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GREEN SUSTAINABILITY: FACTORS FOSTERING AND BEHAVIOURAL DIFFERENCE BETWEEN MILLENNIAL AND GEN Z: MEDIATING ROLE OF GREEN PURCHASE INTENTION

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ABSTRACT: This exploratory study examines the factors that promote green purchasing intentions and understand the differences between the two generations, such as millennial and Generations Z, on green purchasing behaviour. Data collected from 372 respondents from two generations from three southern Indian states. Purposive and snowball samplings were adopted in the selection of respondents. The data was analyzed using the IBM SPSS 23.0 package using Factor Analysis, Pearson Correlation, Multiple Regression, and t-test. Subjective norms (SNs) had no significant association with Green purchase intentions (GPI). Variables such as media exposure (ME), environmental concern (EC), environmental knowledge (EK), and attitude (EA), Perceived Behavioural Control (PBC) had a significant impact on the GPI. Shopper's purchase intention substantially impacted their buying behaviour of green products, and these results supported the TPB model. The ME, SNs, and PBC variables did not show any behavioural differences between the two generations. Still, variables such as EK, EC, EA, and GPI showed a behavioural difference in purchasing green products.

KEYWORDS: Environmental Knowledge, Perceived behavioural, Environmental concern, Generation Z, Millennial, Subjective Norms

Introduction

Over the last few decades, society is facing an ecological situation and environmental security as tough challenges. Ecological issues such as global warming and exhaustion of natural resources affect consumers' decisions in purchasing a product directly or indirectly. The enthusiasm in humans and the desire to get the maximum with the least effort resulted in destroying the fundamental supporting frameworks of life, i.e., air, water, and land (Smith, 2009). Businesses and human life have had a great deal of impact on environmental issues. Green promotion paved the way for finding the reasoning behind ecological problems such as global warming, biodiversity depletion, ozone degradation, pollution, and deforestation. Awareness among the consumers towards the environmental issues and green items is improving at a greater rate (Mahesh & Gomathi, 2016). Green marketing means the marketing of goods with more sustainable standards, such as improvements in the manufactured process, products, and packaging to make them more affordable and offer a different form of advertising (Sheikh, Mirza, Aftab & Asghar, 2014). The World Health Organization report stated that every year in India, 5,27,700 deaths are due to air contamination, and 21% of the transmittable diseases are getting spread because of Water pollution (Mannarswamy, 2011). Sixty-nine percent of the general public agrees that pollution and environmental problems affect their everyday lives (Schlegelmilch, Bohlen & Diamantopoulos, 1996). Consumers are gradually choosing products based on their ecological impact (Grove, Fisk, Pickett & Kangun, 1996). Customers mainly drive the company's environmental programs and eco-marketing strategy. Companies are now pursuing an eco-marketing plan that incorporates corporate and advertising priorities with ecological protection (Smith & Brower, 2012).

The Theory of Planned Behaviour (TPB) is the cornerstone of the theoretical approach for green product usage. In many research studies on the green consumption of goods, TPB has been used to estimate humans' different behaviours, specifically in the context of green consumption (Paul, Modi & Patel, 2016; Liobikienė, Mandravickaitė & Bernatonienė, 2016; Kumar, Manrai & Manrai, 2017; Shin, Im, Jung & Severt, 2018). The most famous theoretical paradigm is explaining the intentions and behaviour of purchasing factors. This model provides an excellent conceptual framework for improving consumers' preferences for buying green products and understanding the various reasons for individuals' behaviour. The extended model includes media exposure, environmental knowledge, and environmental concerns as variables.

Public consciousness and environmental issues are rising in India. Various studies have shown the willingness of Indian consumers to purchase green goods. Such developments contribute to increasing research interest in green marketing, green goods, green advertising, and green consumer behaviour. Currently, there is limited research on green consumers in India and green marketing. The study's centrality focused on factors that foster green buying intentions and examined green purchase behaviour differences between the selected two generations, such as Millennial and Generations Z. Based on the TPB approach, the research study seeks to expand the TPB to include three additional variables environment concern, knowledge, and media exposure.

Theoretical Framework

TRA (Fishbein & Ajzen, 1975) and TPB are two vital theoretical constructs that may help understand this analysis. Theory of Reasoned Action (TRA) is the predecessor to Theory of Planned Behaviour (TPB). TRA reveals that the intention to execute the behaviour determines the specific behaviour to be taken. It implies a behavioural sense that arises from two factors, the behavioural attitude and the SNS. The TPB model is an extension of the TRA (Ajzen & Madden, 1986), proposed by Ajzen (1985), to enhance the Rational Idea of Action. It integrates PBC so that behavioural actions derive from behavioural attitudes, SNs, and BC. TPB ranked as the best model for predicting intentions (Yadav & Pathak, 2016) and, thus, for predicting behavioural intentions. This model is widely used by social psychologists (Fielding, McDonald & Louis, 2008). The intention is a deliberate action plan that includes explicit behaviour and a choice to act (Patch, Tapsell & Williams, 2005). Previous studies concluded that intent and general opinion are the strongest predictors of behaviour and completely mediate the effects of Attitude, SNs, and PBC (Gracia & De Magistris, 2007; Liobikienė et al., 2016). Some research studies have endorsed the TPB model, PI, and PB as the main predictors in the TPB model (Liobikienė et al., 2016; Yadav & Pathak, 2017). PI is also a critical factor in adopting Green goods (Rezai, Teng, Mohamed & Shamsudin, 2012). Paul et al. (2016) have shown how this can contribute to environmental sustainability. Environmental sustainability refers to the ability to preserve qualities of significant value in the physical environment (Jones, Comfort & Hillier, 2011), but the TPB model partly supported Chou, Chen, and Wang (2012); Kim, Njite & Hancer (2013) studies. The extended model includes media exposure, environmental knowledge, and environmental concerns as variables. Research hypothesis framed, as shown in figure 1. The figure shows the association of the selected variables.

