

Youth Awareness and Attitudes Towards Green Products: A Study in Mumbai with Implications for Corporate Social Responsibility

Kamalika Ray^{1*}, Sachin Vilas Acharekar²

¹Research Scholar, Department of Commerce & Business Studies, S.K Somaiya College, Somaiya Vidyavihar University, Mumbai, Maharashtra, India

²Research Guide, Department of Commerce & Business Studies, S.K Somaiya College, Somaiya Vidyavihar University, Mumbai, Maharashtra, India

Abstract-This study examines the influence of corporate social responsibility (CSR) on green purchase intention (GPI) and the primary predictors of young customers' green purchase behaviour in Mumbai, India. It is based on Carroll's CSR model and the Theory of Planned Behaviour (TPB) (Ajzen, 1991). The determinants are divided into the variables of awareness, attitude, and social factors, leading to green purchase intention which results in green purchase behaviour. Awareness, attitude and social factors are the variables influenced by the Corporate Social Responsibility projects and activities undertaken for the youth in Mumbai by different companies. Economic factors are taken as the moderator which influences the relation between purchase intention and purchase behaviour. Data was collected from respondents aged between 18-35 years old. The data analysis has been conducted using Statistical Package for the Social Sciences (SPSS) software. The findings confirm the TPB and the body of literature on the theory, and they also point to the need for additional youth-focused awareness initiatives to encourage green consumer behaviour across industries.

Keywords: Corporate Social Responsibility, Green purchase behaviour, Green product, Sustainability, Youth

Introduction

The term "green" is frequently used in the context of business to refer to concepts like ethical purchasing, environmentally conscious consumers, sustainability initiatives, and Corporate Social Responsibility (CSR). Sustainable, pesticide-free, or constructed from recycled materials with little packaging are all considered "green" items. Although they still adhere to the same manufacturing standards, green products integrate ecological principles into their design, production, and use-return processes. Over the past few decades, the world's unsustainable consumption practices have resulted in serious environmental implications and issues of effluence, greenhouse gas emissions, and unnatural climate changes. In these turbulent times, consumers and manufacturers worldwide have woken up to the fact that if proper action is not taken now, we are not going to leave a safe world for the coming generations. Last year, in October 2022, after years of slumber, Berlin finally joined the other cities towards a more sustainable source of lighting to illuminate their city. Dozens of Swedish start-ups are working on clean energy mobility, creating what some call a Nordic "Sustainability valley" (Cantrill & Fokuhl, 2022). Back home, in India, many awareness campaigns like 'Namami Gange programme, the much popularized 'Swachh Bharat Abhiyan (Clean India Mission)' and 'Pehle Shauchalaya, Phir Devalaya: (Toilets before temples)' in 2014, Compensatory Afforestation Fund Act (CAMPA) in the year 2016, and Green Skill Development Programme in 2017, have been initiated and still being implemented by the government. With time, green products are now being preferred by many consumers and manufacturers alike.

Post Covid-19, and taking into consideration the impending dangers of climate crisis, consumers, especially the youth, are becoming increasingly conscious of their personal health and responsibility towards the environment. Young people of the new age are starting to become more responsible towards the nature and preferring to consume

items whose manufacturing is the least damaging towards the environment. For this the youth in many places are starting to shift their consumption habits. Businesses in countries around the world are acknowledging this dynamic change of interests and committing to innovations. Small Industries Development Bank of India (SIDBI), the leading financing institution for Micro, Small & Medium Enterprises (MSME) development in India, in October 2022 signed an agreement to construct a quarterly SIDBI-D&B Sustainability Perception Index with the data and analytics firm Dun & Bradstreet. In order to "nudge businesses toward adopting an Environmental, Social, and Corporate governance (ESG) framework in their business strategy over the coming years," according to SIDBI, the index will be shared with policymakers as a quantitative measurement of the adoption of ESG measures among MSMEs. When analysed together, the index would offer insightful information on the adoption of an ESG framework. SIDBI added that the index will capture the sentiment of firms through a poll regarding the previous quarter and prognosis for the following quarter on different business characteristics. Later, the index intends to cover sectoral and sub-sectoral views, aspirations, and readiness so that sectoral firms can monitor their own progress with regard to ESG.

