



# A Theoretical Study On Factors Influencing Green Product Purchase Intention And The Mediating Role Of Environmental Concern

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## Abstract

In India, educated consumers, especially urban and materialistic ones, are increasingly gaining awareness of the value and usefulness of green products. However, for a significant portion of the population, eco-friendly consumption is still comparably new and, to some extent, is still seen as a new concept. This phenomenon poses a practical challenge: in most cases, before green consumption can be adopted on a regular basis, consumers often need the process of awareness building and prolonged sensitisation towards environmental risks. In turn, green initiatives should not be limited to a narrow circle but be applied to larger social groups, which, in turn, presupposes time payment, institutional work, and social interaction. Notably, though, the concept of green marketing is not entirely new to the Indian environment; prior to the modern sustainability movement, even the use of biogas and simple everyday use of goods that were environmentally friendly, like bamboo furniture and compact fluorescent lamps, were indicative of environmentally conscious decisions. Similar cases arise in the case of traditional domestic practices through the use of earthen pots, Surahi, or Matka to maintain drinking water temperature instead of using refrigeration. These practices put across the point that sustainability in Indian consumption has strong cultural roots, and more and more other economic sectors are considering adopting green products as part and parcel of sustainable long-term societal welfare and environmental stability.

The rising poverty of the environment, in line with the rapid shift in climate change, has heightened academic interest in the factors of sustainable consumption. In this larger background, the purchasing intention of green products has become important due to the fact that, in many instances, it comes before the actual purchase behaviour in an environmentally responsible manner. This theoretical question postulates a conceptual framework that integrates to explain green purchase intention by using an expansion of the Theory of Planned Behaviour (TPB) and placing Environmental Concern as the mediator construct. Based on existing theoretical considerations and empirical evidence based on the previous research studies, this paper has outlined the role of attitude toward green products, subjective

norms, and perceived behavioural control in creating a process of environmental concern, which subsequently directs these antecedent impacts on purchase intention. This study provides a theoretically founded model for explaining green purchasing decisions by connecting psychological appraisal, social influence, and perceived control through the mediating role of environmental concern. The framework will be used to guide eventual empirical validation, as well as can also be used by policymakers and practitioners to develop interventions that strengthen the consumption patterns that are environmentally responsible.

**Keywords:** Green Products, Purchase Intention, Environmental Concern, Theory of Planned Behaviour, Sustainable Consumption

## Introduction

Environmental issues such as climate change, ecological degradation, biodiversity loss, and the growing rates of air, water, and soil pollution have aggravated the pressure on societies worldwide to rethink traditional production and consumption patterns. Governments are therefore tightening environmental laws, companies are becoming more attuned to adopting sustainability-oriented approaches, and citizens are urged to make consumption choices with minimal ecological impact. Consumers are some of the most important stakeholder groups, as their daily market decisions affect demand, corporate priorities, and accelerate the process of more sustainable consumption systems.

In this context, green products have emerged as a major substitute for conventional products. Green products are broadly defined as products that are designed, produced, distributed, used, and disposed of in a manner that minimises adverse effects on the environment throughout the life cycle of the product, including reduced resource use, reduced emissions, and increased recyclability. With growing environmental awareness, the concept of green products is usually promoted as a viable way for consumers to demonstrate environmental responsibility through their daily buying behaviour.

Nevertheless, even as public awareness of environmental concerns escalates, there is still no uniformity and consistency in the consumer adoption of green products by product category and population. Several consumers are positive in their attitudes toward sustainability and the severity of the ecological crisis, but this information does not always turn into the regularity of green purchasing behaviour. This continuous attitude-behaviour gap has led researchers to investigate the psychological, social, and contextual mechanisms that influence the desire of people to buy environmentally friendly products. In this respect, purchase intention has become one of the most accepted central variables in studies of consumer behaviour, as it represents the willingness and desire of a person to execute a behaviour and often serves as an adequate predictor of actual purchase behaviour.

One of the most widely used theories for explaining pro-environmental decision-making and consumption patterns is the Theory of Planned Behaviour (TPB). The TPB suggests that three determinants tend to affect the intention to behave: attitudes towards the behaviour, subjective norms, and perceived behavioural control. The model has a wide application due to its good explanatory ability, as it has been used extensively to explain the reasons behind consumer involvement (or non-involvement) in environmentally responsible behaviours (Ajzen, 1991). However, modern researchers argue that, although the TPB can be applied to describe rational considerations and social pressures, it might not adequately reflect the moral, value-based, and emotional factors that frequently drive environmental behaviour. The decisions made by individuals regarding the environment are not necessarily instrumental but can be based on ethical beliefs, consideration of future generations, and individual interest in environmental degradation.

