

THE IMPACT OF ENVIRONMENTAL CONSCIOUSNESS, ENVIRONMENTAL ATTITUDE AND PERCEIVED QUALITY OF GREEN PRODUCTS ON GREEN CONSUMER BEHAVIOUR OF MILLENNIALS IN NCT OF DELHI

-Mahtab Alam, Research Scholar, Faculty of Management Studies, Mohanlal Sukhadia University, Udaipur, Rajasthan

-Meera Mathur, Professor, Faculty of Management Studies, Mohanlal Sukhadia University, Udaipur, Rajasthan

-Divya Gupta, Assistant Professor, Department of Management & Commerce, Trinity Institute of Professional Studies, Dwarka, New Delhi

ABSTRACT

Climate change is now a problem of present generation rather than future. In the present era, the resolution of environmental issues should be on the top priorities of all stakeholders of society and efforts should be made to minimize it as much as possible. Delhi is 10th most polluted city of the world and it is facing more environmental problems. Consumers are playing a significant role in society and the over-consumption and over-utilisation of the natural resources has led to deterioration of nature (Chen & Chai, 2010). Consumers of millennial generations are more sensitive to sustainability (Kapferer & Michaut-Denizeau, 2020). This Paper emphasis on Green Consumer Behaviour of millennials and the impact of Environmental Consciousness, Environmental Attitude and Perceived Quality of green products on Green

Consumer Behaviour of Millennials in NCT of Delhi. A structured questionnaire has been used to record the responses of 230 millennials consumers of NCT of Delhi and SEM technique is used to analyse the significance of all the constructs used in the study. The factors influencing Consumer Behaviour used in various models is considered as the basic idea for study in the light of Green Consumer Behaviour and especially for millennials of NCT of Delhi. The results found that all the factors used in the study have a significant impact on Green Consumer Behaviour. This paper has mentioned the implications for marketers to support the sustainable development of society.

Keywords: Environmental Consciousness, Environmental Attitude and Perceived Quality of Green Products, Green Consumer Behavior, Millennials.

INTRODUCTION

The natural ecosystem has abandoned oxygen, food items, coals, precious metals, etc. but humans are consuming all-natural resources very speedily and in fact, in the name of development, nature is deteriorating day by day. Environmental Problems have been considered as one of the top challenges that the world is facing today followed by other economic challenges. (Paetz et al, 2012). United Nations expressed that earth has become 1.1°C warmer, 2010-20 was the warmest decade and 2015-19 were the 5 warmest years. As per the Environmental Performance Index (EPI Index 2020) India is on 168th rank out of 180 nations. Delhi is one of the most polluted cities in India as well as globally. The hazardous impact of Environmental destruction is showcasing hazardous impact on the health of young generations' (Panwar & Ahmad, 2018). Those who were born between 1981 and 2000 are known as Millennials. (Naylor, 2022) and they are more educated, employable, acquiring wealth, fast decision-makers, and concerned for the environment as well.

LITERATURE REVIEW

Environmental Consciousness

It is significant to know the consciousness level of the Millennial generation towards the environment. P. Kautish et al, 2019 found the moderate influence of environmental consciousness and recycling intentions of 312 responses from India on Green Purchase Behavior. In another study of Taiwan conducted by (Lin & Niu, 2018) have also applied EFA, CFA & SEM and found a positive effect of

environmental knowledge, consciousness, attitude, and social norms on purchase behavior. In Hong Kong, 399 consumers were studied through SEM analysis and the author concluded that environmental consciousness positively affects the green consumer behaviour via environmental attitude. (F.Y. Cheung, 2019).

Environmental Attitude

Environmental attitude is a significant construct as it was used in the theory of planned behavior (TPB) emphasizes that attitude has a greater effect on purchase intention and further, it has an impact on buying behavior. In the tourism industry, a study on 450 Indian tourists has been conducted by M. Sadiq et al, 2022 and they demonstrated that factors of environmental concern and health concern play a key role in determining tourists' eco-friendly behavior. Alfonsius and Gilbert, 2021 conducted the research on Indonesian consumers and assessed through SEM that the relation between environmental attitude and green buying behavior is positive. A study used primary data from over 1000 people belonging to Generation Z in Vietnam and revealed that there is a positive effect of a green attitude on the purchase of green products. (Nguyen et al, 2021).

