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Title: Assessment of Indian consumers' green purchase intention: an integration of theory of planned behaviour and meta-analysis

Author: Panda D., Singhal D., Jena S., Tripathy S.

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Abstract: Globally, there is a rapid rise in awareness of environmental degradation and its harmful effects. This awareness not only motivates businesses to produce environmental-friendly goods but also inspires academicians and practitioners to comprehend the customer's environmental-friendly purchasing behaviour. This research examines past studies on Indian consumers' green purchase intentions and explores prominent behavioral intention factors to improve theoretical comprehension of consumers' purchase behaviors. The objective of this research is to quantify the relationship between predictors of the theory of planned behavior and green purchase intention, and also examine the contribution of additional predictors to green purchase intention. The meta-analysis technique is used in quantifying, and drawing general and trustworthy conclusions. The review of the extant literature is systematically conducted and thirty studies are deemed appropriate for the meta-analysis. The findings reveal key factors that influence consumers' decision-making towards the purchase of green products. The outcomes of the meta-analysis distinctly delineate that attitude, subjective norms, perceived behavioral control, and environmental consciousness tend to maintain a positive correspondence with green purchase intention. The findings also indicate that attitude has the most substantial influence on purchase intention, followed by perceived behavioral control, subjective norms, and ultimately environmental consciousness. Marketers can use the information gleaned from the findings to come up with strategies that will help them get more people to buy green products and accept them more readily.



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