EXPLAINING INTENTION TO PURCHASE GREEN PRODUCTS BY UNIVERSITY STUDENTS

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ABSTRACT

Due to the challenges of global warming, nations and people these days have an all time high concern for environmental protection. This kind of shifting trend has emerged into a new way of doing business known as Green Business. The industries which claim that they are environment friendly and have concern for society are known as green industries; their marketing philosophy is termed as green marketing and their environment friendly products are called green products. The adoption of a green marketing orientation by a firm is principally a response to the increased pressures by society for business to meet its comprehensive ethical and moral responsibilities. This shifting trend was measured by various researchers by measuring consumers' and industries' intention towards green marketing. Most of these studies are done in developed countries. But such studies however, remain conspicuously missing in the context of developing countries like India. The adoption of green marketing orientation by firms doing business in India is dependent upon intention to purchase green products by Indian consumers. Hence, this research is an attempt to measure purchase intention of green products by university students because the larger segment of youth in India is actually the most attractive segment for all the companies in the world.

This paper measures the impact of green awareness and trust on intention to purchase green products by post graduate students of business administration of five different universities of north India. In addition to this, the present paper also identifies the underlying factors of green awareness and trust. Linear and multiple regression and factor analysis was used to measure the impact of green awareness and trust on purchase intention and factor analysis was used to identify the underlying factors of green awareness and trust. The key findings of the study show that there is a significant impact of green awareness and trust on intention to purchase green products.

Key words: Green products, Green Marketing, Purchase Intention.

INTRODUCTION

The rise of environmental issues such as increasing pollution, dependency on non-renewable resources, climate changes, depletion of ozone layer, and the increasing side effect of all these on social, economic, political and physical condition of human life has generated a drastic change in consumer behaviour towards environmental friendly products or green products This shifting of consumer behaviour has now emerged as a new format of business known as green business. The industries which engage in environment friendly business or claim that they are environment friendly and have concern for society are known as Green Industries. Their marketing philosophy is termed as Green Marketing and their environment friendly products are called Green Products (Saxena & Khandelwal, 2010). The last decade had witnessed a paradigm shift of various companies

towards green business and thus it emerged as a new strategy in marketing. These companies believe that by adopting green business practices, they will get a competitive advantage over others as people have a positive attitude for green products these days (Khandelwal & Yadav, 2013; Das et al., 2012; Saxena & Khandelwal, 2010; Chen, 2010). They also believe that green marketing practices can be a profitable strategy for sustainable growth. Most of the green marketing studies have been carried out in developed countries. However, there is huge requirement of such studies in developing countries like India (Khandelwal & Yadav, 2013; Saxena & Khandelwal, 2010). This research is an attempt to fill this gap by measuring the intention to purchase green products by university students. India is a Young Country with a population of more than 100 crore. 50 percent of the Indian population is below the age group of 25 and 40 percent of the population comes under the age group of 15-30 years (Kaushik, 2007). Because of this large segment of youth, various MNCs as well as Indian companies are formulating their business strategy in consideration of this fact. Hence, for the future of

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green marketing in India, this segment will definitely give better results.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS

Previous research into purchase intention towards green marketing has concluded different results overtime. Khandelwal & Bajpai (2011) studied Green Advertisement and their impact on purchase intention. The results of this study established a significant positive linear relationship between green advertising and purchase intention variables taken for the study in metro and non-metro regions of India. Ahmad et al. (2010) found that customers are pragmatic and advertisers should include maximum information about the product while devising green advertising strategies. In this study, authors consider media, credibility of claim, relevance, information and perceived effectiveness of environmental behavior as factors in environmental advertising influencing consumer's purchase intention. Goldsmith et al. (2000) recommended that the reliability of the brand owner and perceived skill will affect consumer's attitudes. The higher levels of perceived trickery were associated with lower levels of perceived credibility, and also with negative attitudes toward the advertisement. Research focused on enumerating public perceptions of green advertising has been plagued with more difficulties than other approaches to the subject. Kassarjian (1971) investigated reaction of consumers towards a gasoline that reduced air pollution and found that consumers have willingness to pay higher prices in order to reduce air pollution. Similar results were also found in the various previous researches about the increasing level of consumer awareness towards green marketing and are willing to pay more to "go green" (Lee, 2009, Rahbar and Wahid, 2011, Hemantha, 2012).

