**Research Article**

# COMPARATIVE ANALYSIS OF GREEN CONSUMER PROFILE AND ITS IMPACT ON GREEN PURCHASING BEHAVIOR

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**ABSTRACT**

The objective of this paper is to explore the impact of demographic and psychographic variables on the green purchase intention and behavior of the consumers of Kanpur region. For this purpose, we have conducted a review of the major research papers related to consumer buying behavior and its relationship with demographic and psychographic variables. Data was collected through questionnaires and underlying factors were found out through Factor Analysis. Results show that altruism, perceived consumer effectiveness and environmental concern are important factors determining green purchase behavior. The results of this research would help us better understand the factors that drive consumers towards buying green products.

## INTRODUCTION

Over the last few decades, the consumption of goods and services has increased manifold which has led to depletion of natural resources and severe damage to the environment. It has been found that such massive destruction has led to global warming, increased level of environmental pollution and decline in flora and fauna. Due to the serious repercussions, several countries have started working towards minimizing the harmful impact of their business activities on the environment. Concern over environment has evolved through various phases. Early in the 1960s, the movement started with pollution and energy conservation. Environmental awareness was at its peak in the 1970s but faced a slowdown after several legislative initiatives were undertaken. 1980s witnessed the rise of environmental awareness among the masses. The 90s era was considered as the "Earth Decade". During 1990s, social and environmental concerns became more relevant. Several factors had led to this situation, the factors being extensive media coverage of the issue increasing awareness, emergence of activities conducted by NGOs, existence of legislations etc. All this has led to a rise in consumer awareness. Consumers have become more aware the consequences of their purchasing habits and their impact on the environment.

Increased consumer awareness has its impact on green consumer intention (GPI).

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According to a study done by Sheltzer *et al* in 1991, it was observed that consumers with high level of environmental awareness are more inclined towards environmentally friendly behavior. However, in another study by Gardyn in 2003, it was found that consumers may claim to be environment friendly but the same was not reflected in their behavior. Several studies done by several authors have evaluated consumer buying behavior differently. However, in a study conducted by Chan in 2001, a more objective measure of effective green purchase behavior was established.

Recent studies conducted by Huang and Kung in 2011 have proved that environmental management has a positive impact on the financial performance of the enterprise. According to Chen and Chai in 2010, firms have started adopting green marketing strategies. This is the reason why, it has become all the more important to understand green consumer profiles and behaviors in order to develop new targeting and segmentation strategies.

Consumers have started indulging themselves in environmentally conscious consumer behavior i.e green purchasing. Some examples of green purchasing are buying products packaged in recyclable material, energy saving electronic items, using detergents with biodegradable ingredients etc. This study investigates the impact of demographic and psychographic variables on green purchase behavior of consumers of Kanpur city.

## LITERATURE REVIEW

Green purchasing refers to the purchasing of eco-friendly products and avoiding any such product that harms the

environment. The best criteria to measure green purchasing are through green purchase intention and behavior. Green purchase intention may be defined as the consumer's willingness to purchase green products. According to Moisander (2007), Green purchasing behavior is considered as a type of socially responsible behavior where the consumer takes into consideration the consequences of is/her private consumption and tries to bring about a social change through his behavior.

According to Peattie and Charter (2003), green marketing is the holistic management process which is responsible for identifying, anticipating and satisfying consumer needs in a sustainable and profitable manner. The results of Greendex third edition (2010), revealed that consumers are very concerned about their environment which shows in their daily consumption preferences. Roberts (1996) has defined ecologically conscious consumers as those individuals who only use products that do not harm the environment. Hailes (2007), has defined green consumer as the person who associates his act of purchasing with the possibility of acting in accordance with environmental preservation.