One of the main reasons the Sustainable Development Goals (SDGs) were introduced in 2015 was because of the significance of green products for both preserving the planet and people. The 2030 Agenda for Sustainable Development, provides a vision and a shared road map for promoting peace and prosperity for people and the environment in the present and future. The seventeen Sustainable Development Goals (SDGs), which urge global cooperation and action from both wealthy and developing countries, are its basic pillars. The twelfth goal of these SDGs entails "responsible consumption and production patterns" by 2030 (**THE 17 GOALS Sustainable Development, n.d.**). In many developed countries, green products are now the most trusted way towards environmental sustainability. The majority of businesses around the world, irrespective of the industry that they belong to, are highlighting their intention to contribute to the SDGs. The businesses are beginning to include sustainable goals as a part of their vision and mission statement and pouring in more resources to research innovative ways to achieve them. These steps are also aiding businesses to benefit from green products in the long run. As part of their CSR initiatives, companies are informing consumers about the value of recyclability, reusability, refill ability, and energy conservation, and how this ideology has become a key catalyst in the company's growth and longevity. Through this kind of publicity and information dissemination, businesses may take advantage of the big and expanding population of young consumers concerned about their health and the environment while still gaining a competitive edge and earning profits. The recent spike in environmental awareness has also increased the pressure on consumers to think about how their actions may affect the environment. This is because there has been more media coverage, especially as a result of increased Corporate Social Responsibility (CSR) campaigns that try to raise public awareness of environmental problems and pique interest in eco-friendly products. Due to all the campaigning and information publicity by the CSR activities by the earth-friendly companies and the government, there is a notable rise in awareness and shift in attitude among the youth of every nation. However, in spite of this awareness, the green consumerism in developing nations remains low. In this context, it should be remembered, that regardless of the good or service being provided, young consumers' influence should never be undervalued. Young people are extremely important consumers because they influence the purchasing decisions of their friends and families. This makes the youth in any nation, valuable consumers. The younger demographic in India has grown in importance to marketers during the last few decades. Young consumers' influence on family budgeting and decisions has grown, and their purchasing power has risen with a speed that is more than that of any other age group in India's population. Many young shoppers take an active role in purchasing items for themselves and their families. Following these trends, businesses are scrambling to appeal to young consumers by developing products and flashy advertising that fit their tastes. It is therefore essential for the youth to have a better understanding of how products affect the environment and society in order to develop sustainable consumption strategies. The youth in any city, mainly those aged 18 to 35, are becoming the internet's "most targeted" market. Young people today in Mumbai, India, spend more than 25% of their disposable money on internet purchases and spend an average of 35 hours a week online—more than the percentage for older ones. Nearly 60% of young shoppers in this age range have made internet purchases before.

The Theory of Reasoned Action (TRA), on which the TPB is based, was initially used by Ajzen. (**Ajzen, n.d.**) In order to strengthen the TRA's explanatory capacity, the TPB argues that the primary factor influencing an individual's decision to engage in a particular behaviour is their desire to do so (or not) (**Ajzen & Fishbein, 2004**). One of the most significant ideas for predicting the behavioural intentions of consumers is TPB. The theory's relevance and robustness have been demonstrated over the years through several studies examining recycling

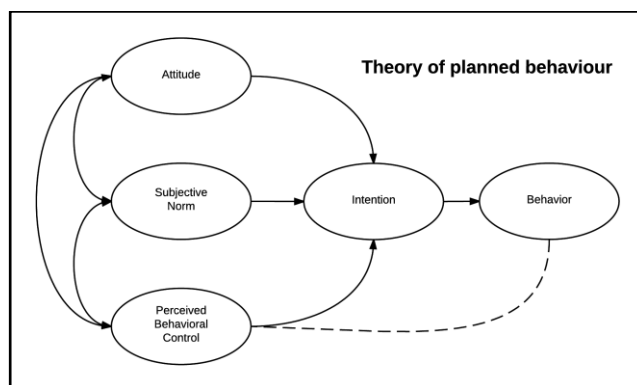
behaviours, green fashion, energy-efficient items, organic food choices, green hotels and restaurants, and environmentally friendly transportation. However just as many theories, the TPB too, has limits. It only emphasizes the linear connection between intention and behaviour, much like what the TRA does. To account for this gap, in this study, economic factors have been incorporated as a moderator variable in the conceptual model. The objective of this study is to examine the youth residing in various areas of Mumbai's city limits with regard to their knowledge of green products, green purchasing intentions, and green consumer behaviour.