Perceived Quality of Green Products

In this study, Perceived quality of green products is included as it will be valuable for all manufacturers of green products to know that it has positive impact on Green Buying behavior of millennials. Ariffin et al., 2016 found that customers' perceived quality has a significant positive influence on repurchase intention. Gotlieb et al., 1994, assessed that perceived quality affects behavioral intentions

via satisfaction. Wang et al, 2019 evaluated the responses of 844 Chinese consumers' trust in food certification, and incorporated perceived quality as a new construct into the theory of planned behavior.

Green Consumer Behaviour

Green Consumer behavior is explored by many researchers but many things are yet to be explored. Smith, 2020 revealed that females are more inclined to green marketing. (Tilikidou & Delistavrou, 2007) found that highly educated citizens expressed more pro-environmental behavior. (Gumeni & Gorica, 2014) Conducted their research in Albania on 250 respondents and revealed that 36% of respondents were willing to pay an extra price for green products.

RESEARCH GAP AND NEED OF THE STUDY

Sustainability is one of the most discussed topics in the agendas of all nations. It has become necessary for all the marketing fraternity to understand the Green Consumer behavior, especially millennials. Generation Y falls in such a category in terms of employability, wealth and spending pattern that they will be the center of attraction for all firms. This paper has identified a research gap that very limited studies are being

done in the area of green consumers and for Delhi millennials, very less studies have been conducted. This study is the need of the hour to understand the consequences of environmental issues and the role of millennial consumers in resolving environmental issues.

RESEARCH OBJECTIVES

The objective of the study is to understand the Green Consumer behavior and factors which influence Green Consumer Behavior. The main objectives of the study are as below:

1. To study the impact of Environmental Consciousness on Green Consumer Behavior.
2. To study the impact of Environmental attitude on Green Consumer Behavior.
3. To study the impact of Perceived Quality of Green Products on Green Consumer Behavior.

PROPOSED FRAMEWORK

Author has developed a proposed framework through review of literature to assess the impact of Environmental Consciousness (EC), Environmental Attitude (EA), and Perceived Quality of Green Products (PQGP) on Green Consumer Behavior of millennials of NCT of Delhi.

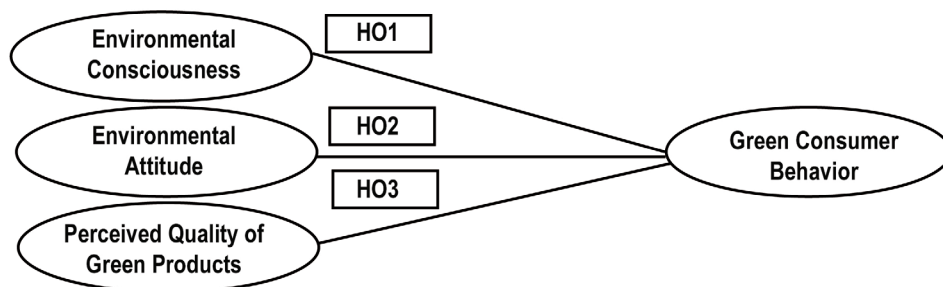


Figure 1

Source: Authors

RESEARCH METHODOLOGY

Descriptive research design have been used in the study. The NCT of Delhi has been taken as the Population of the study. The authors have used a structured questionnaire to collect the responses of millennials and its scale was adapted from already well-known and tested scales. A total of 26 items were used in the study including 5 demographic questions and 21 Construct items. The Survey was done on millennials and 230 millennial respondents have recorded their responses. Random Convenient Sampling is used for drawing samples. The sample adequacy is tested through Kaiser-Meyer-Olkin (KMO) test and the KMO value 0.938 is recorded. Bartlett's Test of Sphericity is also found significant which a positive indication to apply factor analysis.

Research Hypothesis

To meet the objectives of the study research hypotheses have been formulated as below:

HO1: There is a significant impact of Environmental Consciousness (EC) on the

Green Consumer Behavior (GCB) of millennial consumers in the NCT of Delhi.

