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Structural Equation Modeling (SEM) Approach to Examine the Linear Influence Inter-Linkages of Consumers' Green Cognition, Green Purchase Attitude & Green Purchase Intention on Consumers' Green Purchase Behaviour in Urban Punjab

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ABSTRACT

This current research study determines the linear influence inter-linkages of consumers' Green Cognition (GC), Green Purchase Attitude (GPA) & Green Purchase Intention (GPI) on consumers' Green Purchase Behaviour (GPB) in urban Punjab, India. This research study uses survey based method to substantiate the drafted hypotheses. A structured questionnaire was used to seek and collect responses from the respondents from six identified cities of Punjab, India. The data of 538 respondents collected through primary sources was thereon analyzed by using the software or packages like SPSS, AMOS & Validity Master; and thereon employing the Structural Equation Modeling to validate the proposed conceptual model of this research. The analysis explains and confirms the significant direct positive linear influence of Green Cognition on Green Purchase Attitude, of Green Purchase Attitude on Green Purchase Intentions and of Green Purchase Intentions on Green Purchase Behaviour which was consequently used to authenticate the proposed inter-linkage influence of Green Cognition, Green Purchase Attitude, Green Purchase Intentions on Green Purchase Behaviour. Further, the uniqueness of this present research is that the entire prominent sequential linkage of GC-GPA-GPI-GPB has been significantly validated which will provide an in-depth insight to the marketers and business professionals to purposefully use this coherence for development of various marketing programs targeting consumers' prominent environmental needs and wants to align products & offering more aptly to them.

Keywords: Green Cognition (GC), Green Purchase Attitude (GPA), Green Purchase Behaviour (GPB), Green Purchase Intentions (GPI), AMOS, SEM.

INTRODUCTION:

Consumers who are concerned about the environment upheaval or deterioration possess high levels of environmental cognition and consequently exhibit pro-environmental consumer behaviour (Czap & Czap, 2010). Empirical evidences indicates that the environmental knowledge and understanding influences the consumers' green purchase behaviour (Chan & Lau, 2000; Wahid et. al., 2011), as relationship exists between cognitive factors and environmental behaviour (Dietz et. al., 1998); and environmental attitude potentially predicts the consumers' ecological behaviour (Budak et. al., 2005; Singh & Gupta, 2013). Hence, it can be considered that consumers' with positive ecological behaviour will have more favouritism and likelihood to choose green products with greater frequency (Cornelissen et. al., 2008) than the non-green products, because such consumers become more sensitive in their mindset towards environmental attitudes, preferences and purchases (Sarigöllü E., 2009). However, some psychologists & researchers examined beliefs, motivation and

attitudes to realize why some consumers engage in environmental friendly behaviour though others do not (Nordlund & Garvill, 2002) display the same. This can be due to the fact that many consumers are aware of environmental issue and also show signs of realization towards environmental concern but not entirely reflect them in their related behaviour (Dunlap et. al., 2000; Pickett-Baker & Ozaki, 2008), which may be because the consumers' indications of positive attitude and related favourable preferences towards environmental issues do not necessarily always lead to actual green purchase behaviour due to (Laroche et. al., 2002) gap between what the consumers say and how they actually behave (Tang et. al., 2004).

REVIEW OF LITERATURE:

Chan & Lau (2000) in their research statistically confirmed the usefulness of ecological affect and ecological knowledge in explaining green purchase intentions and green purchase behaviour of Chinese consumers. Chan, R. Y. K. (2001) concluded that the consumers' attitude toward green purchases impacted the consumers' green purchase behaviour, wherein green purchase intention acted as a mediator. Soonthonsmai, V. (2001) established that consumers' environmental knowledge correlated positively with their environmental attitude. Kim & Choi (2005) in their study concluded that environmental concern directly impacts consumer's green purchase behaviour. Lee, K. (2008) revealed that social influence, environmental concern, concern for self-image, perceived environmental responsibility, perceived effectiveness of environmental behaviour, environmental attitude and perceived seriousness of environmental problems significantly predicted the green purchasing behaviour of Hong Kong consumers. Chen & Chai (2010) in their research explained that consumers' attitude for green products is significantly contributed by government's role and their own personal norm towards environmental conservation. Ali A., et. al. (2011) deduced a positive and significant correlation between green purchase attitude and green purchase intention (GPI); and concluded a reasonable association between individuals GPIs and their green purchase behaviour (GPB). Akehurst G., et. al. (2012) concluded that the consumers with higher ecologically conscious consumer behaviour (ECCB) exhibited higher green purchase intention (GPI); and the ECCB had a positive impact on green purchase behaviour higher than GPI. Mei et. al. (2012) concluded that green purchase intention was significantly influenced by government initiative trailed by environmental knowledge, peer pressure and environmental attitude. Ling, C.Y. (2013) concluded that environmental attitude and self efficacy propels the purchase intention of consumers for purchase of green personal care products. Hassan & Nor (2013) enumerated that environmental knowledge and green purchase intentions were found to be the significant predictors towards consumer purchase decisions related to green electronic products. Wu & Chen (2014) from their research revealed that the attitude had a significant positive impact on consumers' behavioural intentions and behavioural intentions also demonstrated a significant positive impact on consumers' actual purchase behaviour for relevant green consumption behaviour. Mark & Law (2015) deduced that consumers' environmental attitude and environmental products purchase intentions was significantly contributed by their perceived environmental responsibility & perceived effectiveness of environmental protection. Tan, B-C, et. al. (2015) in their study ascertained an indirect effect of environmental attitude on green purchase behaviour, similarly achieved an indirect effect via a blend of environmental attitude and green purchase attitude on green purchase behaviour. Paul, J. et. al. (2016) revealed that consumer attitude and perceived behavioral control were significant predictors to green purchase intentions. Suprawan, L. (2016) from the research inferred that brand knowledge significantly influenced the consumers' brand attitude for green products. Likewise, the consumers' brand attitude appreciably influenced the consumers' purchase intentions which thereon considerably impacted their actual purchase of green products. Anuar, M. M. et. al. (2017) inferred that the environmental knowledge significantly impacted environmental affect and subsequently, environmental affect significantly impacted the green consumer behaviour (GCB). Ferraz, B. S. et. al. (2017) in their cross-cultural study deduced a positive and direct relationship between intention & behaviour. Mishal, A. et. al. (2017) in their research analyzed and concluded that environmental consciousness yielded a considerable influence on the consumers' green purchase attitude. Further, a noteworthy influence was realized by consumers' green purchase attitude on green behaviour and by consumers 'green behaviour on their green purchase behaviour. Jaiswal & Singh (2018) in their research study ascertained the significant direct effect of environmental concern of consumers' on their attitude towards green products, followed by likewise effect of attitude towards green products on their green purchase intentions and lastly the similar effect was recognised by green purchase intentions on green purchasing behaviour. Sethi, V., et. al. (2018) in their research deduced that the significant positive relation of consumers' environmental concern with their attitude, attitude with related purchase intentions and purchase intentions with the actual green purchase behaviour. The research concluded that the consumers' favourable attitude and mindset towards green products instil in them the