Research indicated that various companies understand this shifting and have changed their marketing strategies, 92% of MNCs from Europe changed their products to address growing concerns of environmental pollution (Vandermerwe and Michael, 1990). Companies can employ the idea of green marketing in order to generate and to facilitate any exchange aimed to satisfy customers' environmental needs, wants or concern (Polonsky, 1994). Consumers of developed countries like USA, France and Western Europe were found to be more aware of the environment (Curlo, 1999).

Purchase intention is an important variable of consumer attitude. For surviving in a fiercely competitive environment companies are not only improving the quality but are also focusing towards relationship marketing in order to improve the intention of the consumers. Purchase intention has been observed as an important element affecting the diffusion of new products and services. There are various studies which measure the impact of various issues on purchase intention (Khandelwal et al., 2013; Ranaweera et al., 2008; Grewal et al., 1998). In simple words, purchase intention may be defined as a plan to purchase a particular product or service in the near future. For measuring the intention to purchase green products, it is important to develop a theoretical framework. For this study, we have taken three basic variables: green awareness, green trust and green satisfaction. Trust, commitment and customer satisfaction were also the major topics of some researchers for measuring purchase intention (Chen 2010; Garbarino and Johnson, 1999). A brief discussion of these variables is as follows:

Green awareness
Increasing green awareness leads to more attention towards green products and green consumption by consumers. Since there are very few researches over green purchase intention in India, it is difficult to say anything about the awareness level of green products in India. However, studies have clearly shown that awareness level may have a strong antecedent of intention to purchase green products (Ginsberg and Bloom, 2004; Saxena & khandelwal, 2010). People in India are now shifting from grey products to green products and their concern over environmental issues are also high. Saxena and Khandelwal (2009) discovered that Indian industries reflect a very positive attitude towards green marketing for sustainable development. All the types of industries (durable, non-durable and services) in India feel that "in future more and more consumers will prefer green products. There is another perspective, Shamdasani et al. (1993) elucidated that the promotion and distribution of green products contribute to consumers' awareness of the selection and availability of green alternatives. This awareness, however, does not always lead to ecologically-friendly consumption decisions.

In recent times, the increase of consumer awareness has made the customer want to pay for their recognizable and constructive brand (Yaseen et al., 2011). Thus, marketers have to create

valuable inputs in their brands such as green products in order to achieve competitive advantage. It is evident that the consumers are always willing to acquire a product, so here the brand awareness is always a vital factor to manipulate the buying decisions and purchase intensions (Macdonald and Sharp, 2000). On the basis of the findings of the studies so far reviewed, we propose that:

H₁: Green awareness has no significant linear impact on purchase intention.

Green Trust
Trust is an important catalyst in green marketing because consumers have less belief over environmental claims by the marketers (Mathur and Mathur, 2000). Trust makes for a sense of being safe or of being free of fear, enough so that one's focus can be on other matters because that matter is taken care of. Trust is the true differentiating feature for any company in a world of increasingly commodity-like products and services. Trust is the belief that a party's word or promise is reliable and that the party will fulfill his/her obligation in an exchange relationship (Schurr and Ozanne, 1985). Trust is a level of confidence that another party would behave as expected (Hart and Saunders, 1997). Purchasing decision of consumers is highly affected by trust (Gefen and Straub, 2004) and therefore companies project their image as environment conscious and responsible firms. Some companies promote their new products which embody misleading and confusing green claims, and exaggerate the environmental value of their products. The customers are not willing to trust their products any more (Kalafatis and Pollard, 1999). With reference to various researches, this study proposed another construct, green trust (Schurr and Ozanne, 1985; Ganesan, 1994; Chen, 2010) and defined it as ''a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance'' (Chen, 2010).