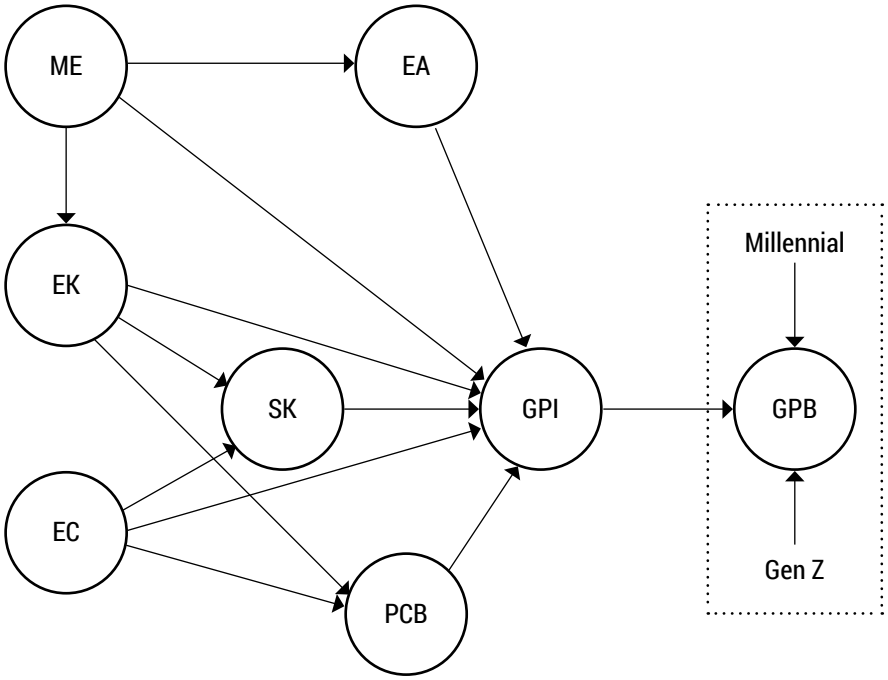

Figure 1. Conceptual framework of research study

Source: author's work.

Review of literature

Concept of millennial and generation-Z

Generations refer to the assembly of individuals influenced by a given time and whose characteristics were identical over a specified period. Several scholars agree about five main generations (Urbain, Gonzalez & Gall-Ely, 2013), such as silent generation, Baby Boomers, gen-X, gen-Y (Millennial), and gen-Z (Baycan, 2017).

The concept of Gen Y has no definitive proof of Generation Y period coverage. Some of the authors reveal that the people born in between 1978-1994 years; others find individuals who conceived as in between 1980-2000. Therefore, Generation-Y is called "millennial" (Howe & Strauss, 2003). This generation's people had witnessed childhood in a world-changing financially, ecologically, politically, socially, and technologically (Urbain et al., 2013). Generation Y developed with the Internet launch and technological advances that fostered globalization (Djamasbi, Siegel, Skorinko & Tullis, 2011). These people would quickly adapt and exploit innovation from multiple perspec-

tives (Viswanathan & Jain, 2013). This generation has self-positive feelings, Free-thinking people who are open to ethnic diversity (Yolbulan & Yalman, 2013), well-educated and informed (Urbain et al., 2013), and easy access to information.

The concept of the Gen -Z covers the people born in 1994 and after; on the other hand, people born after 2000 are Generation Z (Geck, 2007; Göksel & Güneş, 2017). In the digital age, this generation opened its eyes to the world. In this way, the names given to this generation are "Generation I," "Versatile Generation," "Performing multiple tasks," and "Digital Age" (Göksel & Güneş, 2017). From a very young age, these people are beginning to use digital technology platforms and have a high data capacity to access information (Taş, Demirdöğmez, & Küçükoğlu, 2017). Technology has become part of their daily lives to share views and build an efficient partnership between people and the Internet and the social networks (Göksel & Güneş, 2017; Taş et al., 2017).

Purchasing Attitude of generations

Millennial: This generation has a significant proportion of the world's population. From the last few years, it has higher buying power relative to the remaining generations. Millennials are more interested in spending money on new goods and brands (Viswanathan & Jain, 2013), but not showing brand loyalty (Noble, Haytko & Phillips, 2009) and a cautious attitude towards green purchases (Lu, Bock & Joseph, 2013). Consumer expectations to use eco-friendly goods differ from generation to generation. The results conclude that Generation Y had a solid intention to buy green goods more than Generation Z (Göksu, Koska & Erdem, 2017). Lu et al. (2013) found a strong relationship between customer purchasing preferences and expectations concerning green product characteristics such as biodegradability, recycling, and health contribution, which determine the quality of goods, impacting the purchaser's green purchasing conduct. Thus, this generation has a marketing research target (Baycan, 2017).