likewise purchase intentions to enable relevant purchase beahviour. Zhang, L., et. al (2018) in their research found consumers' attitude towards behaviour a significant determinant of purchase intentions. Further, environmental concern possessed an indirect effect on purchase intentions via attitude towards behaviour and subjective norms.

RESEARCH METHODOLOGY:

In these subsequent sub-sections aspects such as objectives of the research, hypotheses of the study and other methodology details have been illustrated:

Research Objective:

To determine the linear influence inter-linkages of consumers' green cognition, green purchase attitude & green purchase intention on consumers' green purchase behaviour.

Research Hypotheses:

In accordance with the review of literature and to achieve the extent of the abovementioned objective, the following hypotheses have been drafted:

H1: Green Cognition directly influences Green Purchase Attitude.
(GC → GPA)

H2: Green Purchase Attitude directly influences Green Purchase Intentions.
(GPA→ GPI)

H3: Green Purchase Intentions directly influences Green Purchase Behaviour.
(GPB →GPI)

Geological Extent of Survey:

This present research encompassed the urban consumers in the state of Punjab. To improve the viability of the primary research, two cities each having average literacy rate greater (Census 2011, 2014) than 75% were taken from the different regions of the Punjab i.e. Doaba, Majha and Malwa. These subsequent cities i.e. Jalandhar, Hoshiarpur, Amritsar, Gurdaspur, Ludhiana & Patiala were ascertained through procedure of draw of lots for meaningful primary data collection.

Sampling Unit and Accessible Universe:

For this present research study the sampling unit has been exemplified as an urban consumer with age greater than eighteen years. Therefore, the accessible universe includes all the urban consumers (in the identified six cities as detailed aforesaid) with greater than eighteen years.

Questionnaire Preparation and Data Collection:

This current research study is mainly based on the primary data collected through a planned and structured questionnaire. The scale items of consumers' green cognition, green purchase attitude, green purchase intentions and green purchase behaviour are based on the comprehensive literature review which intends to specified objective. Table - 1 illustrates the published sources referred for scale construction of consumers' green cognition, green purchase attitude, green purchase intentions and green purchase behaviour in the questionnaire. For data collection, a total of 600 questionnaires were distributed to consumers from the selected six cities of the state of Punjab for seeking their views to the structured questionnaire drafted for this study. In order to control and decrease the tendencies of measurement error, the questionnaires with incomplete responses were discarded. Thus, a total of 538 usable questionnaires have been used for pertinent analysis.

Data Analysis:

The statistical softwares / packages such as SPSS, AMOS and Validity Master have been used to analyze the primary data using Structural Equation Modeling (SEM) for relevant analysis.

RESEARCH FINDINGS & ANALYSIS:

The following sub-sections details the research findings and their related discussions:
Assessment of the linear influence inter-linkages of consumer's green cognition, green purchase attitude & green purchase intentions on consumer's green purchase behaviour. The assessment of linear influence inter-

linkages has been enumerated using the below mentioned steps:

Reliability of Data:
The measure of Cronbach's alpha is used to analyze the reliability of the scale. The calculated value of Cronbach's alpha for the constructs namely, Green Cognition (GC), Green Purchase Attitude (GPA), Green Purchase Intentions (GPI) and Green Purchase Behaviour (GPB) is 0.872, 0.844, 0.819 and 0.856, respectively. As all the reliability values are higher than the threshold acceptable limit (Hair et. al., 2010). Hence, all the realized values confirmed the reliability of the respective scales. (Table – 2)

Factor Analysis:
The relatable application of factor analysis used for extraction of factors from each of the four constructs, reported their Kaiser-Meyer-Olkin (KMO) value as 0.826 (for GC), 0.887 (for GPA), 0.738 (for GPI) and 0.792 (for GPB). All these KMO values are more than the acceptable limit, thus are considered to be substantial for having the measure of sampling adequacy. Further, the Bartlett's test of sphericity for the construct of GC recorded a chi-square value of 2608.702 at 45 degrees of freedom for a significance value of .000 ($p<0.05$), for GPA achieved a chi-square value of 3617.547 at 36 degrees of freedom with a significance value of .000 ($p<0.05$), for GPI represented a chi-square value of 1260.712 at 10 degrees of freedom at significance level of .000 ($p<0.05$) and for GPB attained a chi-square value of 1945.751 at 15 degrees of freedom for significance level of .000 ($p<0.05$). All the values of KMO & Bartlett's test of sphericity together verified & confirmed the appropriateness and sufficiency of data for the consequent application of factor analysis. (Table – 3)
Factor analysis has been used using principal component analysis method. This technique recognizes the minimum or least number of factors which provide greatest variance in the data (Malhotra & Dash, 2010). Factors with eigen value greater than 1 only have been considered and kept, whereas the other factors have been excluded for their non-usefulness for advanced analysis. For the GC construct, three factors which jointly contributed for a total variance of 71.734%. Similarly, the GPA construct, from the same number of factors collectively achieved the total variance of 66.507%. Further, GPI construct through two factors attained a total variance of 57.150%, whereas the GPB construct from the same number of factors revealed a total variance of 57.993% (Table – 4). All the extracted factors in the four constructs have been represented by those statements which have factor loading equal to or greater than 0.50 for generation of latent variables (Malhotra & Dash, 2010). (Table – 4)

Naming of the factors:
The extracted factors from all the four constructs have accordingly been named in the sequential manner, as detailed below (Table – 5, 6, 7 & 8).