Gary Akehurst *et al* (2012) studied the relationship between green purchase behavior and the green purchase profile. In his study, he studies various demographic and psychographic variables. In this study, it was noted that psychographic variables were more explanatory than demographic variables. It was also conferred that either only a psychographics model only or a mixed model, including both psychographic and demographic variables should be developed to explain consumer behavior. In their study, Straughan and Roberts studied ECCB in relation to perceived consumer effectiveness (PCE), altruism and environmental concern. The demographic variables included age, gender, income, education level and place of residence. In their study, Gary Akehurst *et al* in 2012 confirmed that psychographic variables are stronger determinants of ECCB than demographic variables. Although he observed that among all the psychographic variables, PCE and altruism were the only significant ones in explaining ECCB. It was also observed that ECCB and GPI have a direct correlation, higher the ECCB, higher will be GPI. Also, it was observed that GPI has a direct influence on GPB.

In another study conducted by Chan in 2001, however, it was observed that the level of GPI did not have any influence on GPB. According to Tina Maineiri *et al* in 2010, environmental concern did not play a significant role in determining consumer buying behavior.
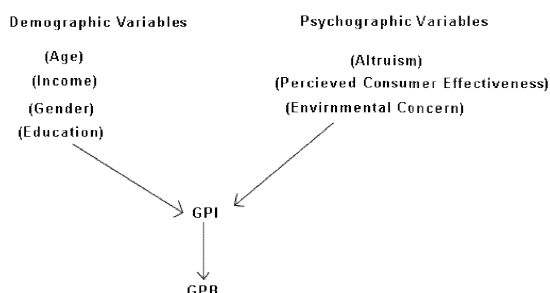


**Demographic Variables** - The following demographic variables have been considered in the present study: Gender, Age, Income level and Educational level.

**Gender** - Several authors have investigated the impact of gender on green consumer behavior. Grace E. Dagher (2015) in her research on Lebanese consumers observed that females are more taking green actions than males. Tikka *et. al.* (2000) in their research also advocated western females to be more contributive than western males in green buying. Laroche *et.al.* (2001) also assessed that women are more environmentally concerned than men. Gary Akehurst (2012) in their research did not find any significant relationship between gender and consumer buying behavior.

**Age** - According to D'Souza *et. al.* (2007), younger consumers are more sensitive towards environmental issues. Caroline Fisher and Shristy Bashyal (2012), in their research found out that age has no impact on environmentally friendly behavior of respondents.

**Income Level** - According to Awad (2011), income has a positive relationship with green consumer behavior since it is presumed that most of the environmentally friendly products have higher prices. It was also observed in another study conducted by Raposo and Filho(2009), that consumers having higher than average income level are more pertinent in their environmental consciousness than others.

**Education Level** - D'Souza *et al*. (2007) and DoPeco *et.al.* (2009) in their studies have confirmed that consumers with higher levels of education are more sensitive towards environmental issues than their counterparts. On the other hand, Bhatia and Jain (2013) in their research asserted that educational qualification of consumers does not have any impact on their preferences and purchase intention towards green products.

**Psychographic Variables** - Several authors have argued that psychographic variables are more prominent in explaining green consumer behavior (Awad, 2011). The psychographic variables taken into consideration for this study are altruism, perceived consumer effectiveness and environmental concern.

**Altruism** – Mostafa (2009) observed in his research that altruism has a significant positive influence on the intention to buy green products. Kaufmann *et. al.*(2012) mentioned altruism as one of the factors that influences consumer's green buying behavior.

**Percieved Consumer Effectiveness** - Kim and Choi (2005) asserted that people who believe that their environmentally conscious behavior will result in a positive outcome, are more likely to engage in environmentally friendly behavior. Kaufman *et.al.*(2012) established that perceived consumer effectiveness(PCE) has a positive association with consumer's green buying behavior. Straughan and Roberts(1999) in their study concluded that PCE is the most important correlate of ECCB. They concluded that an individual must believe that his/her pro-environmental actions will affect environmental deterioration.