Generation Z: Generation Z research remains very small because they are young, linked to luxury shopping, technology, and the Internet, and mostly prefer online shopping rather than offline. Generation Z people are not addicted to brands and like to buy products displayed for themselves (Veiga-Neto, Ferreira, Nodari & Barreto, Miranda, 2018). These purchasers prefer more gluttonous goods than Generation Y. This generation of people has a better attitude towards green goods and a more significant commitment to the environment. Knowledge has been collected from formal and informal education sources; SNs have a considerable stimulus to their decision-making processes and affect the GPI and GPB (Noor, Jumain, Yusof,

Ahmat, & Kamaruzaman, 2017). Sarıtaş and Barutçu (2016) proposed that companies would organize pre-sales and networking efforts for Gen Y and Gen Z purchasers through social media.

Media Exposure (ME)

Several research studies agreed that media exposure played a pivotal role in disseminating information on ecological concerns. The whole and sort of media exposure on the environmental issues regularly have been turned into a significant public issue in society (Lowe & Rudig, 1986; Mitchell, 1990). Schultz and Lauterborul (1993) explained that media exposure is a combination of various media vehicles which allows viewers and readers to hear and see the message. It is a crucial driver for the communication of information. It has a significant impact on the purchase intention of shoppers (Bass, 1969). The most critical influence of media exposure on distribution is that it rapidly spread awareness of technologies to broad audiences (Rogers, 2003). There is no question as to whether such media can contribute to a change in drive and feeling (DeFleur & Dennis, 1998). Qader and Zainuddin (2011) found that access to media publicity has a significant impact on customers' buying intention. It will raise public awareness regarding environmental concerns by growing the media's share. It is changing shoppers' attitudes towards sustainability and eco-green products and eco-greening the effect of green packaging studies on young consumers' ecological obligations (Yilmaz & Ilter, 2017; Kardos, Gabor & Cristache, 2019) and shown impact on the purchase intent (Lavuri & Susandy, 2020). Therefore, ME has a solid factor for construct EK, EA towards GPI. Thus, the following hypotheses are framed.

H1a: ME has a positive association with EK
H1b: ME has a positive association with EA
H1c: ME has a positive association with GPI

Environmental knowledge (EK)

Many consumers have inadequate environmental knowledge to act appropriately towards the environment (Kempton, Boster & Hartley, 1995). EK refers to the understanding of shoppers about the effect of product use on the environment (D'Souza, Taghian & Khosla, 2007), revealing how the product is manufactured in an ecologically sustainable way (Lim, Yong & Suryadi, 2014). It includes the reality, values, and relationships with crucial ecosystems, such as environmental knowledge; and individuals' ecological obligation, contributing to sustainable growth (Taufique, Siwar, Chamhuri & Sarah, 2016). Individual EK has a significant impact on environmental problems and is linked to EA and PBC. Constructive action is a strong view of ecological

issues (Laroche, Bergeron & Barbaro-Forleo, 2001). Exact data on environmental issues should make individuals more informed (Schahn & Holzer, 1990). Osman, Othman, Salahudin, & Abdullah (2016) said that consumers have positive knowledge of green marketing and green products due to a high level of eco-friendly products. Bradley, Waliczek, and Zajicek (1999) students with good environmental attitude high degree of awareness despite low information levels. EK is a significant contributor to consumers' buying intent (Laroche, Toffoli, Kim & Muller, 1996; Lavuri & Susandy, 2020). Previous studies have shown that EK has a tremendous and positive association with EA (Granzin & Olsen, 1991; Lavuri & Susandy, 2020) and GPI and GPB (Kaiser & Gutscher, 2003; Lavuri & Susandy, 2020). EK is also increasing in India (Chaudhuri, 2014). Achieving a higher degree of EK leads to much better environmental performance (Rokicka, 2002; Lavuri & Susandy, 2020). It has a good effect on GPI (Wang, Liu & Qi, 2014). However, some research studies have described EK's impact on attitudes as inaccurate (Bogner, 1998). SNs affect the user's decision because it is motivated to act on the knowledge they have (Bradley et al., 1999). Yang and Kahlor (2013) suggested that people who behave as per social norms should have paid close attention to information about the environment and therefore built a more robust knowledge. With an adequate understanding of the environment, monitoring people's PBC has improved (Kumar et al., 2017; Asif, Xuhui, Nasiri & Ayyub, 2018; Lavuri & Susandy, 2020). Therefore, the below-given hypotheses followed.

H2a: EK has a positive association with EA
H2b: EK has a positive association with SNs
H2c: EK has a positive association with PBC
H2d: EK has a positive association with GPI

Environmental Concern (EC)

EC refers to peoples' knowledge about ecological issues, ability, and interest in resolving environmental problems (Hu, Parsa & Self, 2010). A green buyer is an individual who maintains a strategic distance from any item that could harm any aspect of ecological existence (Elkington, 1994). EC is a significant element in customers' decision-making process (Diamantopoulos, Schlegelmilch, Sinkovics & Bohlen, 2003). A growing number of EC customers would increase both the GPI (Aman, Harun & Hussein, 2012; Lavuri & Susandy, 2020) and the GPB (Hutchins & Greenhalgh, 1997). Thus, the Individual EC was a great incentive to buy.