Literature Review

The study titled “Moving the needle of sustainability”, has made an observation that there can be a framework of four strategies which will help create sustainability through both market creation and customer engagement. The strategies are fertilizing, transplanting, grafting & hybridizing. (Challagalla & Dalsace, n.d.). Another viewpoint, which comes from the perspective of emerging nations, proposes important variables influencing consumers' sustainable green purchasing behaviour (Dutta et al., 2022). They concluded that engagement in recycling, personal norms, perceived values, and environmental awareness had a significant impact on consumers' plans to buy environmentally friendly goods. Regarding these intentions to make green purchases, a favourable mediation effect was also discovered. However, willingness to pay had a detrimental impact on customers' desire to make green purchases. Further, studying the agricultural food sector of China demonstrated how CSR affects green purchasing behaviour by increasing customer participation in value co-creation (Liu et al., 2022). Their study also found that concerns about food safety play a part in positively moderating the effect of CSR and value co-creation activities on green purchasing behaviour. Young consumers were however found to be sceptical about green products. It was observed that socio demographic factors influence their purchase behaviour (Witek & Kuźniar, 2020). When South Africa as an emerging market was researched, factors influences millennial's green purchasing decisions studied. It was concluded that when it came to adoption behaviour, behavioural intention explained only a small part of the variance, while attitudes, perceived behavioural control and subjective norm were the major determinants (Dilotsothe, 2021). Further, environmental awareness, internal and external environmental attitudes influenced purchasing behaviour. These ecological concerns and awareness were found to be good predictors of green purchase behaviour (Fontes et al., 2021). The relationship between ecological concern, internal and external environmental attitudes, purchasing behaviour, and environmental behaviour were studied as predictors of environmental-friendly purchase behaviour using the Multidimensional scaling method and were identified along with the knowledge structure in it (Marvi et al., 2020). A new theory of green buying behaviour (TGPB) was developed in 2020 to investigate the sustainable consumption of items from green hotels and restaurants. To create the proposed hypothesis, a psychometric technique combined with mixed methods was employed (Han, 2020). Green purchasing behaviour, self-image, social influence, and environmental concern were revealed to have a positive and significant moderated interaction with each other. The findings indicated that marketers could persuade customers to buy environmentally friendly products (Hussain et al., 2020). Further studies were made to research how recycling intentions and environmental awareness affect consumers' green purchasing decisions in emerging economies. The results showed that awareness of the environment and intentions to recycle significantly reduce the influence of perceived consumer efficacy and environmental friendliness on green purchasing behaviour (Kautish et al., 2019). Furthermore, it was shown that attitudes toward environmental issues and eco-social benefits were significantly influenced by customers' environmental consciousness (value), which consequently had a positive influence on their green purchasing behaviour. Consumers' green purchase behaviour was found to be significantly influenced by green product information (Cheung & To, 2019). This research was further expanded into a book, which revealed the birth of climate denialism and articulated the moral framework for understanding how we got here, and how we must move forward (Rich, 2020). An empirical investigation of Indian consumers to find their green purchasing behaviour recognized four cognitive factors affecting the green purchase behaviour of consumers using the TPB model. The four factors being purchase intention (GPI), Attitude towards green products (AGP), Environmental concern (EC), and Perceived consumer effectiveness (PCE) (Jaiswal & Kant, 2018). Again when variables influencing Korean consumers' green shopping behaviour were investigated with an emphasis on the importance of knowledge, the findings show that knowledge plays a significant role in encouraging green purchasing behaviour. Therefore, continuous educational initiatives and public awareness campaigns must to be developed to raise both subjective and objective knowledge so as to effectively influence consumers to adopt green attitudes and behaviours (Park et al., 2013). A study attempted to measure the impact of environments on the green consumerism in an Indian city and found strong correlation between the two (M. B. Joshi & Jambulingam, 2019). Further, in another study, with reference to the Khammam district, the impact of green marketing on sustainable