This construct is further bifurcated into two sub-variables - green believability and green satisfaction. Purchase intention and repurchase intentions are highly affected by trust towards particular product and services. There are many researchers' who measure trust as an important variable in purchase intention of consumers. Fusaro et al., (2002) found that consumers evaluate when contemplating online exchange is

trustworthiness. This provides the base for our next hypothesis:

H₂: Green trust has no significant linear impact on purchase intention.

Green Satisfaction
Green satisfaction is defined as a pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs (Chen, 2010). Customers always reflect a unique behavior after purchasing the product or at the time of consumption of the product. When these unique feeling results into positive behavior towards the brand it is known as satisfaction and if these feelings result into negative behavior against the brand it is known as dissatisfaction. Satisfaction is a delightful degree of post-consumption evaluation or a pleasurable degree of consumption- related fulfillment (Oliver, 1996; Paulssen and Birk, 2007; Ruyter and Bloemer, 1999). This unique behavior may lead the intention towards the purchase of products, services and organization. Post purchase behavior includes all the consumers' activities and experiences that follow the purchase. For factors that influence post-purchase behavior intention of consumers, the petitioner action is considered by many researchers a sequential behavior arising from the dissatisfaction of customers with the product or service they bought (Singh and Wilkes, 1996). Past research on post-purchase behavior intention focused on the root and impact of loyalty, complaint, and brand switching behavior (Keaveney, 1995). According to these arguments, green satisfaction emerges as a prominent antecedent of intention to purchase green products. Thus we formulate another hypothesis:

H₃: Green satisfaction has no significant linear impact on purchase intention.

This study postulated that green awareness, green trust, and green satisfaction are positively related to purchase intention. The research framework is shown in Figure 1.

RESEARCH METHODOLOGY

The present study is conducted to measure intention to purchase green products by university students. The methodology can be broadly explained by development of constructs, sample and sample profile in tool and design of

the study as described in the following research. A detailed description of all these are as follows:

We have identified three constructs in order to measure the purchase intention of university students. The relation of these constructs to measure the intention to purchase green product is already discussed in conceptual framework with proper literature justification. For the present study, researchers have taken three constructs which are green awareness, green trust and green satisfaction. A scale which comprised 13 items for green awareness, 11 items of green trust, 12 items of green satisfaction and 7 items of purchase intention is formulated. Each item is measured using a seven point rating scale ranging from 'strongly disagree' to 'strongly agree' with 'neither agree nor disagree' as the middle point. Internal consistency of the scale is checked and Cronbach's alpha is found more than 0.7 in all cases. This was discussed in data analysis and interpretation section. For checking validity of the scale we applied content validity technique. We systematically evaluated how well the content of a scale represents the measurement test at hand. Due to the subjective nature of this technique we also used a more sophisticated technique referred to as criterion validity. Hence, purchase intention is conceptualized and quantified on the basis of extensive literature survey.

The subject of the present study is the post graduate students of Business Administration of five different universities of north India. This comprised private as well as government universities. For sampling, Convenient (Non Probability) sampling technique is used. Individual respondent is the sampling element. Total 150 subjects were conveniently selected through these universities and were given the same questionnaire, in which, respondents indicated their opinion about intention to purchase green products

To check the scales reliability Chronbach's α was used. For identification of underlying dimensions Factor analysis technique (Principal Component Analysis with Varimax rotation) were used. The decision for determining the number of factors to be extracted for the analysis was guided by eigen value criteria. Eigen value≥ 1, was used for determining the number of factors (Sharma, 1996).Model's acceptability was based on two criteria's (Schene, Wijngaarden, & Koeter, 1998),One criteria is that each variable in a factor should be a loading ≥0.5, and another one is that variable should have less than ≤ 0.4 loading with other factors. In order to test the hypothesis, regression analysis was applied between "green trust, green satisfaction, green awareness" (independent variable), "purchase intention" (dependent variable). All the results and their interpretation are explained in the later section.