**Environmental Concern** - According to Follows and Jobber(2000), consumers who have high level of concern about the environment are more likely to evaluate the effects of their purchases on the environment. In another study conducted by Nath *et. al.* in 2007, it was observed that higher the consumers' environmental concern, the more he will think about the impact of his purchase on the environment. Manokotla and Johari(2007) in their research observed that the

more environmental concern one has, the more environment friendly purchase behavior he is likely to display.

***Green Purchase Behavior*** - Young *et.al.*(2010) studied the "attitude-behavior gap" where he mentioned that although 30 percent consumers claim that they are very concerned about the environment but this environmental concern is hardly translated into their purchase habits. Chan (2001) explored the determinants of green products purchased by Chinese consumers and found that despite of shared knowledge and values, the consumer's green purchase intention does not necessarily change into green purchasing behavior.

### *Objective of the Study*

The present study strives to analyze the green consumer profile and through it re-examine the determinants of Green Purchase Intention (GPI) and Green Purchase Behavior(GPB).

## RESEARCH METHODOLOGY

***Data Collection and Survey Instrument:*** A quantitative study has been developed to study the hypothesis. The target population of this research includes individuals living in Kanpur city of both sexes, aged over 18 years. For this purpose, 100 questionnaires were filled by people living in Kanpur.

***Tools for Data Analysis:*** Item to total correlation has been applied to check the consistency of various items used in the questionnaire. Reliability method (Cronbach's Alpha) has been applied to the items. Underlined factors were found out through Factor Analysis. Linear Regression was applied to find the relation between the variables by using SPSS.

***Reliability Measurement-*** Reliability test was carried out by using SPSS software and the reliability value through Cronbach's Alpha method was 0.825 for 11 items. As the reliability value is good, so questionnaire can be used for further studies.

**Table 1** Case Processing Summary

| | | N | % |
|---|---|---|---|
| | Valid | 50 | 100.0 |
| Cases | Excluded[a] | 0 | .0 |
| | Total | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure

**Table 2** Reliablity Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| .825 | 11 |

### *Hypothesis*

In order to conduct the study, the following hypothesis were framed.

- Ho1- There is no significant relationship between demographic variables and GPI.
- Ho2- There is no significant relationship between psychological variables and GPI.
- Ho3- There is no significant relationship between GPI and GPB.

## RESULT AND DISCUSSION

***Descriptive Analysis:*** The data collected through various tools and techniques was analyzed in reference to the objective of the study. The result and discussion on the data is appended in the succeeding paragraphs.

***Correlation among Variables:*** The correlation amongst the variables was examined using the Pearson correlation. The results of the same are appended below.

**Table 3** Correlations

| | | Altruism | EnvConcern | PCE | GPI | GPB |
|---|---|---|---|---|---|---|
| Altruism | Pearson Correlation | 1 | .467** | .452** | .531** | .381** |
| | Sig. (2-tailed) | | .001 | .001 | .000 | .006 |
| | N | 50 | 50 | 50 | 50 | 50 |
| EnvConcern | Pearson Correlation | .467** | 1 | .490** | .536** | .377** |
| | Sig. (2-tailed) | .001 | | .000 | .000 | .007 |
| | N | 50 | 50 | 50 | 50 | 50 |
| PCE | Pearson Correlation | .452** | .490** | 1 | .552** | .332* |
| | Sig. (2-tailed) | .001 | .000 | | .000 | .019 |
| | N | 50 | 50 | 50 | 50 | 50 |
| GPI | Pearson Correlation | .531** | .536** | .552** | 1 | .495** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| GPB | Pearson Correlation | .381** | .377** | .332* | .495** | 1 |
| | Sig. (2-tailed) | .006 | .007 | .019 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

PCE-Perceived Consumer Effectiveness
GPI-Green Purchase Intention
GPB-Green Purchase Behavior

Correlation matrix reveals that all the variables are correlated with each other. It also reports positive correlation among various factors. Altruism is positively correlated with Environmental Concern with a correlation value of .467. Altruism is also positively correlated with Perceived Consumer Effectiveness with a correlation value of .452. Correlation value between Altruism and Green Purchase Intention is .531 which indicates a positive correlation between Altruism and Green Purchase Intention. Altruism is also positively correlated with Green Purchase Behavior with a correlation value of .381.