Environmental concern is another explanatory construct that is relevant in this theoretical context. Environmental concern is a measure of how concerned individuals are about environmental hazards, how sensitive they are to ecological well-being, and how much ecological protection is considered individually relevant. It also embodies an internal readiness to sustain actions and consumption decisions that diminish environmental damage. Thus, the idea of environmental concern as a factor in models of sustainable consumption can bring more insight into the reasons why certain consumers become more inclined to buy green products, whereas others are still reluctant. Based on this, the proposed study conceptually incorporates environmental concern into the TPB framework, which further elaborates on green product purchase intention beyond purely cognitive predictors to a more value- and responsibility-rooted dimension of environmentally based decision-making (Ajzen, 1991).

## **Theoretical Background**

### **Theory of Planned Behaviour**

The Theory of Planned Behaviour (TPB) explains intention as the outcome of three principal determinants: one's attitude toward engaging in the behaviour, perceived subjective norms, and perceived behavioural control. In this formulation, attitude captures whether the individual appraises the behaviour favourably or unfavourably; subjective norms describe the extent to which important others are believed to approve of, expect, or encourage the behaviour; and perceived behavioural control refers to the individual's judgement of how feasible the behaviour is to carry out, including whether it appears easy, manageable, or constrained. Across a wide range of behavioural domains, the TPB has demonstrated substantial predictive utility, and it has been repeatedly applied and supported in studies of pro-environmental action and sustainable consumption decisions.

At the same time, TPB's explanatory strength is not without boundaries. A recurring critique is that its emphasis remains largely cognitive and rational, leaving relatively limited space for moral responsibility, ethical commitment, and environmentally anchored value orientations, factors that frequently stand at the heart of green consumption. For this reason, extending the TPB through the inclusion of value-laden constructs, particularly environmental concern, is often considered necessary to capture the normative and moral dimensions that shape green behavioural intentions.

### **Conceptualisation of Key Constructs**

#### **Green Products Attitudes**

The attitude towards green products refers to the general evaluative position of the consumer, positive or negative, with regard to purchasing green products. More often than not, green purchasing action has its roots in such a basic value determination: whether a person considers such products to be desirable, fitting, and meaningful. A positive attitude is usually created when the consumer considers green products as helpful, acceptable, and aligned with personal values.

In principle, this construct falls in the area of internal assessment, which combines cognitive appraisal with an affective response. It should not be confused with the knowledge of the environment, the understanding of ecological problems, or the real-life ability to access these products. Theoretically, attitudes are supposed to drive green purchase intentions through two interconnected pathways: they can directly affect the intentions, but also indirectly, through the reinforcement of environmental concern via the perceived strength of environmental protection.

## Subjective norms

Subjective norms describe the social aspect of green purchasing because it encompasses the level at which people believe that important figures desire or approve of green purchasing. Although consumers may have their own preferences, they do not make purchases alone; more often, they are influenced by family members, friends, peer groups, and social expectations of the society at large.

This effect is particularly strong in social and interconnected or collectivist contexts where the decisions of behaviour are closely associated with social acceptance and collective norms. In theory, subjective norms cannot be condensed to the presence of social information in general or the effects of advertising in particular or mere exposure to sustainability messages, but rather to particular manifestations of perceived pressure, expectations, and approval from the key reference groups. In theory, subjective norms may have two forms of influencing green product purchase intention: firstly, by directly influencing people to follow socially respected behaviour, and secondly, by indirectly inspiring the internalisation of environmental values that enhance environmental concern.

## Perceived behavioural control.

Perceived behavioural control has been described as the perceptions of consumers of their ability to buy green products in real-world situations, taking into consideration that, despite good intentions, the behaviour may not be adopted when perceived as a challenge to do so. This perception is informed by concrete enabling or restrictive forces like the availability of green products in the marketplace, their affordability, accessibility, and the availability and reliability of sufficient information to direct purchase decisions.

Perceived behavioural control conceptually should be thought of as a feasibility-based construct and not a moral or value-based concept; it reflects a situational ability and limitation, but not environmental commitment or moral motivation. Theoretically, the Theory of Planned Behaviour argues that an increased perceived control of behavioural intention should enhance the behavioural intention, but in the case of green consumption, these effects are often a factor of infrastructural and contextual realities. The translation of the perceived control into the purchase intention may be hindered by limiting factors, including high prices, inadequate distribution of products, or poor information systems, even when individuals have positive attitudes and good environmental values.

## Environmental Concern

Environmental concern is the degree to which people are aware of environmental issues and feel emotionally and morally engaged in environmental conservation, which makes it clear that cognitive judgements should not be used in isolation when the relationship between green consumption and environmental conservation is to be determined.

As opposed to being a parochial demand for green goods, environmental concern is a broader value orientation that is typified by awareness, concern, and a sense of commitment to environmental protection, often going beyond instrumental reasoning or simple cost-benefit analysis.