development was investigated. The results suggested that environmental sustainability should be prioritized above customer happiness and business profitability. (Krishna Reddy & Reddy, 2015). After illustrating the development of green consumerism and trend analysis of the shift in behavioural traits from the late 1980s to the post-2000 era, an examination was conducted from the terms eco-marketing, green marketing, and sustainable marketing to establish a connection between them. (Katrandjiev, 2016). Consumption values and their impact on sustainable consumer behaviour across consumer categories with varying degrees of preference for going green were researched. Results showed that regardless of decision preference, price sensitivity is considerable. The primary variable influencing the green preference cluster's adoption of sustainable consumption behaviour is the social value parameter (Biswas & Roy, 2015). There is another discussion on the sustainability of green marketing as well as how its techniques and marketing mix are closely related to sustainable development. (Fui Yeng & Yazdanifard, 2015). Reviews were done on studies on attitude-behaviour discrepancies in relation to environmentally friendly consumption. The two primary factors influencing consumers' green purchase behaviour have been identified as their environmental concerns and the functional qualities of the products (Y. Joshi & Rahman, 2015).

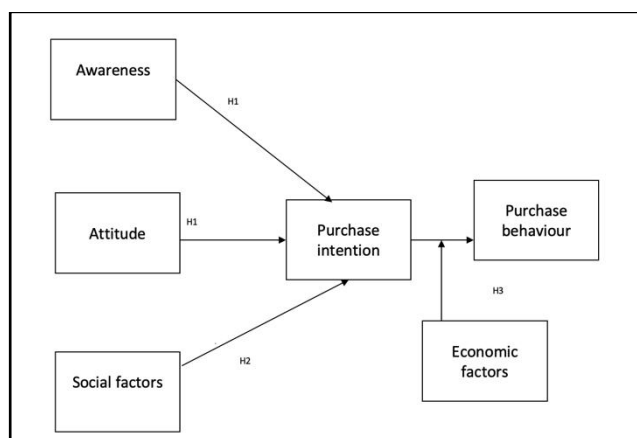
Fig.1 Source Model: The theory of planned behaviour (TPB) by Azjen (1985)



Source: By Robert Orzanna

(Orzanna, 2015)

Fig.2 Conceptual Model



Source: Author's own construct

Research objectives:

1. To find out the awareness of youth about green products and the importance of green purchasing through CSR initiatives undertaken by companies.

2. To find out the impact of CSR induced social factors and attitudes of the youth in Mumbai on their green purchase intention.
3. To determine the influence of economic factors on the purchase intention and purchase behaviour of young green consumers in Mumbai.

Hypotheses:

H₀₁: There is no significant relationship between consumer awareness & attitude through CSR activities and purchase intention of green products.

H_{A1}: There is a significant relationship between consumer awareness & attitude through CSR activities and purchase intention of green products.

H₀₂: CSR-led social factors have no impact on the purchase intention of green products.

H_{A2}: CSR-led social factors positively impact on purchase intention of green products.

H₀₃: Economic status has no effect on the relationship between purchase intention and purchase behaviour.

H_{A3}: Economic status positively affects the relationship between purchase intention and purchase behaviour.

H₀₄: There is no significant relationship between gender and CSR-led social factors influencing the green purchase behaviour of the youth in Mumbai.

H_{A4}: There is a significant relationship between gender and CSR-led social factors influencing the green purchase behaviour of the youth in Mumbai.

Research methodology:

- **Research Design:** Quantitative Research
- **Sampling area:** Mumbai, Kalyan and Thane region (Maharashtra)
- **Sampling method:** Judgement sampling (Non-probability sampling technique)
- **Sample size:** 87 responses
- **Tool used:** SPSS
- **Data Collection Method:** Questionnaire method
- **Data Analysis Device:** Frequency and Percentage
- **Data Presentation tool:** Table
- **Hypotheses testing:** SPSS- Chi Square test, Correlation, Regression