Construct 1: Green Cognition
Factor 1: Environmental Consciousness (EC): This factor signifies the environmental awareness an individual possess to relate itself with the concerns, problems, challenges and apprehensions associated with environment upheaval and its continued deterioration. This factor explains variance of 34.798% and generates a reliability value of 0.833.
Factor 2: Perceived Seriousness of Environmental Problems (PSEP): This factor explains the gravity of the effects of environmental upheaval which includes disturbed ecological cycle, complicated survival conditions for all living creatures and tarnished green image of the country. This factor elucidates variance equal to 21.884% and scores reliability value of 0.816.
Factor 3: Perceived Environmental Knowledge (PEK): This factor illustrates the importance of having awareness, information and knowledge related to the green paradigm which embraces familiarity with environmental issues and green products. This factor enumerates variance equivalence to 15.052% and achieves a reliability value of 0.805.

Construct 2: Green Purchase Attitude
Factor 1: Attitude Towards Environmental Perspective (ATEP): This factor describes the importance an individual possess by becoming responsive towards participation in various activities related to environmental safety & conservation by opting for green product rather than traditional products. This factor details variance of 28.458% and attains a reliability value of 0.846.
Factor 2: Attitude Towards Environmental Endeavours (ATEE): This factor entails the consumers' responsive

outlook towards the environmental protection measures. This factor reveals variance proportionate to 23.648% and records a reliability value of 0.812.

Factor 3: Attitude Towards Government (ATG): This factor elaborates the consumers' opinion for government's accountability regarding implementation of environmental safety standards at the city, district and national level. This factor outlines variance equivalent to 14.402% and earns a reliability value of 0.788.

Construct 3: Green Purchase Intentions

Factor 1: Purchase Intention Decisions (PID): This factor elucidates the consumers' decision based purchase preferences for signifying their willingness for purchase of green products. This factor accounts for variance of 32.080% and yields a reliability value of 0.782.

Factor 2: Purchase Intention Influence (PII): This factor defines the consumers' wilful tendency to persuade his family, relatives and friends for a preferred green purchase decision**.** Further, exhibits the consumers' eagerness to adjust himself periodically with the updated green living requirements. This factor outlines variance of 25.070% and records a reliability value of 0.798.

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Construct 4: Green Purchase Behaviour

Factor 1: Green Behavioural Prepositions (GBP): This factor outlines the consumers' preference for purchase of products which are free from adulterants or/and have been processed or manufactured in the organic way which are much healthier & safe for consumption. This factor describes variance of 34.359% and records a reliability value of 0.819.

Factor 2: Green Behavioural Adjustments (GBA): This factor delineates the behavioural amendments in terms of mindset and enthusiasm for pertinent green purchase behaviour by favouring the green products over non-green products. This factor illustrates variance of 23.574% and depicts a reliability value of 0.771.

Validation of the proposed measurement model using Confirmatory Factor Analysis (CFA):

The confirmatory factor analysis which is also known as restricted factor analysis (Hattie & Fraser, 1988) is purposefully applied to investigate the relationships between indicators and constructs, which they were conceptually proposed to determine.

Figure – 2 conceptually portrays the proposed measurement model which has been used in this research study for studying the linear influence inter-linkages of GC, GPA and GPI on GPB. The result of the CFA resulted in a good model fit with Chi Square / Degree of freedom = 1.829 and the elaborated goodness of fit indices (i.e. GFI = 0.928, AGFI = 0.910, NFI = 0.939, IFI = 0.959 and CFI = 0.958) are reported to be greater than the specified threshold limits and detailed badness of fit index (i.e. RMSEA = 0.030) is recorded to be lesser than their identified permissible limit. (Table - 9)

The reliability of the factor based constructs, as identified and explored through exploratory factor analysis has been reported in the Table – 10. The reported reliability value of all the constructs as reported in the corresponding table, which ranges from 0.771 to 0.846 are evidentially greater than threshold level of 0.7 (Hair et. al, 2015) which is significantly desirable for applicability of further steps of Structural Equation Modelling (SEM).

The discriminant validity is identified as a distinctive score of the measure as compared to other constructs (Schwab, 2005) of the study. As all the constructs' of the study represented higher value of Average Variance Explained (AVE) than their related values of Maximum Shared Variance (MSV) and Average Shared Variance (ASV). (Table – 11)

Further, as evident from Table – 12 the square root of average variance extracted for each construct is higher than its squared correlation with other constructs (Fornell & Larcker, 1981; Hair et. al., 2015). Therefore, it is summarised that the discriminant validity has been achieved.

Likewise, assessment criteria of convergent validity as recommended by Hair et. al., 2015 has been verified and substantiated as the reliability (i.e. Cronbach alpha) value and composite reliability (CR) value of each construct emerges out to be greater than 0.7; with the related AVE value greater than 0.5, refer Table – 13 for details. Moreover, the standardized factor loading of all the statements for all the factors appears to be greater than 0.5. (Table - 5, 6, 7 & 8)

Analysis of the Structural Model using Path Analysis:

The procedure of Structural Equation Modeling (SEM) is a two-stage model. The first stage entails validation of the proposed measurement model through Confirmatory Factor Analysis (CFA) and then the estimation of the

proposed structural model through Path Analysis. The reliability and validity of the structural part of the proposed model was adequately satisfied (as narrated in the earlier sub-sections) for pertinent analysis.

This present research analysed the linear structural model using path analysis by utilising AMOS statistical software to validate the linear influence inter-linkages of GC, GPA and GPI on GPB by validating the research hypotheses to verify the model fit.