HO2: There is a significant impact of Environmental Attitude (EA) on the Green Consumer Behavior (GCB) of millennial consumers in the NCT of Delhi.

HO3: There is a significant impact of Perceived Quality of Green Products (PQGP) on the Green Consumer Behavior (GCB) of millennial consumers in the NCT of Delhi.

Construct Reliability & Validity

Construct Reliability

The reliability of all the constructs used in the study have been tested through Cronbach's Alpha and Composite Reliability (CR). The computed Cronbach's Alpha Values of all the constructs are more than the recommended value of 0.7 and are shown in Table 1. The computed Composite Reliability is also more than 0.7 for all constructs and values are shown in Table1. Hence Constructs Reliability is established. (Hair et al., 2009)

Table 1: Reliability & Validity of Constructs

Construct	Items	Scale/Items Source	Cronbach's α	CR	AVE
EC (Environmental Consciousness)	EC1	All items of Construct adapted from (Kautish & Sharma, 2018)	0.919	0.936	0.693
	EC2				
	EC3				
	EC4				
	EC5				
EA (Environmental Attitude)	EA1	All items of Construct adapted from (Severo et al., 2018)	0.864	0.907	0.693
	EA2				
	EA3				
	EA4				
	EA5				

PQGP (Perceived Quality of Green Products)	PQGP1	All items of Construct adapted from (Lee., K. 2008).	0.936	0.936	0.747
	PQGP2				
	PQGP3				
	PQGP4				
	PQGP5				
GCB (Green Consumer Behavior)	GCB1	All items of Construct adapted from (Straughan & Roberts, 1999).	0.921	0.921	0.660
	GCB2				
	GCB3				
	GCB4				
	GCB5				
	GCB6				

Source: Authors

Construct Validity

The validity of the constructs used in the study is tested through the Average Variance extracted (AVE) which are above the benchmark level i.e. 0.5. (Hair et al., 2009) and exhibited in Table 1, hence Convergent Validity is being achieved. Discriminant Validity for all the constructs has been shown in Table 2 which clearly shows that the correlation values of all the constructs are lesser than the square root of Average Variance Extracted (AVE) which means Discriminant validity is also achieved. (Hair et al., 2009).

Table 2: Correlation Matrix

PQGP	EC	GCB	EA
0.864			
0.634	0.833		
0.623	0.658	0.812	
0.670	0.591	0.590	0.832

Source: Authors

Descriptive and Inferential Analysis

Descriptive Analysis

The Demographic Profile of the respondents also has been studied and found that the highest respondents are male i.e. 61.74%, maximum respondents are senior Secondary qualified i.e. 55.65%, majority belongs to the No income group i.e. 75.65%, and are residents of West Delhi i.e.42.61 %. According to Byrne (2016), in order to apply Structural equation modeling the required values of skewness should be in the range of -2 to +2 and kurtosis -7 to +7 and all values of the study fall in the range which means data is normally distributed and suitable for multivariate analysis.

Inferential Analysis

Table 3: Model Fitness Index

S.No	Model Fit Indices	Acceptable Value	Computed Value	Model Fitness	Source
1	CMIN/DF	< 3	1.767	Good Fit	Hair et al. (2009)
2	GFI	≥ 0.90	0.901	Good Fit	Hair et al. (2009)
3	CFI	≥ 0.90	0.967	Good Fit	Hair et al. (2009)
4	NFI	≥ 0.90	0.928	Good Fit	Hair et al. (2009)
5	TLI	≥ 0.90	0.962	Good Fit	Hair et al. (2009)
6	RMSEA	≤ 0.06	0.058	Good Fit	Hu & Bentler (1999)

Source: Authors

The model initially developed for the study has achieved all the parameters for the goodness of fit exhibited in Table 3. The Relationship and impact of Constructs are explained in Figure 2 with the help of the Structural Equation Model.