This study employed a quantitative research design to analyse the relationships between the selected variables. The target population in this study were the youth, staying in Mumbai. Judgement sampling is used to select the sample of the study. A questionnaire was prepared to assess variable factors of consumer awareness, attitude, social factors, economic factors, purchase intention & purchase behaviour. In this study, consumer awareness is mainly through CSR campaigns done by companies and brands catering to the youth. The social factors like choice influenced by social media, friends and family are impacted by these CSR activities encouraging sustainability and environment protection. The questionnaire was distributed to the sample respondents staying in different parts of Mumbai through Google form. The data collected was cleaned and checked for missing values and discrepancies. The young respondents were specifically the students staying in different parts of Mumbai ranging from Andheri, Churchgate, Fort, Kalyan, Malabar Hill, Ghatkopar, Chembur, Prabhadevi, Kurla and different parts of Navi Mumbai. The respondents' ages were between 18 and 35. As the university of Mumbai has a policy of students not being permitted to work full-time, almost 83 per cent of the population are not working and therefore have limited means of income. The demographic details of all the respondents are illustrated below Demographics Table 1.1 to 1.4. The normality of the population was checked and the population was found to be normally distributed. The reliability of the

questionnaire was tested and thereafter the hypotheses were tested with the SPSS software. Hypotheses statements were statistically tested using the SPSS software and befitting conclusions were drawn thereafter.

Data analysis & interpretation:

1. Demographics tables:

Table 1.1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	53	60.9	60.9	60.9
	Male	34	39.1	39.1	100.0
	Total	87	100.0	100.0	

Majority of the respondents are from the female gender with about 53 percent and the male gender comprising about 34 per cent of the population under study.

Table 1.2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years	45	51.7	51.7	51.7
	20-22 years	34	39.1	39.1	90.8
	24-26 years	4	4.6	4.6	95.4
	22-24 years	3	3.4	3.4	98.9
	Above 26 years	1	1.1	1.1	100.0
	Total	87	100.0	100.0	

The target population being the youth in Mumbai, 45 respondents (51.7 per cent) were in the age bracket of 18-20 years of age. 34 respondents (39.1 per cent) were in the age bracket of 20-22 years and 8 respondents were above the age of 22 years.

Table 1.3 Education Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	73	83.9	83.9	83.9
	Graduate	9	10.3	10.3	94.3
	Postgraduate	5	5.7	5.7	100.0
	Total	87	100.0	100.0	

This study researched the youth who were mostly students. Almost 84 per cent of the respondents were undergraduates, 10.3per cent were graduates and only 5.7per cent of the respondents were post-graduates.

Table 1.4 Occupation

		Frequency	Percent	ValidPercent	Cumulative Percent
Valid	Student, not working	72	82.8	82.8	82.8
	Student, working part-time	13	14.9	14.9	97.7
	Professional	1	1.1	1.1	98.9
	Service	1	1.1	1.1	100.0
	Total	87	100.0	100.0	

Respondents being mostly students, 82.8 per cent of the youth respondents were not working. However, 14.9 per cent of the youth were working part-time along with their studies.

Table 1.5 Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rs.10,000	61	70.1	70.1	70.1
	Between Rs.10,000- Rs. 20,000	10	11.5	11.5	81.6
	Between Rs.20,000 - Rs.30000	3	3.4	3.4	85
	Above Rs. 30,000	13	14.9	14.9	100.0
	Total	87	100.0	100.0	

Majority of the respondents being students and not working, 70.1 per cent of them are having income less than Rs.10,000. Yet, considering that almost 15per cent of the students are working part-time, 26 students have a monthly income of more than Rs.10,000 of which 13 students have a monthly income exceeding Rs.30,000.

2. Test of normality:

Table 2: Kolmogorov-Smirnov& Shapiro-Wilk Tests

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
How aware are you of green products or Eco-friendly products?	.189	87	.000	.897	87	.000
I try to reduce my consumption of certain products if they are harmful to the environment.	.209	87	.000	.881	87	.000

I follow social media influencers who promote green products.	.169	87	.000	.886	87	.000
I intend to buy green products even if availability is difficult.	.194	87	.000	.886	87	.000
I can pay more for buying green products.	.240	87	.000	.896	87	.000
a. Lilliefors Significance Correction						

The significant values of all the five variables are coming to 0.000 which is less than 0.05. Thus it can be inferred that the pre-test data is normally distributed.

3. Reliability test of the questionnaire:

Table 3: Reliability Statistics

Cronbach's Alpha	N of Items
.932	19

As the value of Cronbach's Alpha is greater than 0.770, it can be said that the questionnaire is reliable.

4. Testing of hypotheses:

H₀₁: There is no significant relationship between consumer awareness & attitude through CSR activities and purchase intention of green products.