Figure – 3 illustrates the AMOS path analysis and Table – 14 explains that research results confirm a good model fit with Chi Square / Degree of freedom = 1.981, as several attained goodness of fit indices (i.e. GFI = 0.920, AGFI = 0.911, NFI = 0.923, IFI = 0.946 and CFI = 0.947) are reported to be greater than the specified threshold limits and the detailed badness of fit indices (i.e. RMR = .044 and RMSEA = 0.036) are recorded to be lesser than their identified permissible limit.

Further, Table – 15, represents the critical ratio (CR) and significance level values of the structural paths as represented by path analysis. Table – 16, elaborates the standardized regression weights of the structural paths as indicated in path analysis.

It is evident from the results as elaborated in Table – 15 and Table – 16 reveals that Green Cognition positively and significantly influences the Green Purchase Attitude of the consumers' at β coefficient equivalent to 0.81 with corresponding p-value < 0.01, likewise Green Purchase Attitude possess a significant and direct effect on Green Purchase Intentions of the consumers' with β coefficient equal to 0.72 for a related p-value < 0.01; and lastly, Green Purchase Intentions exhibit a direct significant effect on Green Purchase Behaviour of the consumers' for a β coefficient of 0.68 at p-value < 0.01.

From the research analysis and findings, it becomes apparent that the drafted hypotheses of this research study i.e. H1, H2, H3 completely gets satisfied (Table – 17).

RESEARCH CONCLUSION & MANAGERIAL IMPLICATIONS:

The analysis of this research study validates the elaborated measurement model using path analysis through AMOS statistical software. Further, confirms the significant direct positive linear influence of Green Cognition on Green Purchase Attitude, Green Purchase Attitude on Green Purchase Intentions & Green Purchase Intentions on Green Purchase Behaviour to justify the proposed inter-linkage influence of Green Cognition, Green Purchase Attitude, Green Purchase Intentions on Green Purchase Behaviour.

The current research study findings are also consistent with the results accomplished by researchers like Wu & Chen (2014), Tan, B-C, et. al. (2015), Suprawan, L. (2016)., Mishal, A. et. al. (2017), Jaiswal & Singh (2018), Sethi, V. et. al. (2018), Zhang, L., et. al (2018) who studied the similar impact preposition either in the form of a comprehensive influence linkage of Green Cognition, Green Purchase Attitude Green Purchase Intentions on Green Purchase Behaviour or have individually analyzed the effect of these
measures in their research.

The findings of this present research study can be used by marketers & corporate to develop various marketing programs to nurture green knowledge and awareness among consumers which will enable them to build up pertinent green purchase attitude among themselves. Moreover, this will instill in consumers the adequate and meaningful environmental intentions for preferred sustainable green purchase behaviour.

SCOPE FOR FUTURE RESEARCH:

The present research study was carried-out in Punjab (India) which may not have encompassed all the perceptions and views of consumers' across national diverse social, geological and demographical prepositions. Further, the future research can also endeavour to evaluate the indirect effects of Green Cognition and Green Purchase Attitude on Green Purchase Behaviour; and of Green Cognition on Green Purchase Intentions. Moreover, the research can also be initiated to understand the sector or industry specific linkage of GC, GPA, GPI and GPB for inculcation of green buying behaviour among consumers'.

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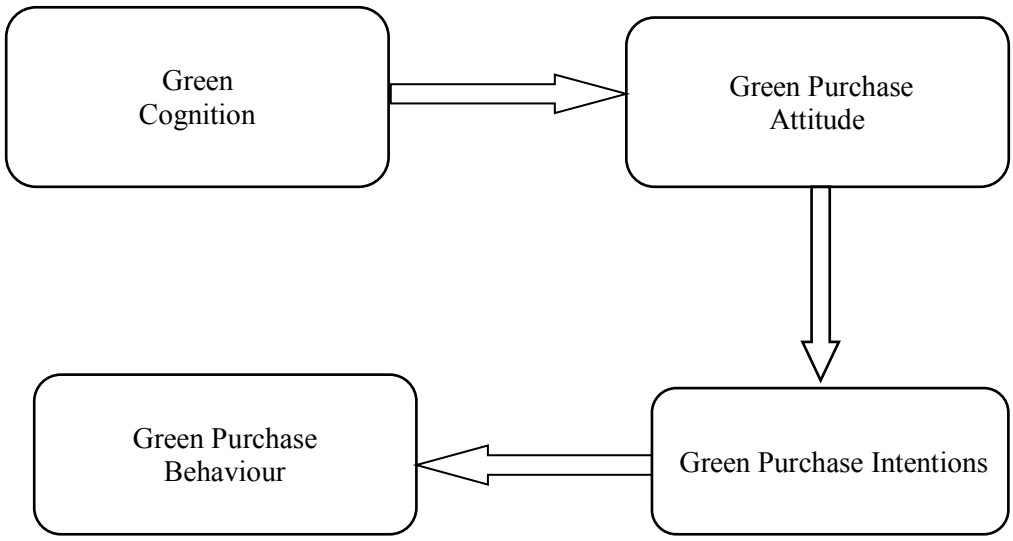
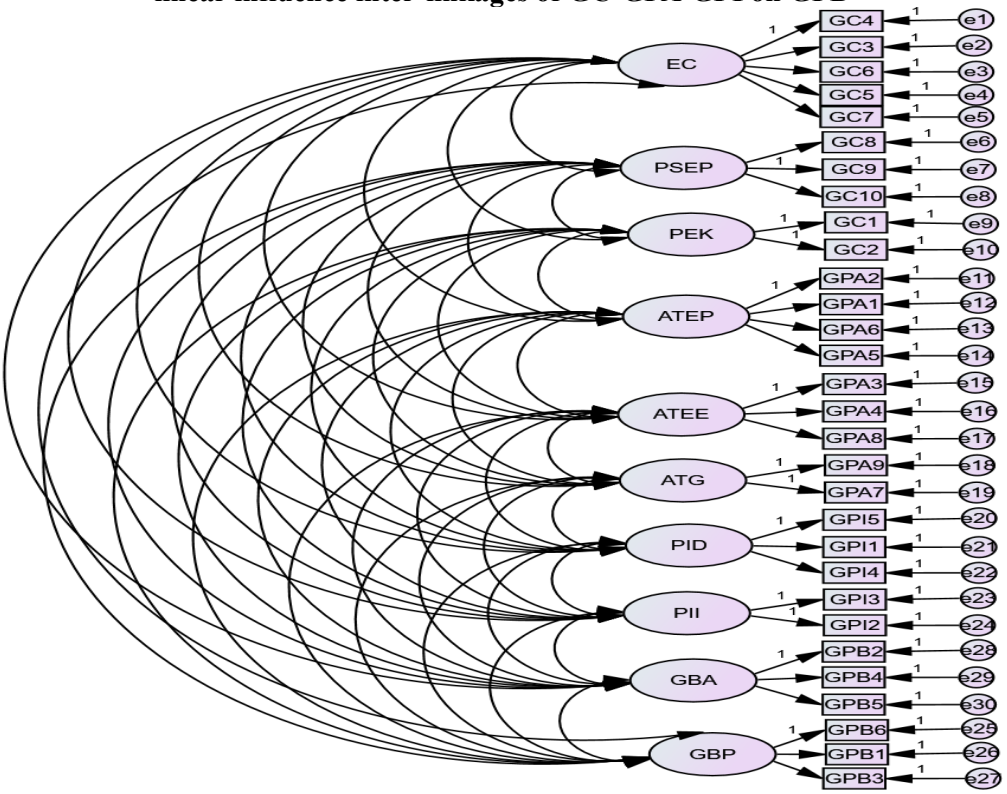
Figure 1: Conceptual framework of measurement model for studying the linear influence inter-linkages of GC-GPA-GPI on GPB