### *Hyposthesis Testing*

The hypothesis were examined in order to find the relation between variables using the linear regression by using SPSS. The results of the same are enumerated below:

**Ho1**- There is no significant relationship between demographic variables and GPI.

**Table 4** Group Statics

| | Gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| GPI | Female | 26 | 8.0000 | 1.46969 | .28823 |
| | Male | 23 | 7.6957 | 1.32921 | .27716 |

**Table 5** Independent Sample Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confiden Interval of th Difference | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Uppe |
| GPI | Equal variances assumed | .236 | .629 | .756 | 47 | .453 | .30435 | .40238 | -.50513 | 1.1138 |
| | Equal variances not assumed | | | .761 | 46.971 | .450 | .30435 | .39987 | -.50010 | 1.1087 |

The significance value .453 shows that age does not have any relationship with GPI.

## DESCRIPTIVES
### Table 6 GPI

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound | | |
| 10-20 | 7 | 7.7143 | 1.88982 | .71429 | 5.9665 | 9.4621 | 4.00 | 10.00 |
| 21-35 | 30 | 7.9333 | 1.38796 | .25341 | 7.4151 | 8.4516 | 4.00 | 10.00 |
| 36-55 | 10 | 8.2000 | 1.03280 | .32660 | 7.4612 | 8.9388 | 7.00 | 10.00 |
| 55 and above | 3 | 6.6667 | 1.15470 | .66667 | 3.7982 | 9.5351 | 6.00 | 8.00 |
| Total | 50 | 7.8800 | 1.39445 | .19720 | 7.4837 | 8.2763 | 4.00 | 10.00 |

### ANOVA
### Table 7 GPI

| | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 5.718 | 3 | 1.906 | .979 | .411 |
| Within Groups | 89.562 | 46 | 1.947 | | |
| Total | 95.280 | 49 | | | |

The significance value .411 shows that there is no affect of age on GPI.

## DESCRIPTIVES
### Table 8 GPI

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound | | |
| Upto Intermediate | 2 | 8.5000 | .70711 | .50000 | 2.1469 | 14.8531 | 8.00 | 9.00 |
| Graduates | 17 | 7.1176 | 1.65387 | .40112 | 6.2673 | 7.9680 | 4.00 | 10.00 |
| Post Graduates | 23 | 8.3043 | 1.01957 | .21260 | 7.8635 | 8.7452 | 6.00 | 10.00 |
| Doctorates | 8 | 8.1250 | 1.35620 | .47949 | 6.9912 | 9.2588 | 6.00 | 10.00 |
| Total | 50 | 7.8800 | 1.39445 | .19720 | 7.4837 | 8.2763 | 4.00 | 10.00 |

### ANOVA
### Table 9 GPI

| | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 15.271 | 3 | 5.090 | 2.927 | .044 |
| Within Groups | 80.009 | 46 | 1.739 | | |
| Total | 95.280 | 49 | | | |

The significance value .044 shows that education level is positively associated with GPI

## Descriptives
### Table 10 GPI

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maxin |
|---|---|---|---|---|---|---|---|---|
| | | | | | Lower Bound | Upper Bound | | |
| Less than 1 lakh | 13 | 7.6923 | 1.60128 | .44412 | 6.7247 | 8.6600 | 4.00 | 10.( |
| 1-2.5 lakh | 12 | 7.9167 | 1.16450 | .33616 | 7.1768 | 8.6566 | 6.00 | 10.( |
| 2.5-5 lakh | 15 | 7.8667 | 1.40746 | .36341 | 7.0872 | 8.6461 | 4.00 | 10.( |
| 5 lakh and above | 10 | 8.1000 | 1.52388 | .48189 | 7.0099 | 9.1901 | 6.00 | 10.( |
| Total | 50 | 7.8800 | 1.39445 | .19720 | 7.4837 | 8.2763 | 4.00 | 10.( |

### ANOVA
### Table 11 GPI

| | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | .961 | 3 | .320 | .156 | .925 |
| Within Groups | 94.319 | 46 | 2.050 | | |
| Total | 95.280 | 49 | | | |

The significance value of .925 shows that income is not associated with GPI.