Table 4.1 Correlations

		How aware are you of green products or Eco-friendly products?	I intend to buy green products even if availability is difficult.	I strongly feel that buying green products will conserve the environment.
How aware are you of green products Eco-friendly products?	Pearson Correlation	1	.482**	.337**
	Sig. (2-tailed)		.000	.001
	N	87	87	87
I intend to buy green products even if availability is difficult.	Pearson Correlation	.482**	1	.307**
	Sig. (2-tailed)	.000		.004
	N	87	87	87
I strongly feel that buying green products will	Pearson Correlation	.337**	.307**	1

conserve the environment.	Sig. (2-tailed)	.001	.004	
	N	87	87	87
**. Correlation is significant at the 0.01 level (2-tailed).				

Since the significance value is less than 0.05, it can be inferred that there is a positive correlation between all sets of variables relating to consumer awareness & attitude and purchase intention of green products. We shall reject the null hypothesis.

H₀₂: CSR-led social factors have no impact on the purchase intention of green products.

Table 4.2 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	43.982	1	43.982	48.117	.000 ^b
Residual	77.696	85	.914		
Total	121.678	86			

a. Dependent Variable: I intend to buy green products even if availability is difficult.

b. Predictors: (Constant), I promote green products to my friends on social media.

Since the significance value is 0.000 which is less than 0.05, it can be inferred that social factors do have a significant impact on the purchase intention of youth consumers of green products. We shall therefore reject the null hypothesis.

H₀₃: Economic status has no effect on the relationship between purchase intention and purchase behaviour

Table 4.3 Correlations

		I intend to buy Green products even if availability is difficult.	I strongly feel that buying green products will conserve the environment .	I believe that my money will be better spent on Green products.
I intend to buy Green products even if availability is difficult.	Pearson Correlation	1	.307**	.431**
	Sig. (2-tailed)		.004	.000

	N	87	87	87
I strongly feel that buying green products will conserve the environment.	Pearson Correlation	.307**	1	.339**
	Sig. (2-tailed)	.004		.001
	N	87	87	87
I believe that my money will be better spent on green products.	Pearson Correlation	.431**	.339**	1
	Sig. (2-tailed)	.000	.001	
	N	87	87	87
**. Correlation is significant at the 0.01 level (2-tailed).				

Since the significance value is 0.000 which is less than 0.05, it can be inferred that economic status as a moderator has a significant effect on the relationship between purchase intention and purchase behaviour. We shall therefore reject the null hypothesis.

H₀₄: There is no significant relationship between gender and CSR-led social factors influencing the green purchase behaviour of the youth in Mumbai.

Table 4.4 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.161 ^a	4	.038
Likelihood Ratio	10.801	4	.029
N of Valid Cases	87		

a. 4 cells (40.0per cent) have expected count less than 5. The minimum expected count is 3.13.

Since the significance value is less than 0.05, it can be inferred that gender as a demographic does have a significant impact on the social factors influencing the green purchase behaviour of the youth in Mumbai. We shall therefore reject the null hypothesis.

5. Table 5 Summary of Analysis

S.no	Hypothesis	Statistical test used	Significance value	Decision	Conclusion
1	Consumer awareness & attitude through CSR activities <i>and</i> Purchase intention of green products	Correlation	0.001	Sig. value is less than 0.05	Reject the null hypothesis
2	CSR-led Social factors <i>and</i> Purchase intention of green products	Simple regression	0.000	Sig. value is less than 0.05	Reject the null hypothesis

3	Economic factors and Relationship between Purchase intention and Purchase Behaviour	Correlation	0.000	Sig. value is less than 0.05	Reject the null hypothesis
4	Gender and CSR-led Social factors influencing the green purchase behaviour of the youth in Mumbai.	Chi-Square	0.038	Sig. value is less than 0.05	Reject the null hypothesis