DATA ANALYSIS AND INTERPRETATION

This section of the article comprise the analysis of the collected data. Analysis is done using two steps: first factor analysis for identifying underlying dimension of green awareness, green trust, green satisfaction and purchase intention; secondly, regression analysis for measuring linear and multiple relationship between green awareness and purchase intention, green trust and purchase intention and green satisfaction and purchase intention of green products by the university students.
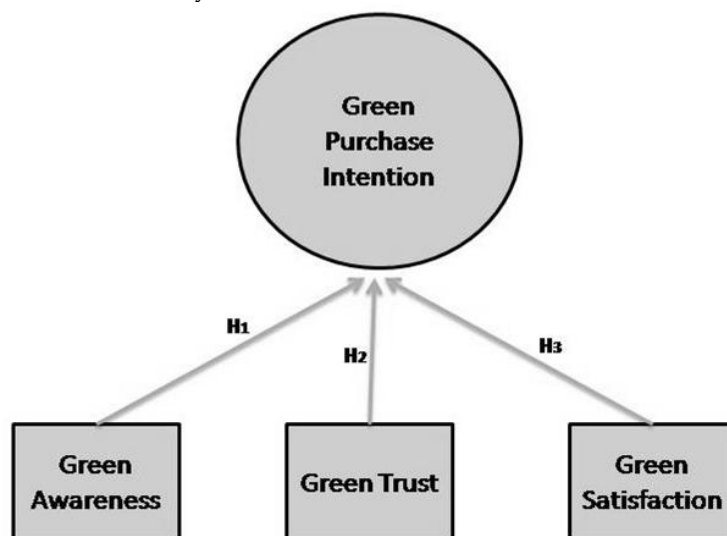

Figure 1: Research framework

Measuring Green Awareness

First, the consistency of all the 13 items for green awareness from questionnaire was verified from first to last item to total correlation. Total of each item with total of all items was calculated and the computed value was compared with standard value (i.e.0.1590). If the calculated value was found less than standard value, then entire factor / item was dropped and was expressed as inconsistent. All the items considered for measuring green awareness come under accepted zone.

To check the reliability, a test was carried out through SPSS software and the reliability test measured the value of alpha 0.859 which is greater than 0.7. Hence, reliability value was quite higher than the standard value, so scale was highly reliable.

To extract the factors, principal component analysis with varimax rotation was used. The result of extraction generated four factors.

The raw scores of 13 items were subjected to factor analysis to find out the factors that contribute towards green awareness. After factor analysis, 4 factors were identified.

Liability towards environment- It has emerged as the most important determinant of green awareness with total variance of 37.850%. It includes search for green alternative (0.720), contribution towards environment (0.701), emotional attachment towards green communication (0.701), recycling the product (0.662), inclination towards green product (0.577), green education (0.521), and increasing the repeated use of a product (0.470).

Persuasion - This is the second important determinant of green awareness with total variance of 1.168%. It includes, reference group influence (0.901), and reducing the environmental deterioration and energy consumption (0.620).
Accountability- This is another important determinant of green awareness with total variance of 8.305%. It includes awareness towards negative impacts of environmental problems (0.819), and personal responsibility towards environmental protection (0.812).

Sensitivity- It is the last determinant of the green awareness with the total variance of 7.701%. The items for this factor with their loadings are environmental sensitivity (0.837), and seriousness towards environmental problems (0.628).

Table 1
Factor Analysis of Green Awareness

Factor name	Eigen value		Variable convergence	Loading Value
	Total	**% of Variance**		
1. Liability towards environment	4.920	37.850	3. search for green alternative	0.720
			4. contribution towards environment	0.701
			10. emotionally attached towards green communication	0.701
			13. recycling the product	0.662
			9. inclined more towards green product	0.577
			7. green education	0.521
			12. increasing the repeated use of a product	0.470
2. Persuasion	10322	1.168	8. reference group influence	0.901
			11. reducing the environmental deterioration and energy consumption	0.620
3. Accountability	1.080	8.305	5. awareness towards negative impacts of environmental problems	0.819
			6. personal responsibility towards environmental protection	0.812
4.Sensitivity	1.001	7.701	1. environmental sensitivity	0.837
			2. seriousness towards environmental problems	0.628

Measuring Green trust

Consistency of all the 11 items was checked through item to total correlation. Under this, correlation of every item with total was measured and the computed value was compared with standard value (i.e.0.1590). If computed value was found less than standard value than whole factor / statement was dropped and was termed as inconsistent. All the items were under accepted zone.