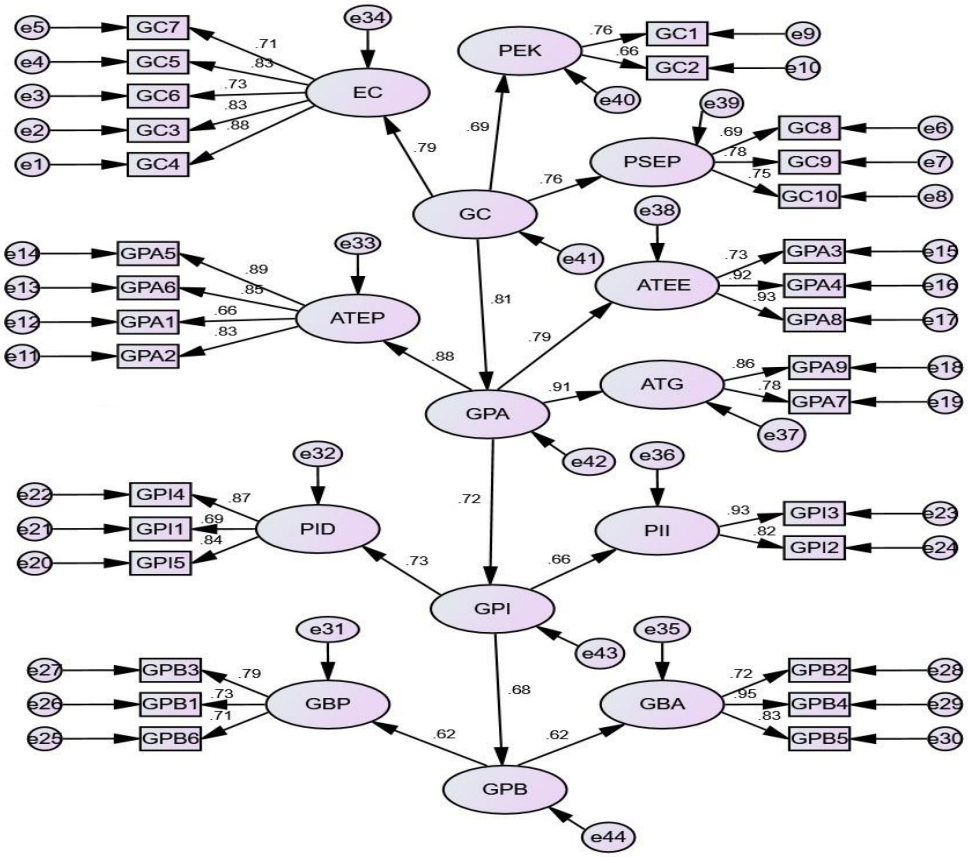
Source: Prepared by Author

Figure 2: CFA of the proposed measurement model for studying linear influence inter-linkages of GC-GPA-GPI on GPB



Source: Prepared by Author (AMOS output)

Figure – 3: AMOS Path Analysis for studying linear influence inter-linkages of GC-GPA-GPI on GPB



Source: Prepared by Author (AMOS output)

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Table 1: Published review sources referred for construction of scales in the research questionnaire

Scale Construct	Number of Statements	Source (Author and Year)
Green Cognition	10 (Ten)	Straughan & Roberts (1999), Kim & Choi (2005), Mostafa, M. M. (2007), Lee, K. (2008), Lee, K. (2009), Gam, H. J. (2010), Aman et. al. (2012), Kim et. al. (2012), Sahu, T. (2012), Mahapatra, S. (2013), Mehta, P. (2013), Suki, N. M.(2013)
Green Purchase Attitude	9 (Nine)	Taylor & Todd (1995), Chan, R. Y. K. (2001), Mostafa, M. M. (2007), Lee, K. (2008), Lee, K. (2009), Tantawi et. al. (2009), Aman et. al. (2012), Mei et. al. (2012), Sahu, T. (2012)
Green Purchase Intentions	5 (Five)	Chan & Lau (2000), Chan, R. Y. K. (2001), Salleh et. al. (2010), Aman et. al. (2012), Kim et. al. (2012), Mei. at. al. (2012), Ansar, N. (2013), Azizan & Suki (2013)
Green Purchase Behaviour	6 (Six)	Straughan & Roberts (1999), Chan, R. Y. K. (2001), Kim & Choi (2005), Jain & Kaur (2006), Lee, K. (2008), Lee, K. (2009), Gam, H. J. (2010), Ishwani & Datta (2011), Mehta, P. (2013), Singh & Gupta (2013).