Conclusions

This study examines the impact of CSR-led social variables, attitude, and awareness of green products on the purchasing intentions of young people in Mumbai, using the theory of planned behaviour as a basis. The impact of economic variables on the relationship between the young respondents' intentions and actions regarding green purchases was then examined. Among the 53 female respondents, 40 respondents become aware of green products only through social media. Social factors included an assessment of the social media presence of the respondents. This was further accentuated by the CSR drives in the local areas. Almost 60 percent of the youth respondents admitted being influenced by their family and friends who became green buyers after CSR drives and awareness campaigns by consumer brands. Only 15 percent of the respondents had a monthly expenditure of more than Rs. 2,000 for green purchases. This number included half the respondents who had a monthly income of more than Rs.30,000. The findings of this study indicated that youth purchase intentions of green products in Mumbai are significantly influenced by consumer awareness, attitude through CSR, and CSR-led social variables. The study also establishes the fact that gender impacted the CSR-led social factors which further has a strong association with green purchase behaviour. It is noteworthy to remark as an addition to our understanding, that the present youth is still depending on references from family and friends for their individual purchase decisions. Mumbai being one of the most developed and modern cosmopolitan cities of our nation, this study's findings indicate similar hypotheses about the youth consumers of other cities of India. These findings implicate the need for more awareness of sustainability methods and green products amongst the youth of today. Therefore it becomes imperative that more companies and brands targeting young customers in Mumbai should be doing an increased number of CSR activities focussed on environment protection and educating about sustainability through responsible consumerism. The correct channel for promotion should be the different channels of social media. Only more awareness will bring about a change in the green purchase behaviour of the current youth.

Theoretical & Practical Implementation of the Conclusions

Theoretically, through examining the determining factors of the green purchase intention and behaviour of the youth of Mumbai, the current study provides further validation to the TPB theory. This study provides validation of the effect of CSR induced variables of awareness, attitude, and social factors on green purchase intention and behaviour. It is an establishment of economic factors as a moderating variable influencing the conversion of green purchase intention into purchase behaviour. The findings enhance the existing literature on the subject.

Practically, it can be said that this study is significant since global dynamics are changing and governments and companies are trying to get people to buy green products for environmental sustainability. The findings show that the variables of CSR-led awareness, attitude, and social factors have strong positive relationships with green purchase intention and behaviour of the youth in Mumbai. In order to spread awareness of the advantages of green products, CSR committees, legislators, marketers, green manufacturers, and governments can undertake campaigns and promotions that aim to affect social factors, awareness, and attitude. These CSR initiatives and activities might raise consumer awareness of green products, help them understand them better, and motivate them to make wise

purchases. This further benefits the all other companies who are not yet mandated to have CSR committees but are on the periphery. It will also aid policymakers to increase the impact of the activities and projects undertaken and for decisions to be taken on the type of awareness programs that can be planned as per the type of target population in future.

Limitations and Scope for Future Research

The study's findings cannot be applied to all students because it was done among the youth of a single city, Mumbai. In the future, it is observed that more colleges, cities, and age groups should be made part of sustainability and environment protection campaigns through an increased number of CSR projects. . This study may be presenting a probable skewed conclusion as the sample size was very less with only 87 respondents, among which the females were predominant. Given that the CSR-led social determinants impacting the youth's green purchasing behaviour were found to be significantly influenced by gender, it is acknowledged that the findings might not hold true for populations with varying demographic compositions. Additionally, this study did not specify specific green product categories, therefore future research may focus on these green product categories. Finally, while the study only looked at the youth's intentions to buy green products, future studies should concentrate on examining their green purchase behaviour of young people who are not students but routinely purchase and consume green products.

References :