Reliability test was carried out using SPSS software and the reliability test measured the value of alpha 0.796. To extract the factors, principal component analysis with Varimax rotation were used. The result of extraction generated three factors.

The raw scores of 11 items were subjected to factor analysis to find out the factors that contribute towards green trust. After factor analysis, 3 factors were identified

Willingness- This factor of trust includes environmental claims, keep commitments (0.819), environmental concern meets your expectations (0.747), environmental argument is generally trustworthy (0.589), ability to perform green (0.583), keeps promises (0.504). As the Eigen value of this factor is 33.033%, which is the highest among all. Thus we can say that this factor plays a very dominant role in green trust.

Emotional Belief -This is the second important determinant of green trust with total variance of 13.209%. It includes higher credibility (0.790), good for me (0.762), good feeling (0.740), emotional attachment (0.575).

Consistency- One more important determinant of green trust is consistency with total variance of 11.923%. It includes environmental commitments which are generally reliable (0.824) and environmental performance is generally dependable (0.758).

Measuring Green Satisfaction

The consistency of all the 12 items for satisfaction was checked through item to total correlation. Correlation of Total of every item with total of all items was measured and the computed value was compared with standard value (i.e.0.1590). All the items were under accepted zone

By using SPSS software Reliability test was carried out and the value of alpha is 0.909. It is considered that the reliability value more than 0.7 is good and it can be seen that the reliability value is quite higher than the standard value, so scale is highly reliable.

To extract the factors, principal component analysis with varimax rotation were used. The result of extraction generated two factors.

Table 2
Factor Analysis of Green Trust

Factor name	Eigen value		Variable convergence	Loading value
	Total	% of Variance		
1.Willingness	3.634	33.033	5.environment claims keep commitments	0.819
			4. environmental concern meets your expectations	0.747
			3 environmental argument is generally trustworthy	0.589
			11 ability to perform green	0.583
			6.keeps promises	0.504
2. Emotional Belief	1.453	13.209	7. higher credibility	0.790
			8. good for me	0.762
			9. .good feeling	0.740
			10 emotional attachment	0.575
3. Consistency	1.311	11.923	1.environmental commitments are generally reliable	0.824
			2. environmental performance is generally dependable	0.758

Table 3
Factor Analysis of Green Satisfaction

Factor name	Eigen value		Variable convergence	Loading Value
	Total	% of Variance		
1. Believability	6.022	50.180	7. believe that it is a right thing to purchase	0.783
			9. Repeat purchase	0.770
			10.Fullfill green promises	0.750
			8. happy about the decision to choose	0.714
			12. overall satisfaction	0.651
			1. impact positively	0.543
			11 glad to buy this brand because it is environmental friendly	0.471
2. Satisfaction with green features	1.112	9.267	2. satisfied with quality of green product	0.791
			3. satisfied with price of green product	0.768
			5. satisfied with guarantee	0.762
			6.satisfied with expertise	0.670
			4. right suggestion	0.666

The raw scores of 12 items were subjected to factor analysis to find out the factors that contribute towards Satisfaction. After factor analysis, two factors were identified. Believability- Believability has emerged as the most important determinant of *green s*atisfaction. It has the total variance of 50.185%. It includes: believe that it is a right thing to purchase (0.783), repeat purchase (0.770), fulfilling green promises (0.750), happy about the decision to choose (0.714), overall Satisfaction (0.651), impact positively (0.543) and glad to buy this brand because it is environmental friendly (0.471).

Satisfaction with green features -This factor also plays an important role for green satisfaction. It has total variance of 9.267%. It encompasses satisfied with quality of green product (0.791), price satisfaction (0.768), guarantee satisfaction (0.762), expertise satisfaction and suggestion (0.666).

Measuring Purchase Intention

The consistency of 7 Items of the questionnaires was checked through item to total correlation. Under this, total of every item was correlated with total of all items and the computed value is compared with standard value (i.e.0.1590). All the items were under accepted zone

Reliability test was carried out using SPSS software and the reliability test measures alpha 0.783. It is considered that the reliability value more than 0.7 is good and it can be seen that reliability value is quite higher than the standard value, so scale is highly reliable.