Likewise, the studies of Prakash and Pathak (2017) and Paul et al. (2016) have shown that EC has a substantial impact on the design of green packaged items. Individual EC affects the other GPI through the exercise of SNs, such as friends, peer groups, and family. They concluded that there was a strong cor-

relation between EC and GPI. Khan and Mohsin (2017) study shows that interest, social value, and environmental values positively affect consumer preference for green products. Most researchers have mentioned that EC has a positive and significant impact on the EA and GPI (Albayrak, Aksoy & Caber, 2013; Yadav & Pathak, 2016; Lavuri & Susandy, 2020). In Canada, EC has a strong effect on EA towards GPB (Hanson, 2013; Lavuri & Susandy, 2020). EA of customers has a direct and indirect impact on the EC, and thus EC influences EA and GPI on the GPB (Hartmann & Apaolaza-Ibáñez, 2012).

SN is affected by an EC increase which reduces the sense of trouble. Consequently, EC affects the behaviour of friends, peer groups, and family who support or oppose GPB (Paul et al., 2016; Lavuri & Susandy, 2020). EC has positive effects on SNs and PBC for decision-making, which have been highly experienced by EC students rather than by low-level students (Bamberg, 2003). Many customers revisit green hotels because EC, SN, and PBC have indirectly influenced their intentions (Chen & Tung, 2014). Therefore, the hypotheses were followed.

H3a: EC has a positive association with GPI
H3b: EC has a positive association with EA
H3c: EC has a positive association with SN
H3d: EC has a positive association with PBC

Subjective Norms (SNs)

A subjective norm refers to the perceived social pressure to perform or not to perform a specific behaviour (Ajzen, 1991; Han, Hsu & Sheu, 2010). It is an individual opinion that has a strong effect on that individual's buying decision and behaviour (Park, 2000). Past studies show that family members, peer groups, friends, and colleagues set SNS; and their optimistic perception has a significant impact on the decision and attitudes of individuals to purchase green (Teng & Lu, 2016; Paul et al., 2016; Singh & Verma, 2017; Du, Bartels, Reinders & Sen, 2017; Yilmaz & Ilter, 2017; Hansen, Sørensen & Eriksen, 2018), organic products (Dean, Raats & Shepherd, 2012), and most of the clients are re-visiting to green hotels (Teng, Wu, & Liu, 2015; Chen & Tung, 2014). Many studies have shown that subjective norms affect green consumption immensely (Zukin & Maguire, 2004). The family members' values and norms are closely correlated with the green purchasing intention in Thailand (Wiriyapinit, 2007). In the Indian scenario, subjective norms significantly affect buying preferences for green goods (Yadav & Pathak, 2017). However, the Khare (2015) study found that there is no association between SNs and GPB. Paul et al. (2016) and Lavuri and Susandy (2020) studies concluded that there is no significant association between subjective norms and

GPI Intention. Thus, subjective norms are an essential factor in promoting green purchasing intentions. Therefore, the following hypothesis was framed:

H4a: SNs has a positive association with GPI

Environmental Attitude (EA)

Attitude refers to the psychological pattern reflected by determining some degree of favour or disfavour for a specific person (Bonne, Vermeir, Bergeaud-Blackler & Verbeke, 2007). EA is a pro-environmental deciding factor (Wesley, Lee & Kim, 2012; Nagar, 2015). Shoppers who have EA feel like they are part of the World (Zelezny, Chua & Aldrich, 2000). Previous studies have shown that positive EA is a critical factor (Uddin & Khan, 2016), directly affecting the GPI and GPB (Nguyen, Lobo & Nguyen, 2017; Lavuri & Susandy, 2020). The EA of shoppers has a massive effect on GPI and GPB (Zhao, Gao, Wu, Wang & Zhu, 2014; Lavuri & Susandy, 2020) with a strong correlation (Uddin & Khan, 2016; Lavuri & Susandy, 2020). Particularly, Shoppers EA has a good relationship with ecological concern (Straughan & Roberts, 1999; López & Cuervo-Arango, 2008; Lavuri & Susandy, 2020), apparel buying behaviour (Butler & Francis, 1997), and GPB (Tilikidou, 2007; Lavuri & Susandy, 2020). EA is a significant variable that affects GPB based on literary reviews. Therefore, the hypothesis was followed.

H5a: EA has a positive association with GPI

Perceived Behavioural Control (PBC)

PBC refers to the perception of performing particular conduct is easy or difficult (Ajzen, 1991). A specific behaviour happens if a person is motivated and capable of acting instead of simply having one or no reasons (Zhou, Thøgersen, Ruan & Huang, 2013). According to the TPB model, the formation of prior intention is critical for creating perceived behavioural control. The perceived allowances are perceptive evidence that customers have or using while purchasing goods. Olsen (2004) noted that significant PBC variables, such as convenience and efficiency, affect consumers' purchasing of food. Many studies have shown that PBC has the best human predictor. PBC had a positive connection with the consumer intent (Baker, Al-Gahtani & Hubona, 2007), such as organic products /foods (Moser, 2015) and green hotels (Bryła, 2016; Kapuge, 2016; Savita & Verma, 2017; Oroian et al., 2017; Maichum, Parichatnon & Peng, 2017; Asif et al., 2018; Lavuri & Susandy, 2020). The role of PBC is assessing purchasing intention and behaviour of customers towards green purchases (Paul et al., 2016; Yadav & Pathak, 2017; Lavuri & Susandy, 2020).

H6a: PBC has a positive association with GPI

Green purchasing intention and behaviour (GPI & GPB)

Intention refers to a person's willingness to execute a specified behaviour (Yadav & Pathak, 2017) and a motive, like readiness to act. According to TPB, performance is a result of intentions when the behaviour is voluntary. SNs and EA action positively impact the PI to PB (Shashi, Kottala, & Singh, 2015; Singh & Verma, 2017; Savita & Verma, 2017). In the Yadav and Pathak (2017) study, the relationship between intentions and green purchasing behaviour is positive and strong.