Source: Prepared by Author

Table 2: Reliability of all the constructs

Constructs	Green Cognition (GC)	Green Purchase Attitude (GPA)	Green Purchase Intentions (GPI)	Green Purchase Behaviour (GPB)
Cronbach Alpha	0.872	0.844	0.819	0.856

Source: Prepared by author (SPSS 21.0 Output)

Table 3: KMO and Bartlett's Test of all the constructs

Constructs		GC	GPA	GPI	GPB
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.826	0.887	0.738	0.792
Bartlett's Test of Sphericity	**Approx. Chi-Square**	2608.702	3617.547	1260.712	1945.751
	Df	45	36	10	15
	Sig.	.000	.000	.000	.000

Source: Prepared by author (SPSS 21.0 Output)

Table 4: Rotated Component Matrix[a] of all the constructs: **Extraction by Principal Component Analysis with Varimax Rotation using Kaiser Normalization (with eigen values of variables, variance explained & reliability of the extracted factors)**

Green Cognition			
Statement Label	**Component**		
	1	**2**	**3**
GC3	.892		
GC5	.855		
GC4	.840		
GC6	.762		
GC7	.682		
GC8		.866	
GC9		.857	
GC10		.644	
GC1			.868
GC2			.864

Factor Name	Environmental Consciousness	Perceived Seriousness of Environmental Problems	Perceived Environmental Knowledge
Factor Abbreviation	EC	PSEP	PEK
Eigen Value	3.480	2.188	1.505
% of Variance	34.798	21.884	15.052
Cumulative Variance	34.798	56.682	71.734
Reliability of the factor	0.833	0.816	0.805
a. Rotation converged in 5 iterations.			

Green Purchase Attitude			
Statement Label	Component		
	1	2	3
GPA5	.824		
GPA6	.811		
GPA2	.792		
GPA1	.630		
GPA3		.792	
GPA4		.774	
GPA8		.642	
GPA9			.836
GPA7			.745

Factor Name	Attitude towards Environmental Perspective	Attitude Towards Environmental Endeavours	Attitude towards Government
Factor Abbreviation	ATEP	ATEE	ATG
Eigen Value	2.846	2.365	1.440
% of Variance	28.458	23.648	14.402
Cumulative Variance	28.458	25.106	66.507
Reliability of the factor	0.846	0.812	0.788
a. Rotation converged in 5 iterations.			

Green Purchase Intentions		
Statement Label	Component	
	1	2
GPI4	.768	
GPI1	.721	
GPI5	.695	
GPI3		.804
GPI2		.772

Factor Name	Purchase Intention Decisions	Purchase Intention Influence
Factor Abbreviation	PID	PII
Eigen Value	1.604	1.253
% of Variance	32.080	25.070
Cumulative Variance	32.080	57.150
Reliability of the factor	0.782	0.798
a. Rotation converged in 3 iterations.		

Green Purchase Behaviour		
Statement Label	Component	
	1	2
GPB3	.841	
GPB1	.824	
GPB6	.796	
GPB2		.788
GPB4		.753
GPB5		.692

Factor Name	Green Behavioural Prepositions	Green Behavioural Adjustments
Factor Abbreviation	GBP	GBA
Eigen Value	2.062	1.414
% of Variance	34.359	23.574
Cumulative Variance	34.359	57.993
Reliability of the factor	0.819	0.771
a. Rotation converged in 3 iterations.		

Source: Prepared by author (SPSS 21.0 Output)

Table 5: Naming of the factors (of construct of Green Cognition)

Factor (Variance Explained)	Statement Label: Statement	Factor Loading	Reliability of the factor
Factor 1: Environmental Consciousness (34.798%)	GC3: I am concerned about the damage being done to environment & ecology by pollution.	0.892	0.833
	GC5: It is essential to save our environment and its resources for our future generations.	0.855	
	GC4: It is necessary to promote green living in India.	0.840	
	GC6: The growth of the industrialized society and economy is meaningless, if it continuously degrades the environment.	0.762	
	GC7: Food items in this country are adulterated with pesticides / chemicals; which adversely affects the health.	0.682	
Factor 2: Perceived Seriousness of Environmental Problems (21.884%)	GC8: India's present state of environmental problems is becoming too severe.	0.866	0.816
	GC9: India's environmental problems are life and health threatening.	0.857	
	GC10: India's present state of environmental upheaval damages its country's image and reputation among other nations.	0.644	
Factor 3: Perceived Environmental Knowledge (15.052%)	GC1: I certainly have knowledge and understanding of environmental issues.	0.868	0.805
	GC2: I indeed must buy products and brands that are environmentally safe.	0.864	

Source: Prepared by Author (SPSS 21.0 Output)

Table 6: Naming of the factors (for construct of Green Purchase Attitude)

Factor (Variance Explained)	Statement Label: Statement	Factor Loading	Reliability of the factor
	GPA5: I firmly believe individual contribution towards environmental conservation will make a	0.824	0.846

Factor 1: Attitude Towards Environmental Perspective (28.458%)	significant contribution.		
	GPA6: I believe that educational campaigns related to environmental safety will increase the awareness among people.	0.811	
	GPA2: Green product development or manufacturing is a good concept.	0.792	
	GPA1: I prefer the idea of purchasing green products, as they cause less damage to the environment than non-green products.	0.630	
Factor 2: Attitude Towards Environmental Endeavours (23.648%)	GPA3: I feel everyone should convince their neighbours and friends to avoid use of products that pollute the environment.	0.792	0.812
	GPA4: One can show a positive green attitude by signing a petition supporting an environmental concern.	0.774	
	GPA8: I believe work related to environmental protection is just waste of financial and human resources.	0.642	
Factor 3: Attitude Towards Government (14.402%)	GPA9: The government should own its prime responsibility for environmental protection.	0.836	0.788
	GPA7: I strongly support all the environmental safety regulations as enforced by government or regulatory bodies.	0.745	