To extract the factors, principal component analysis with varimax rotation were used. The result of extraction generated two factors.

Table 4
Factor Analysis of Green Purchase Intention

Factor name	Eigen value		Variable convergence	Loading value
	Total	% of Variance		
1.Loyal in purchasing	3.076	43.940	4.Feeling to purchase	0.821
			3.More purchase	0.791
			7. competitive effects	0.680
			5 regular purchasing	0.642
2. Public emotion	1.173	16.752	2 social value	0.848
			1 out of way to purchase	0.809
			6 benefits	0.471

The raw scores of 7 items were subjected to factor analysis to find out the factors that contribute towards purchase intention. After factor analysis, 2 factors were identified

Loyal by Purchasing –It has emerged as the most important determinant of green purchase intention with total variance of 43.940%. It is encompassed by following items with feeling to purchase (0.821), more purchasing by customer (0.791), competitive effects (0.680), regular purchasing (0.642).

Public emotions –This is the second important determinant of green purchase intention with total variance of 16.752%. The items for this factor are social value (0.848), out of way to purchase (0.809), benefits (0.471).

Regression analysis

This section of analysis explains the results of regression analysis. First, authors explain the result of regression of green awareness on purchase intention i.e. the analysis of H_0. The regression is calculated by taking the total of green awareness and green purchase intention by using SPSS software. In this, the green awareness is independent variable and purchase intention is the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

The linear regression was applied between "green awareness" (independent variable), "purchase intention" (dependent variable). The result of regression indicates the independent variable green awareness has significant impact on the dependent variable purchase intention signified by the coefficient beta factor of 0.936. Also the T value is significant.

As the value of T is 32.35, which is accepted at 0.000 level of significance, so we accept the alternate hypothesis that there is a significant impact of green awareness on purchase intention.

Secondly, we analyze the result of regression of green trust on purchase intention i.e. H_2. The regression is calculated by taking the total of trust and purchase intention by using SPSS software. In this, green trust is the independent variable and purchase intention is dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Table 5
Regression Analysis of Green Awareness on Purchase Intention

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.673	1.181	0.936	-2.263	.025
Green Awareness	.569	.018			.000

a. Dependent Variable: Purchase intention

$$y = a + bx$$
$$y = -2.673 + 0.936x$$

x = green awareness (independent variable)
y = purchase intention (dependent variable)

Table 6
Regression Analysis of Green Trust on Purchase Intention

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.353	3.038	0.455	5.384	.000
Green Trust	.334	.055		6.212	.000

a. Dependent Variable: Purchase intention

$$y = a + bx$$
$$y = 16.353 + 0.455x$$

x = green trust (independent variable)
y = purchase intention (dependent variable)

The linear regression was applied between "green trust" (independent variable), "purchase intention" (dependent variable). The result of regression indicates the independent variable trust has an impact on the dependent variable purchase intention signified by the coefficient beta factor of 0.455. Also the T value is significant.

As the value of T is 6.212, which is acceptable at 0.000 level of significance, so we accept the hypothesis that there is a significant impact of green trust on purchase intention

Thirdly, regression is calculated by taking the total of green satisfaction and purchase intention by using SPSS software (H_3). In this the green satisfaction is independent variable and purchase intention is the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

The linear regression was applied between "green satisfaction" (independent variable), "purchase intention" (dependent variable). The result of regression indicates the independent variable green satisfaction has an impact on the dependent variable purchase intention signified by the coefficient beta factor of 0.176. Also the T value is significant.

As the value of T is 2.179, which is acceptable at 0.03 level of significance, so we accept the hypothesis that there is a significant impact of green satisfaction on purchase intention.