In recent years, it has raised the number of shoppers' willingness to purchase green items. GPB has been measured by some of the ecological concern factors (Lee, 2008; Akehurst, Afonso & Gonçalves, 2012), such as Ecological Attitude (Joshi & Rahman, 2015; Uddin & Khan, 2016), shoppers personality characteristics (Gayathree, 2016), ecological knowledge (Lee et al., 2009), green marketing approaches, product quality and ecological issues (Joshi & Rahman, 2015; Manongko & Kambey, 2018). These were investigated as factors affecting shoppers' GPB (Khan & Kirmani, 2015; Kirmani & Khan, 2016; Adnan, Ahmad & Khan, 2017; Lavuri & Susandy, 2020). Motivating factors, such as social obligation, awareness, ecological concern, social influence, and consumer interests, are the driving factors for green buying behaviour (Arli, Tan, Tjiptono & Yang, 2018; Lavuri & Susandy, 2020).

H7a: GPI has a positive association with GPB

Methods

The present research study has been conducted to understand the factors that foster green purchase intentions and examine the behavioural differences between two generations related to green purchases. We have used an offline survey method and an online survey method (e-mails) administered to a non-probability sample of 372 Indian respondents to evaluate the hypothesized relationship in this study. We used snowball and purposive sampling methods to collect data from the specified sample areas, i.e., three States of India (Telangana, Andhra Pradesh, and Tamil Nadu). Initially, a structured questionnaire has used to test the quantitative analysis to assess the proposed models' relationship. The questionnaire was evaluated by a pilot study of 105 respondents from the two study generations; who experienced purchasing eco-sustainable products. After a pre-test, the questionnaire was finalized with few changes to reduce the sample population's complexity. The questionnaire consists of two parts. The first part has five questions relating to the demographic status of two generations. The second part has 29 items divided into eight constructs, such as ME, EA, EK, EC, SNs, PBC,

GPI, and GPB. To grasp the exposure impact on the green respondents, five items of the ME scale adopted from the studies of Qader and Zainuddin (2011) and Lavuri and Susandy (2020). Similarly, four items assess the respondent's EA, and the scale was adopted from Anbukarasi and Dheivanai (2017); Lavuri and Susandy (2020). Four items scale was adopted to measure the respondent's EK level, and the scale was adopted from Asha and Rathiha (2017) and Lavuri and Susandy (2020). Four items of the EC scale was adopted from the studies of Asha and Rathiha (2017) and Lavuri and Susandy (2020). SNs, PBC, GPI, and GPB variables have three items for each, and the scales were adopted from (Demirtas, 2019; Lavuri and Susandy (2020). The researcher used the five-point Likert scale, ranging from 5 = strongly disagree to 1 = strongly agree, to measure green purchasing intentions and purchasing behavioural differences. Overall, 611 questionnaires have distributed under non-probability sampling in the three states of India, and 60.8% (372) of the respondents provided feedback. 61.8% of the Telangana; 59.5% of the Andhra Pradesh; 60.4% of the Tamil Nadu**.** The following techniques, such as descriptive statistics, Pearson correlation, multiple regressions, and independent t-test, were used to evaluate the data. The researcher used MS-Word, Excel, and SPSS version 23.0 software to analyze the data.

Results

Demographic statistics samples

This section included the sample demographic state over two generation's variables such as gender, educational background, occupation, and income rates in the participant's demographic profiles.

Table 1. Generations of demographic statistics

Variables	Millennial		Generation Z		Total	
	F	%	F	%	F	%
Gender (n=372)						
Male	88	23.7	75	20.1	163	43.8
Female	105	28.2	104	28.0	209	56.2
Total	***193***	***51.9***	***179***	***48.1***	***372***	***100.0***
Education (n=372)						
Intermediate	7	1.9	3	0.80	10	2.7
Degree	88	23.7	87	23.3	175	47.0
PG	42	11.2	41	11.1	83	22.3

Variables	Millennial		Generation Z		Total	
	F	%	F	%	F	%
Above PG	56	15.0	48	12.9	104	27.9
Total	***193***	***51.9***	***179***	***48.1***	***372***	***100.0***
Occupation (n=372)						
Govt. Employee	33	8.8	17	4.6	50	13.4
Private employee	61	16.4	171	46.0	232	62.4
Business	2	0.6	6	1.6	8	2.2
Homemaker	31	8.3	29	7.8	60	16.1
Student	9	2.4	13	3.5	22	5.9
Total	***193***	***51.9***	***179***	***48.1***	***372***	***100.0***
Monthly Income level (n=372)						
Below 50,000	24	6.4	30	8.1	54	14.5
50,001-1,00,000	36	9.7	41	11.0	77	20.7
1,00,001-1,50,000	111	29.8	80	21.5	191	51.3
1,50,001-2,00,000	13	3.5	13	3.5	26	7.0
2,00,001 and above	9	2.4	15	4.1	24	6.5
Total	***193***	***51.9***	***179***	***48.1***	***372***	***100.0***
Family type (n=372)						
Nuclear Family	***148***	***39.8***	***147***	***39.5***	***295***	***79.3***
Joint family	***45***	***12.1***	***32***	***8.6***	***77***	***20.7***
Total	***193***	***51.9***	***179***	***48.1***	***372***	***100.0***

Source: author's work.