Theoretically, environmental concern has always been regarded as a critical antecedent of green purchase intention since it is a psychological process where the positive attitudes and reinforced expectations with the aid of social factors are translated into a significant motivation for green purchasing. It thus offers a moral and value system that facilitates behavioural preparedness by making environmental conservation of individual importance.

## Green Product Purchase Intention.

Green product purchase intention is a state of readiness and willingness to use environmentally friendly products and is usually considered the nearest motivational antecedent to actual green purchasing intentions, although intention does not necessarily fully reflect action.

Theoretically, this construct can be separated from realised purchasing behaviour as these are the expressions of likelihood, planning, and readiness, not the actual purchase results. Theoretically, purchase intention towards green products develops as the resultant impact of psychological assessment, social influence, and orientation towards a moral or axiological stance. This is why sustainable consumption literature does not simply focus on intention as a rational choice by a consumer, but as an aesthetic and ideological stance, a socially expected perception, and a sense of environmental responsibility.

## Development of Theoretical Propositions

Drawing on the combined logic of the Theory of Planned Behaviour and the mediating relevance of environmental concern, the present study advances the following propositions:

- **P1:** A positive attitude towards green products strengthens environmental concern.
- **P2:** Subjective norms increase environmental concern by intensifying perceived social expectations regarding environmentally responsible conduct.
- **P3:** Perceived behavioural control shapes environmental concern by influencing how feasible consumers believe sustainable action to be.
- **P4:** Attitude towards green products positively predicts green product purchase intention.
- **P5:** Subjective norms positively predict green product purchase intention.
- **P6:** Perceived behavioural control positively predicts green product purchase intention.
- **P7:** Environmental concern positively predicts green product purchase intention.
- **P8:** Environmental concern mediates the association between attitude towards green products and green product purchase intention.
- **P9:** Environmental concern mediates the association between subjective norms and green product purchase intention.
- **P10:** Environmental concern mediates the association between perceived behavioural control and green product purchase intention.

## Proposed Conceptual Framework

The framework proposed in this study treats environmental concern as the key internal route through which the major antecedents of the Theory of Planned Behaviour shape green product purchase intention. The model does not rely on the assumption that attitude, subjective norms, and perceived behavioural control simply exert straightforward direct effects on intention. Instead, it gives conceptual priority to an intermediate psychological process. In this arrangement, evaluative judgements about green products and socially shaped expectations become behaviourally meaningful largely when they stimulate a stronger concern for environmental wellbeing.

Within this structure, attitude and subjective norms are positioned as the most influential initiating forces because they shape how consumers interpret green purchasing as desirable and socially appropriate. Perceived behavioural control, by contrast, is treated primarily as an enabling condition: it reflects whether sustainable purchasing appears doable in the consumer's context, thereby supporting intention formation rather than acting as the primary motivational engine.

## Theoretical Contributions

This paper adds to the sustainability and consumer behaviour literature in three main respects. First, it reworks the Theory of Planned Behaviour by placing environmental concern between the classical TPB antecedents and green purchase intention. This modification directly addresses a frequently noted weakness of TPB in sustainability research, namely, its limited sensitivity to ethical commitment and environmentally anchored values that commonly motivate green consumption.

Second, the framework provides a broader conceptual account of green purchase intention by connecting cognitive assessment, social influence, and value-based orientation into a single coherent explanation. Rather than treating these influences as isolated predictors, the model clarifies how they can operate together in shaping intention.

Third, the proposed conceptual arrangement establishes a theoretically defensible platform for later empirical examination, including testing across different cultural environments and across varying types of green products.

## Managerial and Policy Implications

The model suggests that encouraging green purchasing requires more than adjusting market incentives, such as price reductions or improving product availability. For practitioners, the priority should be strengthening favourable consumer evaluations of green products and cultivating normative support so that green purchasing is viewed as socially endorsed and personally worthwhile.

From a policy viewpoint, the framework implies that strengthening environmental concern at the population level is essential for improving sustainable consumption patterns. Public interventions such as environmental education and awareness initiatives can support this by making environmental risks more salient and by increasing the perceived relevance of ecological responsibility in everyday consumer choice.

## Conclusion

This theoretical study develops an integrated explanation of green product purchase intention by expanding the Theory of Planned Behaviour to incorporate environmental concern. In doing so, the framework gives particular weight to the roles of attitude and subjective norms in shaping intention, while also positioning environmental concern as the key psychological process through which these influences become translated into sustainable purchasing motivation. Overall, the proposed model offers a coherent theoretical platform for subsequent empirical examination and strengthens ongoing scholarly discussion on how sustainable consumer behaviour is formed and sustained.

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