From the above analysis, it can be concluded that the demographic variables do not any significant relationship with green purchasing intention of the respondents

**Ho2-** There is no significant relationship between psychological variables and GPI.

### Table 12 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .531ᵃ | .281 | .266 | 1.19428 |

a. Predictors: (Constant), Altruism

### Table 13 ANOVAᵃ

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 26.817 | 1 | 26.817 | 18.802 | .000ᵇ |
| | Residual | 68.463 | 48 | 1.426 | | |
| | Total | 95.280 | 49 | | | |

a. Dependent Variable: GPI
b. Predictors: (Constant), Altruism

### Table 14 Coefficientsᵃ

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.286 | 1.073 | | 3.063 | .004 |
| | Altruism | .373 | .086 | .531 | 4.336 | .000 |

a. Dependent Variable: GPI

The value of $R^2$(.281) indicates that 28.1% of the variation in Green Purchase Intention(GPI) is explained by Altruism. The value of $R^2$ is significant as indicated by the p value(.000) of F statistic as given in ANOVA table 13. The Beta value(.531) indicating strong relationship between the independent variable, Altruism and dependent variable, GPI. The value of Beta is significant as indicated by p value (.000). Therefore, we can say that altruism is positively associated with green Purchase Intention.

### Table 16 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .536ᵃ | .287 | .272 | 1.18969 |

a. Predictors: (Constant), EnvConcern

### Table 17 Anovaᵃ

| Model | | Sum of Squares | df | Mean Square | F |
|---|---|---|---|---|---|
| 1 | Regression | 27.342 | 1 | 27.342 | 19.318 |
| | Residual | 67.938 | 48 | 1.415 | |
| | Total | 95.280 | 49 | | |

a. Dependent Variable: GPI
b. Predictors: (Constant), EnvConcern

### Table 18 Coefficients ᵃ

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.596 | .989 | | 3.635 | .001 |
| | EnvConcern | .545 | .124 | .536 | 4.395 | .000 |

a. Dependent Variable: GPI

The value of $R^2$(.287) indicates that 28.7% of the variation in Green Purchase Intention(GPI) is explained by Environmental concern(EC). The value of $R^2$ is significant as indicated by the p value(.000) of F statistic as given in ANOVA table 17. The Beta value(.536) indicating strong relationship between the independent variable, Environmental Concern and dependent

variable, GPI. The value of Beta is significant as indicated by p value(.000). Therefore, we can say that Environmental Concern is positively associated with green Purchase Intention.

**Table 19** Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .552[a] | .305 | .290 | 1.17463 |

a. Predictors: (Constant), PCE

**Table 20** Anova [a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 29.051 | 1 | 29.051 | 21.055 | .000[b] |
| | Residual | 66.229 | 48 | 1.380 | | |
| | Total | 95.280 | 49 | | | |

a. Dependent Variable: GPI
b. Predictors: (Constant), PCE

**Table 21** Coefficients [a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.224 | 1.028 | | 3.136 | .003 |
| | PCE | .558 | .122 | .552 | 4.589 | .000 |

a. Dependent Variable: GPI

The value of $R^2$(.305) indicates that 30.5% of the variation in Green Purchase Intention(GPI) is explained by Perceived Consumer Effectiveness(PCE). The value of $R^2$ is significant as indicated by the p value(.000) of F statistic as given in ANOVA table 20. The Beta value(.552) indicating strong relationship between the independent variable, Perceived Consumer Intention(PCE) and dependent variable, GPI. The value of Beta is significant as indicated by p value(.000). Therefore, we can say that Perceived Consumer Effectiveness is positively associated with green Purchase Intention.