Table 2. Eco-green items recently purchased by consumers

Eco-Friendly Green Products	Sample	Useable feedback	Per cent
Recyclable paper items	67	41	13.7
Compostable paper plates	42	39	12.9
Health and Beauty items	37	26	08.6
Electronic applicants	83	86	28.5
Green packaging bags	64	53	17.6
IT types of equipment	79	56	18.7
Total	372	301	80.9

Note: (n= 80.9 percent; 301 out of 372).
Source: author's work.

Reliability and validity

The Cronbach alpha test has been conducted to track the sample component's internal consistency to award the amount of reliability. Alpha Cronbach would be higher than 0.7 (DeVellis, 2016); when alpha levels are more than 0.7 – appropriate and 0.8 and above are favoured. The outcomes of the reliability, mean, and standard deviation of the investigations were: reliability of MS, EA, EK, EC, SNs, PBC, GPI, and GPB were 0.786, 0.730, 0.822, 0.860, 0.718, 0.721, 0.872, and 0.780. The mean values of the scale were 3.9543, 3.9704, 3.6720, 3.8192, 3.4740, 3.5403, 4.2554, and 3.4597 for MS, EA, EK, EC, SNs, PBC, GPI, and GPB. Similarly, scale Std. Deviation values for respected variables were 0.75032, 0.75197, 0.89421, 0.79062, 0.91389, 0.98894, 0.82210 and 0.96005 (see table 3).

Table 3. Scale construction

Variables	Items	DC	Mean	Std. Deviation	CA (> 0.7)
MS	5	5 point LK	3.9543	0.75032	0.786
EA	4	5 point LK	3.9704	0.75197	0.730
EK	4	5 point LK	3.6720	0.89421	0.822
EC	4	5 point LK	3.8192	0.79062	0.860
SNs	3	5 point LK	3.4740	0.91389	0.718
PBC	3	5 point LK	3.5403	0.98894	0.721
GPI	3	5 point LK	4.2554	0.82210	0.872
GPB	3	5 point LK	3.4597	0.96005	0.780

DC: Descriptive of scale; LK: Likert Scale; CA: Cronbach Alpha.
ME: Media Exposure; EK: Environmental knowledge; EC: Environmental Concern; EA: Environmental Attitude; SNs: Subjective Norms; PBC: Perceived behavioural control; ***GPI:*** Green purchase intention; ***GPB:*** Green purchase behaviour.

Source: author's work.

Factor analysis

Factor analysis has been used for the detection of factors influencing the actions of consumers buying green goods. The statistical approach consists of finding a way to condense information in various initial variables into more minor variables with zero information loss.

The estimation of the KMO sample is an indicator of the factor analysis's adequacy to be tested. The broad (0.5-1.0) significance makes the study of the factor acceptable, as the data is internally consistent with important var-

iables (ME: KMO=0.775; X^2 = 525.166; DF = 5 and P<0.001; EA: KMO = 0.749; X^2 = 293.554; DF = 6 and P<0.001; EK: KMO = 0.790; X^2 = 532.076; DF = 6 and P<0.001; EC: KMO = 0.672; X^2 = 420.391; DF = 6 and P<0.001; SNs: KMO = 0. 719; X^2 = 386.112; DF = 3 and P<0.001; PBC: KMO= 0. 724; X^2 = 524.031; DF = 3 and P<0.001; GPI: KMO = 0.729; X^2 = 582.188; DF = 3 and P<0.001; GPB: KMO = 0.703; X^2 = 306.549; DF = 3 and P<0.001) have been noted as good. The sphericity check by Bartlett shows the strength of the interaction between variables. The degree of significance measured was 0.000. The strength of the relation between the variables was high. Therefore, data was reasonable to analyze the elements. The pivot of Varimax was monitored through 29 dimensions relating to 8 unique factors, which were ME (5 items), EA (4 items), EK (4 items), EC (4 items), SNs (3 items), PBC (3 items), GPI (3 items), and GPB (3 items) (see table 4).

Table 4. Exploratory Factor Analysis (EFA)

Variables	KMO (NI)	X^2; DF	EV	%Var	FL
Media exposure (ME)					
ME1	0.775 (5)	525.166; 5 (P<0.001)	2.717	54.338	.784
ME2					.811
ME3					.727
ME4					.636
ME5					.714
Environmental Attitude (EA)					
EA1	0.749 (4)	293.554; 6 (P<0.001)	2.219	55.481	.709
EA2					.770
EA3					.784
EA4					.714
Environmental Knowledge (EK)					
EK1	0.790 (4)	532.076; 6 (P<0.001)	2.611	65.265	.835
EK2					.836
EK3					.840
EK4					.713
Environmental concern (EC)					
EC1	0.672 (4)	420.391; 6 (P<0.001)	2.322	58.045	.782
EC2					.693
EC3					.833
EC4					.733

Variables	KMO (NI)	X^2; DF	EV	%Var	FL
Subjective Norms (SNs)					
SNs1	0. 719 (3)	386.112; 3 (P<0.001)	2.201	73.358	.756
SNs2					.759
SNs3					.754
Perceived behavioural control (PBC)					
PBC1	0. 724 (3)	524.031; 3 (P<0.001)	2.345	78.170	.755
PBC2					.803
PBC3					.794
Green purchase Intentions (GPI)					
GPI1	0. 729 (3)	582.188; 3 (P<0.001)	2.398	79.923	.864
GPI2					.906
GPI3					.911
Green purchase Behaviour (GPB)					
GPB1	0. 703 (3)	306.549; 3 (P<0.001)	2.085	69.499	.831
GPB2					.828
GPB3					.842

Note: X^2: Chi-square; DF: Degree of freedom; EV: Eigenvalues; %Var: Percent of variance; FL: Factors Loading; NI: No. of items.