Source: Prepared by Author (SPSS 21.0 Output)

Table 7: Naming of the factors (of construct of Green Purchase Intentions)

Factor (Variance Explained)	Statement Label: Statements	Factor Loadings	Reliability of the factor
Factor 1: Purchase Intention Decisions (32.080%)	GPI4: I intend / prefer to continue the purchase green products in the future because of their positive impact on environment conservation.	0.768	0.782
	GPI1: I consider / prefer purchasing green products as they are less polluting.	0.721	
	GPI5: I am willing to pay premium price for the purchase of green products.	0.695	
Factor 2: Purchase Intention Influence (25.070%)	GPI3: I will strongly recommend green products to my family, friends and relatives.	0.804	0.798
	GPI2: I am willing to modify my purchase pattern for adaptation of green products to enhance my green living standard.	0.772	

Source: Prepared by Author (SPSS 21.0 Output)

Table 8: Naming of the factors (of construct of Green Purchase Behaviour)

Factor (Variance Explained)	Statement Label: Statement	Factor Loading	Reliability of the factor
Factor 1: Green Behavioural Prepositions (34.359%)	GPB3: I feel motivated to buy products which use no or fewer chemicals / preservatives / colourants while being manufactured.	0.841	0.819
	GPB1: I express myself as an environmentally conscious consumer.	0.824	
	GPB6: I have convinced my family members, neighbours and friends to avoid purchase/use of products that pollute the environment.	0.796	
	GPB2: For similar product utilities, I prefer to purchase	0.788	0.771

Factor (Variance Explained)	Statement Label: Statement	Factor Loading	Reliability of the factor
Factor 2: Green Behavioural Adjustments (23.574%)	green products over non-green products because of ecological preference.		
	GPB4: I feel motivated to purchase green products even though they are expensive than non-green products.	0.753	
	GPB5: I always consider the company's green image while buying their manufactured products.	0.692	

Source: Prepared by Author (SPSS 21.0 Output)

Table 9: Model Fit Indices for CFA of the proposed model for studying the linear influence inter-linkages of GC-GPA-GPI on GPB

Index Particular	Recommended Values	Derived Values
Chi Square / Degree of freedom	≤3 , Bagozzi & Yi (1988)	1.829
GFI	≥ 0.85, Hu & Bentler (1999)	0.928
AGFI	≥ 0.80, Hu & Bentler (1999)	0.910
NFI	≥ 0.90, Anderson & Gerbing (1988)	0.939
IFI	≥ 0.90, Anderson & Gerbing (1988)	0.959
CFI	≥ 0.90, Anderson & Gerbing (1988)	0.958
RMSEA	≤ 0.05, Browne and Cudeck (1993)	0.030

Source: Prepared by Author (AMOS Output)

Table 10: Reliability of factor based constructs identified from Factor Analysis

Factor based constructs (Abbreviation)	Cronbach Alpha (α)	No. of items
Environmental Consciousness (EC)	0.833	5
Perceived Seriousness of Environmental Problems (PSEP)	0.816	3
Perceived Environmental Knowledge (PEK)	0.805	2
Attitude Towards Environmental Perspective (ATEP)	0.846	4
Attitude Towards Environmental Endeavours (ATEE)	0.812	3
Attitude Towards Government (ATG)	0.788	2
Purchase Intention Decisions (PID)	0.782	3
Purchase Intention Influence (PII)	0.798	2
Green Behavioural Prepositions (GBP)	0.819	3
Green Behavioural Adjustments (GBA)	0.771	3

Source: Prepared by author (SPSS 21.0 Output)

Table 11: AVE, MSV and ASV values of factor based constructs identified from Factor Analysis

S.N.	Abbreviation of factor based constructs	AVE	MSV	ASV
1	EC	0.636	0.484	0.174
2	PSEP	0.552	0.371	0.182
3	PEK	0.775	0.239	0.116
4	ATEP	0.662	0.310	0.140
5	ATEE	0.756	0.223	0.101
6	ATG	0.680	0.323	0.138
7	PID	0.646	0.334	0.112
8	PII	0.764	0.224	0.122
9	GBP	0.554	0.334	0.077
10	GBA	0.703	0.165	0.095

Source: Prepared by author (AMOS / Validity Master Output)

Table 12: Square root of average variance extracted and construct's squared correlation with other constructs

	EC	PSEP	PEK	ATEP	ATEE	ATG	PID	PII	GBP	GBA
EC	**0.797**									
PSEP	0.603	**0.743**								
PEK	0.649	0.530	**0.880**							
ATEP	0.696	0.579	0.219	**0.813**						
ATEE	0.501	0.460	0.208	0.656	**0.870**					
ATG	0.527	0.609	0.214	0.781	0.789	**0.824**				
PID	0.224	0.321	0.115	0.184	0.281	0.211	**0.803**			
PII	0.254	0.462	0.081	0.304	0.322	0.329	0.473	**0.874**		
GBP	0.218	0.183	0.099	0.108	0.083	0.072	0.578	0.346	**0.745**	
GBA	0.155	0.062	0.082	0.405	0.335	0.315	0.370	0.406	0.376	**0.839**

Source: Prepared by author (AMOS / Validity Master Output)

Table 13: Construct's Reliability, CR and AVE values for Convergent Validity

S.N.	Abbreviation of factor based constructs	Cronbach Alpha (α)	Composite Reliability	AVE
1	EC	0.833	0.897	0.636
2	PSEP	0.816	0.787	0.552
3	PEK	0.805	0.873	0.775
4	ATEP	0.846	0.885	0.662
5	ATEE	0.812	0.902	0.756
6	ATG	0.788	0.809	0.680
7	PID	0.782	0.844	0.646
8	PII	0.798	0.866	0.764
9	GBP	0.819	0.789	0.554
10	GBA	0.771	0.875	0.703