**Ho3**- There is no significant relationship between GPI and GPB.

**Table 22** Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .495[a] | .245 | .230 | 1.40486 |

a. Predictors: (Constant), GPI

**Table 23** Anova [a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 30.786 | 1 | 30.786 | 15.599 | .000[b] |
| | Residual | 94.734 | 48 | 1.974 | | |
| | Total | 125.520 | 49 | | | |

a. Dependent Variable: GPB
b. Predictors: (Constant), GPI

**Table 24** Coefficients [a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.881 | 1.151 | | 2.502 | .016 |
| | GPI | .568 | .144 | .495 | 3.950 | .000 |

a. Dependent Variable: GPB

The value of $R^2$ (.230) indicates that 23% of the variation in Green Purchase Behavior (GPB) is explained by GPI. The value of $R^2$ is significant as indicated by the P value (.000) of F statistic as given in ANOVA table 23. The beta value(.495) indicating strong relationship between the independent variable, green purchase intention and dependent variable, green purchase behavior. The value of Beta is significant as indicated by P value (.000). Therefore, we can say that green purchase intention (GPI) is positively associated with green purchase behavior (GPB).

## DISCUSSION

This study found that there is no significant relationship between age, gender and income do not have any impact on the green purchase intention (GPI) of consumers. However, education level was found to be positively associated with GPI.

It can be concluded from the above results that there is no significant difference in the green purchase intention of male and female consumers. Age and income of the consumers also do not have any influence on their green purchasing intention. Education level of the consumers does have some influence on the green purchasing intention of the consumers. It was observed that consumers with high level of education have higher green purchase intention.

The results of the study conclude that psychographic variables have a positive relationship with green purchase intention(GPI) of the consumers. Altruism, perceived consumer effectiveness and environmental concern all have a positive influence on the green purchase intention(GPI). Among these three variables, perceived consumer effectiveness was found to be the most effective in predicting green purchase intention. Environmental concern was found to be the second most effective predictor of GPI whereas altruism, the concern about the welfare of the society, was found to be the least significant predictor of GPI.

It was observed in the study that although consumers have shown a relatively high level of GPI but this intention to purchase green has not translated into their behavior. Although the consumers claim to have high concern for going green, but their behavior hardly reflects their belief.

### Research and Managerial Implications

The results of this study are significant to both businesses and practitioners. From the theoretical perspective, our study demonstrates the importance of perceived consumer effectiveness, environmental concern and altruism in determining the green purchase intention and green purchase behavior of consumers in Kanpur region. Although it would not be appropriate to advance generalizations based on one study, further studies can be conducted to validate the results in other regions.

From the managerial perspective, this study provides empirical support for the importance of perceived consumer effectiveness, environmental concern and altruism in explaining GPI and GPB. Marketers can design their marketing and advertising strategies by keeping these variables in mind. Governmental and other organizations can conduct campaigns to increase the awareness among the consumers. When the consumers will know the impact of their actions on the environment and the society, they are more likely to develop green purchasing habits. Hence, this research would help the marketers and governmental agencies to design their campaigns accordingly.

### Limitations

The samples used in this research were collected from Kanpur, India only. Hence future research can be conducted in other

regions by gathering data from those regions. The results of this research are not conclusive because of the small size of sample. Hence, future researchers can increase the sample size and increase the scope of generalization by conducting the research in a broader region

## CONCLUSION

This research has given us important insight on the green purchasing behavior of consumers of Kanpur region. From the results of this research, it can be concluded that the green purchase intention of the consumers of Kanpur region are influenced by perceived consumer effectiveness, environmental concern and altruism. Education level was also found to be having a positive impact on the buying behavior of consumers. However, no significant relationship between gender, age and income level of the consumers with green purchasing behavior was observed. It was also observed that the green purchase intention of the consumers did not reflect in their actual buying behavior. In spite of claiming that consumers have high intentions of purchasing green, this was not translated into their behavior.

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