Source: author's work.

The exploratory factor analysis (EFA) consists of eight variables, and the 1st variable (ME) in EFA with an eigenvalue of 2.717%, with a total variance of 54.338. The following variables followed: 2nd, 3rd, 4th, 5th, 6th, 7th and 8th with an eigenvalues of 2.219, 2.611, 2.322, 2.201, 2.345, 2.398 and 2.085; Likewise, these eight variables have an explanatory variance of 55.481%, 65.265%, 58.045%, 73.358%, 78.170%, 79.923% and 69.499%. These factors had a strong effect on green purchase intention (see table 4).

Pearson Correlation

The correlation test determines the linear association among the chosen variables. It providing significance from +1 to -1; +1 implies perfect correlation, -1 shows a negative correlation, and 0 does not imply any relationship in this situation. The numerical coefficient values represent the extent of the interaction between variables.

The use of Pearson analysis measures the direct relationship between selected variables such as ME, EA, EK, EC, SNs, PBC, GPI, and GPB. The analysis was accurate, with a coefficient ranging from 0.366 to 0.832 for variables

and the results of the Pearson correlation (n=372) between the eight selected variables. The correlation coefficient statistics reflect the degree of association between each construct, fostering green purchasing intention and purchasing. The results show that ME had positive relationship with EK(r = 0.490**; p<0.01) and EA (r = .525**; p<0.01); had strong relationship with GPI (r = .720**; p<0.01) at 1% significance level, these results were supported by the Schultz and Lauterborul (1993) study. EA is a key factor (Uddin & Khan, 2016) and had a significant impact on the GPI (r = .665**; p<0.01) at a 1% significance point, which had confirmed by these findings (Nguyen et al., 2017). EK had significant effect on PBC (r = .832**; p<0.01); GPI (r = .715**; p<0.01) and GPB (r = .708**; p<0.01) at a 1% significance point, and these findings were confirmed by Mostafa (2009) and Birgelen, Semeijn, and Keicher (2009). Likewise, EC had a measurable impact on the GPI (r = .715**; p<0.01) and GPB (r = .715**; p<0.01) at 1% of significance level, and these results supported the study of Albayrak et al. (2013) and Yadav and Pathak (2016). SNs had positive effect on GPB (r = .518**; p<0.01) and GPI (r = .504**; p<0.01), which were endorsed by Yilmaz and Ilter 2017; Hansen et al. (2018); Yadav and Pathak (2017). PBC had strong and substantial effect on GPI (r = .530**; p<0.01) and GPB (r = .510**; p<0.01) confirmed by the Yadav and Pathak studies (2017) and Paul et al. (2016). GPI had a strong impact on the GPB (r = .785**; p<0.01) at 1% of the significance level, as confirmed by Yadav and Pathak (2017) (see table 5).

Table 5. Pearson Correlation

	ME	EA	EK	EC	SNs	PBC	GPI	GPB
ME	1	.525** S	.490** S	.479** S	.556** S	.544** S	.720** S	.581** S
EA		1	.419** S	.421** S	.435** S	.457** S	.665** S	.554** S
EK			1	.561** S	.437** S	.832** S	.715** S	.708** S
EC				1	.366** S	.674** S	.585** S	.617** S
SNs					1	.439** S	.504^{NS}	.518** S
PBC						1	.530** S	.510** S
GPI							1	.785** S
GPB								1

Note: **: p< 0.01(2 tailed); S: Significant

Source: author's work.

Multiple Regression

Multiple Regressions clarify the relationship and assistance of predictors and dependent factors to understand the predictors' consistency effect and dependent factors.

Table 6. Multiple regression Results

Model	*IV*	*DP*	R^2	*F*	*B*	*t*	*Sig.*	Relationship
1	EA	MS	.364	105.737	.387	8.493	.000	Supported
	EK				.275	7.161	.000	Supported
2	EA	EK	.303	53.207	.387	7.148	.000	Supported
	SNs				.168	2.571	.011	Supported
	PBC				.201	3.424	.001	Supported
3	EA	EC	.405	83.391	.311	7.019	.000	Supported
	SNs				.207	3.888	.000	Supported
	PBC				.230	4.795	.000	Supported
4	ME	GPI	.508	62.767	.231	3.063	.002	Supported
	EK				.262	2.879	.004	Supported
	EC				.560	5.681	.000	Supported
	EA				.455	4.890	.000	Supported
	SNs				.124	1.700	.081	Not supported
	PBC				.169	3.080	.002	Supported
5	GPI	GPB	.340	15.595	.235	3.949	.000	Supported

Note: IV: Independent variable, DP: Dependent Variable.
Source: author's work.