At last, multiple regressions were calculated by taking the total of green trust, green satisfaction, green awareness and purchase intention by using SPSS software. Here green trust, green satisfaction, and green awareness are independent variables and purchase intention is the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Table 7
Regression Analysis of Green Satisfaction on Purchase Intention

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	29.629	2.506	0.176	11.825	.000
Green Satisfaction	.091	.042		2.179	.031

a. Dependent Variable: Purchase intention

$$y = a + bx$$
$$y = 29.629 + 0.17x$$

x = green satisfaction (independent variable)
y = purchase intention (dependent variable)

Table 8
Regression Analysis of Green Awareness, Green Trust and Green Satisfaction on Purchase Intention

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.123	1.541		-3.324	.001
Green Trust	.064	.024	.085	2.738	.007
Green Satisfaction	.008	.015	.016	.556	.579
Green Awareness	.546	.019	.898	28.481	.000

a. Dependent Variable: Purchase intention

$y = a + b_1x_1 + b_2x_2 + b_3x_3$ $y = -5.123 + 0.085 x_1 + 0.016x_2 + 0.898x_3$
x_1 = green trust (independent variable)   *x_2 = green satisfaction (independent variable)*
x_3 = green awareness (independent variable)   *y = purchase intention (dependent variable)*

The multiple regressions were applied between "green trust, green satisfaction, green awareness" (independent variable), "purchase intention" (dependent variable). The result of multiple regressions indicates that the independent variable green awareness (VAR00003) is the most dominating variable over other independent variable green trust and green satisfaction signified by the coefficient beta factor of 0.016 and 0.898 respectively. Also the T value is significant. As the value of T for green awareness is 28.481, which is accepted at 0.000 level of significance, so we accept the hypothesis that there is a significant impact of green awareness on purchase intention by university students when calculated together with other variables while the independent variable green satisfaction whose T value is .556 which is accepted at .579 level of significance is getting dominated by other two independent variables. The independent variable green trust also has the impact over the purchase intention when calculated together with other variables. It has the T value 2.738 which is accepted at the significance level of 0.007.

DISCUSSION AND CONCLUSION

Environment friendly lifestyle has now become a prominent way of living because it affects all aspects of life. Environment issues now-a-days have become very important issues. This increasing issue of environment has shifted the consumer to purchase environment friendly products. Therefore, green marketing has now become a new trend and its concept has been widely accepted and applied in recent years. For companies, green brand equity is that strategy which can increase profits (Jung and Sung, 2008). Thus, it is necessary to measure the intention to purchase green products in India. This study is an attempt to investigate intention to purchase green product by university students in India. This study helps Indian business to understand their market attitude towards green marketing and shifting their intention to purchase green products. The result revealed that there is a positive intention of university students towards green products. The result indicates that green awareness is the most dominating factor as compared to green trust and green satisfaction. This paper proposed the conceptual model for measuring green purchase intention. Knowledge of these factors may help the policy makers to transform their offerings towards green.

Through the extensive literature survey, researchers extracted three major construct to measure green purchase intention i.e. green awareness, green trust, and green satisfaction. For more insight and understanding, a factorial study was conducted over these three construct and dependent variable green purchase intention. The result of factor analysis revealed Liability towards environment, Persuasion, Accountability and environmental sensitivity are the important determinants of green awareness; Willingness, Emotional Belief and Consistency are extracted as important factors of green trust; Believability and Satisfaction with green features has emerged as the most important determinants of green satisfaction and Loyal by Purchasing and Public emotions emerged as the factors of green purchase intention. The result of regression indicates that the independent variable green awareness, green trust and green satisfaction has significant impact on the dependent variable purchase intention. The result of multiple regressions indicates that the independent variable green awareness is the most dominating variable over other independent variable green trust and green satisfaction.

It is quite evident from the above finding and discussions that Indians have a quite positive intention to purchase green products. These findings are also supported by some previous researches. In future more and more consumers will prefer green products and they also feel that in future, the companies having green image will be preferred over the others (Saxena and Khandelwal, 2009). The present research is based on the data collected through university students to assess their intention to purchase green products and findings of above studies suggest that Indians are relatively aware about the challenges of global warming and environmental protection. Because of the positive intention towards green products by consumers, companies should practice green philosophy in India. Through this green philosophy, companies can gain competitive advantage. In highly competitive market, companies have to adopt green product modification or green market modification from non-green; through which, they can achieve sustainable distinctive advantage. There should be long term vision for the companies to survive in future which should be green inward and outward. It has to be integral part of the strategic context of business for attaining sustainable growth and development.

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