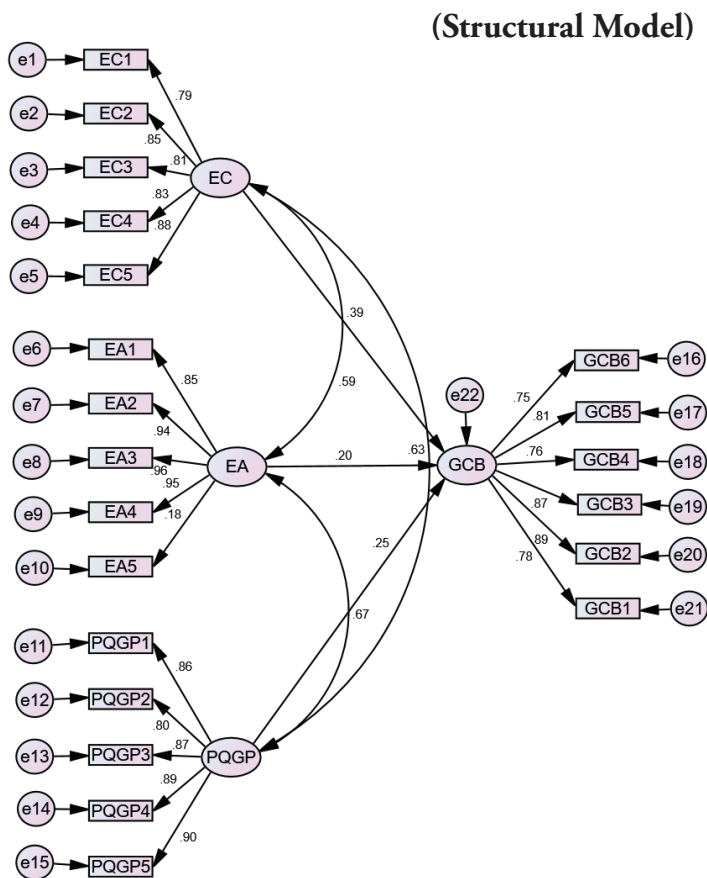


Figure 2

Source: Authors

Table 4 : Path Estimates

Hypotheses	Variable Path	Significant Values	Hypotheses Support
HO1	EC → GCB	***	Accepted/supported
HO2	EA → GCB	.008	Accepted/supported
HO3	PQGB→GCB	.002	Accepted/supported

Source: Authors

The above-mentioned table exhibits the Significance values of all the Hypothesis HO1, HO2 and HO3 are ***, .008, and .002 respectively which are lesser than the recommended value of 0.05. Hence all the Hypotheses are significantly accepted.

LIMITATIONS

The main limitation is that we have conducted the study in NCT of Delhi so its outcome may not be applicable to the population beyond the geographical location. We have selected specifically the millennial generation so consumers below and above the age category may behave differently.

FINDINGS

The Findings of the study are that the young consumers of the NCT of Delhi are environmentally conscious. Their attitude plays a significant role in influencing Green consumer behavior and their perception regarding the quality of green products also influences positively Green Consumer Behavior of millennials of NCT of Delhi.

IMPLICATIONS

The outcome of the study has theoretical, managerial, and societal implications. The future researcher can explore the further impact of all constructs used in the study on the

consumer decision-making process & buying motives for the millennial generation. All the marketers selling green products to the youth of NCT of Delhi should focus on environmental attitude and should work on the quality of green products as it will help them to target the young customer segment. The societal implications emphasize the role of all citizens as sellers or buyers which is important to promote sustainable development of the society.

CONCLUSION

In this study, we have selected especially young consumers of NCT of Delhi as they have more potential to buy green products. The national and global marketers are required to realize the potentials of the young consumer market in India for green products (Gentina & Muratore., 2012). There are very limited studies that explain young consumers' attitudes with respect to green products (Larsson et al., 2010). All marketers can target the youth segment by using the behavioral outcome of millennial consumers of this study for the sustainable development of the nation..

