitude towards using green products should be translated to behavioural intention to use the products. Future research may be conducted to incorporate other important factors like customer satisfaction and customer loyalty.

The limitation of the study is that researcher has assessed green purchase intention in a developing country i.e. India. Hence, the results of this study may lack generalization for other developed regions of the world but results are still insightful in assessing green purchase intention.

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