Source: Prepared by author (SPSS 21.0 / AMOS / Validity Master Output)

Table 14: Model Fit Indices of the structural model for studying the linear influence inter-linkages of GC-GPA-GPI on GPB

Index Particular	Recommended Values	Derived Values
Chi Square / Degree of freedom	≤3 , Bagozzi & Yi (1988)	1.981
GFI	≥ 0.85, Hu & Bentler (1999)	0.920
AGFI	≥ 0.80, Hu & Bentler (1999)	0.911
NFI	≥ 0.90, Anderson & Gerbing (1988)	0.923
IFI	≥ 0.90, Anderson & Gerbing (1988)	0.946
CFI	≥ 0.90, Anderson & Gerbing (1988)	0.947
RMR	≤ 0.08, Browne and Cudeck (1993)	0.044
RMSEA	≤ 0.05, Browne and Cudeck (1993)	0.036

Source: Prepared by author (AMOS Output)

Table 15: Regression Weights: (Group number 1 - Default model): Critical Ratio (C.R.) and Significance Level of Structural Paths

Analysis of Structural Paths			Estimate	S.E.	C.R.	P	Label
GPA	←	GC	1.074	0.051	19.823	***	par_16
GPI	←	GPA	0.831	0.059	16.426	***	par_25
GPB	←	GPI	0.898	0.048	18.644	***	par_26

Analysis of Structural Paths			Estimate	S.E.	C.R.	P	Label
EC	←	GC	1				
PSEP	←	GC	1.041	0.055	17.893	***	par_7
PEK	←	GC	0.849	0.051	16.496	***	par_8
ATEP	←	GPA	0.884	0.052	16.886	***	par_14
ATEE	←	GPA	0.799	0.048	15.251	***	par_15
ATG	←	GPA	1				
PID	←	GPI	0.913	0.052	18.914	***	par_23
PII	←	GPI	1				
GBP	←	GPB	1				
GBA	←	GPB	1.086	0.063	16.647	***	par_24
GC4	←	EC	1				
GC3	←	EC	0.901	0.021	24.128	***	par_1
GC6	←	EC	1.000	0.050	19.926	***	par_2
GC5	←	EC	0.843	0.034	23.971	***	par_3
GC7	←	EC	0.826	0.043	19.059	***	par_4
GC9	←	PSEP	1				
GC10	←	PSEP	0.801	0.064	12.418	***	par_5
GC8	←	PSEP	0.765	0.062	12.245	***	par_6
GC1	←	PEK	1				
GC2	←	PEK	1				
GPA2	←	ATEP	1				
GPA1	←	ATEP	0.807	0.049	16.524	***	par_9
GPA6	←	ATEP	1.022	0.043	23.805	***	par_10
GPA5	←	ATEP	1.106	0.048	24.906	***	par_11
GPA3	←	ATEE	1				
GPA4	←	ATEE	1.133	0.057	21.74	***	par_12
GPA8	←	ATEE	1.154	0.058	21.686	***	par_13
GPA9	←←	ATG	1				
GPA7	←	ATG	1				
GPI5	←	PID	1				
GPI1	←	PID	0.878	0.052	16.783	***	par_17
GPI4	←	PID	1.104	0.057	21.252	***	par_18
GPI3	←	PII	1				
GPI2	←	PII	1				
GPB6	←	GBP	1				
GPB1	←	GBP	0.92	0.060	12.879	***	par_19
GPB3	←	GBP	1.016	0.065	14.296	***	par_20
GPB2	←	GBA	1				
GPB4	←	GBA	1.176	0.058	20.251	***	par_21
GPB5	←	GBA	1.015	0.055	18.532	***	par_22

Source: Prepared by author (AMOS Output)

Table 16: Standardized Regression Weights: (Group number 1 - Default model): Standardized Regression Coefficients of Structural Paths

GPA	←	GC	0.808	GC2	←	PEK	0.663
GPI	←	GPA	0.719	GPA2	←	ATEP	0.832
GPB	←	GPI	0.683	GPA1	←	ATEP	0.655
EC	←	GC	0.792	GPA6	←	ATEP	0.852
PSEP	←	GC	0.756	GPA5	←	ATEP	0.893
PEK	←	GC	0.692	GPA3	←	ATEE	0.734
ATEP	←	GPA	0.876	GPA4	←	ATEE	0.923
ATEE	←	GPA	0.795	GPA8	←	ATEE	0.934
ATG	←	GPA	0.906	GPA9	←	ATG	0.863
PID	←	GPI	0.735	GPA7	←	ATG	0.784
PII	←	GPI	0.661	GPI5	←	PID	0.839
GBP	←	GPB	0.622	GPI1	←	PID	0.689
GBA	←	GPB	0.617	GPI4	←	PID	0.873
GC4	←	EC	0.881	GPI3	←	PII	0.928
GC3	←	EC	0.829	GPI2	←	PII	0.823
GC6	←	EC	0.726	GPB6	←	GBP	0.714
GC5	←	EC	0.831	GPB1	←	GBP	0.734
GC7	←	EC	0.708	GPB3	←	GBP	0.791
GC9	←	PSEP	0.783	GPB2	←	GBA	0.723
GC10	←	PSEP	0.755	GPB4	←	GBA	0.946
GC8	←	PSEP	0.691	GPB5	←	GBA	0.833
GC1	←	PEK	0.759				

Source: Prepared by author (AMOS Output)

Table 17: Summary of Hypotheses Testing

Path	Coefficients (β)	p-value	Hypothesis Validated
Green Cognition → Green Purchase Attitude (GC → GPA)	0.81	***	Yes: H1 Validated
Green Purchase Attitude → Green Purchase Intentions (GPA → GPI)	0.72	***	Yes: H2 Validated
Green Purchase Intentions →Green Purchase Behaviour (GPI → GPB)	0.68	***	Yes: H3 Validated
*** significant at the 0.01 level			

Source: Prepared by author (AMOS Output)