References

1. Alfonsius, A., & Gilbert, G. (2021). Understanding Green Purchasing Behavior Through Environmental Attitude: An Empirical Study on Innisfree Consumers. *Conference Series*, 3(2), 160–177.
2. Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. *Procedia Economics and Finance*, 37, 391–396.
3. Byrne, B.M. (2016), *Structural Equation Modeling with Amos: Basic Concepts, Applications, and Programing*, 3rd ed. New York: Routledge.
4. Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, 4(2), 27-39.
5. Cheung, M. F., & 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.
6. Gentina, E., & Muratore, I. (2012). Environmentalism at home: the process of ecological resocialization by teenagers. *Journal of Consumer Behavior*, 11(2), 162-169.
7. Gotlieb, J. B., Grewal, D., & Brown, S. W. (1994). Consumer satisfaction and perceived quality: complementary or divergent constructs? *Journal of applied psychology*, 79(6), 875.
8. Gumeni, A., & Gorica, K. (2014). Green marketing as a key strategy for sustainable development: A case study of Albanian consumers. *Euro Economica*, 33(1).
9. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2009). *Multivariate Data Analysis*, 7th ed., New Jersey: Pearson Education Limited.
10. Hu, L. T., & Bentler, P. M. (1999). Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria versus New Alternatives. *Structural Equation Modeling*, 6, 1-55. Retrieved 25 February 2022, from <http://dx.doi.org/10.1080/10705519909540118>.
11. Kapferer, J. N., & Michaut-Denizeau, A. (2020). Are millennials really more sensitive to sustainable luxury? A cross-generational international comparison of sustainability consciousness when buying luxury. *Journal of Brand Management*, 27(1), 35-47.
12. Kautish, P., & Sharma, R. (2018). Study on relationships among terminal and instrumental values, environmental consciousness, and behavioral intentions for green products. *Journal of Indian Business Research*, 13(1), 1-29. DOI: 10.1108/jibr-01-2018-0013.
13. 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 (2019), 1425-1436.
14. Larsson, B., Andersson, M. & Osbeck, C.H. (2010). Bringing environmentalism home: children's influence on family consumption in the Nordic countries and beyond. *Childhood*, 17(1), 129-147.
15. Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning*, 573-586.
16. Lin, S. T., & Niu, H. J. (2018). Green consumption: Environmental knowledge, environmental consciousness, social norms, and purchasing behavior. *Business Strategy and the Environment*, 27(8), 1679-1688.

17. Naylor, E (2022). Retrieved 5 February 2022, from https://www.oxbrowschool.org/as_sets/gallery/os-31-final-projects/docs/finn_n.pdf
18. Nguyen, T.L., Huynh, M.K., Ho, N.N., Le, T.G.B., & Doan, N.D.H. (2022). Factors Affecting of Environmental Consciousness on Green Purchase Intention: An Empirical Study of Generation Z in Vietnam. *The Journal of Asian Finance, Economics and Business*, 9 (1), 333–343.
19. Paetz A, Dutschke E, Fichtner W. (2012). Smart homes as a means to sustainable energy consumption: a study of consumer perceptions. *Journal of Consumer Policy*, 35(1), 23–41.
20. Panwar, R. M., & Ahmed, S. (2018). Assessment of contamination of soil and groundwater due to e-waste handling. *Current Science*, 114(1), 166-173.
21. Sadiq, M., Adil, M., & Paul, J. (2022). Eco-friendly hotel stay and environmental attitude: A value-attitude-behavior perspective. *International Journal of Hospitality Management*, 100, 103094.
22. Severo, E. A., de Guimarães, J.C.F., & Dorion, E.C.H. (2018). Cleaner production, social responsibility and eco-innovation: Generations' perception for a sustainable future. *Journal of Cleaner Production*, 186, 91-103.
23. Smith, K. T. (2010). An examination of marketing techniques that influence Millennials' perceptions of whether a product is environmentally friendly. *Journal of Strategic Marketing*, 18(6), 437–450. doi:10.1080/0965254x.2010.525249.
24. Straughan, R. D., & Roberts, J. A. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 558-575.
25. Tilikidou, I., & Delistavrou, A. (2007). The Ecological consumer behaviors in Greece: Ten Years of Research. *Proceedings of the 5th International Conference "New Horizons in Industry and Business–NHIBE*, 17, 30-31.
26. Wang, J., Tao, J., & Chu, M. (2019). Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Control*, 106825.