- [1] Ajzen, I. (n.d.). *The theory of planned behavior*.
- [2] Ajzen, I., & Fishbein, M. (2004). *The Influence of Attitudes on Behavior*.
- [3] Biswas, A., & Roy, M. (2015). Green products: An exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- [4] Cantrill, A., & Fokuhl, J. (2022, October 12). Berlin's 19th Century Gas Lanterns Go Dark as Russia Cuts Fuel. *Bloomberg*.
- [5] Challagalla, G., & Dalsace, F. (n.d.). Moving the Needle on Sustainability. *Harvard Business Review*, November-December 2022(November-December 2022). <https://hbr.org/2022/11/moving-the-needle-on-sustainability>
- [6] Cheung, M. F. Y., & To, W. M. (2019). An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior. *Journal of Retailing and Consumer Services*, 50, 145–153. <https://doi.org/10.1016/j.jretconser.2019.04.006>
- [7] Dilotsotlhe, N. (2021). Factors influencing the green purchase behaviour of millennials: An emerging country perspective. *Cogent Business & Management*, 8(1), 1908745. <https://doi.org/10.1080/23311975.2021.1908745>
- [8] Dutta, B., Chen, C.-C., & Peng, M.-H. (2022). INFERRING CRITICAL FACTORS PREDICTING CONSUMERS' SUSTAINABLE GREEN PURCHASE BEHAVIOR FROM THE PERSPECTIVE OF DEVELOPING NATION. *Trames. Journal of the Humanities and Social Sciences*, 26(1), 75. <https://doi.org/10.3176/tr.2022.1.05>
- [9] Fontes, E., Moreira, A. C., & Carlos, V. (2021). The influence of ecological concern on green purchase behavior. *Management & Marketing. Challenges for the Knowledge Society*, 16(3), 246–267. <https://doi.org/10.2478/mmcks-2021-0015>
- [10] Fui Yeng, W., & Yazdanifard, R. (2015). Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products. *Global Journal of Management and Business Research: E Marketing*, 15(5). https://globaljournals.org/GJMBR_Volume15/2-Green-Marketing-A-Study.pdf

- [11] Han, H. (2020). Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products. *Business Strategy and the Environment*, 29(6), 2815–2828. <https://doi.org/10.1002/bse.2545>
- [12] Hussain, S. A., Haq, M. A. U., & Soomro, Y. A. (2020). Factors Influencing Consumers' Green Purchase Behavior: Green Advertising as Moderator. *Marketing and Management of Innovations*, 4, 144–153. <https://doi.org/10.21272/mmi.2020.4-11>
- [13] Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- [14] Joshi, M. B., & Jambulingam, S. (2019). The Impact of Environment over Green Consumerism with Reference to Bangalore City. *International Journal of Innovative Technology and Exploring Engineering*, 8(7C), 108–110. <https://www.ijitee.org/wp-content/uploads/papers/v8i7c/G10180587C19.pdf>
- [15] Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 3(1–2), 128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- [16] Katrandjiev, H. (2016). Ecological Marketing, Green Marketing, Sustainable Marketing: Synonyms or an Evolution of Ideas? *Economic Alternatives, University of National and World Economy, Sofia, Bulgaria*, 1, 71–82. https://www.unwe.bg/uploads/Alternatives/Katrandjiev_br1_2016-7.pdf
- [17] Kautish, P., Paul, J., & Sharma, R. (2019). The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. *Journal of Cleaner Production*, 228, 1425–1436. <https://doi.org/10.1016/j.jclepro.2019.04.389>
- [18] Krishna Reddy, D. N. V., & Reddy, M. S. (2015). A Study On Customer's Perception And Satisfaction Towards Electronic Banking In Khammam District. *IOSR Journal of Business and Management*, 17(12), 20–27. <https://doi.org/10.9790/487X-171222027>
- [19] Liu, J., Yang, W., & Cong, L. (2022). The role of value co-creation in linking green purchase behavior and corporate social responsibility – An empirical analysis of the agri-food sector in China. *Journal of Cleaner Production*, 360, 132195. <https://doi.org/10.1016/j.jclepro.2022.132195>
- [20] Marvi, M. H., Minbashrazgah, M. M., Zarei, A., & Baghini, G. S. (2020). Knowledge foundation in green purchase behaviour: Multidimensional scaling method. *Cogent Business & Management*, 7(1), 1773676. <https://doi.org/10.1080/23311975.2020.1773676>
- [21] Orzanna, R. (2015, August). *Theory of planned behavior.png* [Image]. <https://commons.wikimedia.org/w/index.php?curid=42261999>
- [22] Park, S.-M., Lee, E.-H., Kim, K.-J., Yoo, H.-J., & Cha, K.-W. (2013). A Study of Green Claims in Korean Consumer Market. *International Journal of Human Ecology*, 14(1), 13–27. <https://doi.org/10.6115/ijhe.2013.14.1.13>
- [23] Rich, N. (2020). *Losing Earth: A Recent History* (Reprint Edition). Picador.
- [24] *THE 17 GOALS Sustainable Development*. (n.d.). <https://sdgs.un.org/goals>
- [25] Witek, L., & Kuźniar, W. (2020). Green Purchase Behavior: The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market. *Sustainability*, 13(1), 209. <https://doi.org/10.3390/su13010209>