This section shows the summary results of multiple regressions. Five models were designed to explore the relationship between study variables in this research, such as ME, EK, EC, EA, SNs, PBC, GPI, and GPB. The results showed that the F-values of the five models were statistically significant at 105.737 (M-1), 53.207 (M-2), 83.391 (M-3), and 62.767 (M-4) and 15.595 (M-5). Model 1 indicates that ME had significant effect on EA (b = 0.387, p≤0.001) and EK (b = 0.275, p≤0.001) and causes 36.4% variance independent variables. Likewise, Model 2 reveals that EK had strong effect on the EA (b = 0.387, p≤0.001) and PBC (b = 0.201, p≤0.001) of 53.2% of the variance induced by independent variables. Model 3 reveals that the EC had major

influence on the EA (b= 0.311, p≤0.001) and PBC (b = 0.230, p≤0.001) the 40.5% of variance explained by the independent variable. For the estimated regression model-4, the overall R2 was 0.508. This means that the predictor explained 50.8% of the variance of the dependent variable. It is evident that EC emerged as the most important variable and had a significant impact on the GPI (b = 0.560, p≤0.001). Likewise, EA had statistical significance on the GPI (b = 0.455, p≤0.001) and EK (b = 0.262, p≤0.001). Still, SNs were not statistically significant and had no impact on the GPI (b = 0.124, p≥0.001), its sig. Value was more than *p*-value. As a result, it can be inferred that EC significantly impacted the GPI towards green products. The amount of consumer EA and EK had a significant impact on the GPI towards green products. Concerning model 5 shows that the overall R2 was 0.340. This means that 34% of variance explained by a predictor, and the F value (15.595) statistically significant at a 1% significance level. GPI had a positive impact on the GPB, and it was seen as statistically significant (b= 0.235, p≤0.001) (see table 6).

Independent sample t-test

An independent t-test can detect the statistical difference between the group's means. It has been conducted to describe the significance of the mean difference in ME, EK, EC, EA, SNs, PBC, and GPI between the two generations, i.e., Millennial and Generation-Z their GPB.

H8: ME, EK, EC, EA, SNs, PBC, and GPI have significant mean differences with GPB between Millennial and Generation Z.

This section shows that variables such as ME, EK, EC, EA, SNs, PBC and GPI had significant mean difference in GPB of the two generations. The results showed that the sig. (2 tailed) values of ME (t = .616; p = 0.138); SNs (t = 0.525; p = 0.060) and PBC (t = .514; p = 0.077) were more than p-value (>0.05), which means that there was no significant mean difference with GBP between the two-generations. Thus, the findings concluded that the ME, SNs and PBC variables had similar effects on the GPB of millennial and the Gen-Z generations. Similarly, the p values of EK (t = 0.425; p = 0.032); EC (t = 1.240; p = 0.016); EA (t = .520; p = 0.024) and GPI (t = .677; p = 0.015) were statistically significant (2 tailed), because these variables sig. values were smaller than the p-value (<0.05), which means that there was significant mean difference between two generations. Hence, the findings concluded that the EK, EC, EA and GPI variables had different effects on the GPB of two generations (see table 7).

Table 7. Independent sample t-test result

Variables	Generations	N	Mean	St. D	St. EM	t -value	Sig.
ME	Millennial	193	3.9946	.73678	.05417	.616	.138
	Gen-Z	179	3.9465	.76793	.05616		
EK	Millennial	193	3.6919	.89919	.06611	.425	.032
	Gen-Z	179	3.6524	.89123	.06517		
EC	Millennial	193	3.8703	.78932	.05803	1.240	.016
	Gen-Z	179	3.7687	.79077	.05783		
EA	Millennial	193	3.5135	1.00240	.07370	.520	.024
	Gen-Z	179	3.5668	.97741	.07148		
SNs	Millennial	193	3.7122	.69249	.05091	.525	.060
	Gen-Z	179	3.6738	.71646	.05239		
PBC	Millennial	193	3.8338	.65608	.04824	.514	.077
	Gen-Z	179	3.7981	.68024	.04974		
GPI	Millennial	193	3.8189	.73743	.05422	.677	.015
	Gen-Z	179	3.8676	.64928	.04748		

Note: St.D: Standard deviation; St.EM: Standard Error Mean.
Source: author's work.

Discussions and Conclusions

Environmental issues are increasing rapidly in India. Eco-consciousness has become a new Mantra of Victory, and people from every life stage are looking at it. This study examines the factors that foster green buying intentions and buying behavioural differences between millennials and the Z generation of green goods. Researchers used eight key variables such as ME, EK, EC, EA, SNs, PBC, GPI, and GPB, with 29 items affecting mainly two-generation behaviour in six cities of three states in India. Based on the TPB approach, the research study seeks to expand the TPB to include three additional variables environment concern, knowledge, and media exposure. The findings of the study have shown that consumers are ecologically conscious and concerned about environmental sustainability. Consumers are exposed to media exposure, such as television, newspapers and magazines, the outdoors, and the Internet. It plays a critical role in communicating about environmental issues and green goods.

Concerning the study's findings, media exposure had a significant impact on EK (H1a), EA (H1b) and directly impacts the GPI and these results and the results confirmed by the studies of Schultz and Lauterborul (1993) and Lavuri and Susandy (2020). In the same way, a high degree of EK leads to a much better environmental performance. Individual EK had a significant impact on environmental problems and was linked to EA and PBC. The findings show that it had a strong impact on the EA (H2a), SNs (H2b), PBC (H2c) and GPI (H2d) and these results confirmed by Chaudhuri (2014), Wang et al. (2014) and Lavuri and Susandy (2020). The findings show that there was a positive relationship between EC, PBC, SNs and GPI. EC had a positive impact on the EA (H3b) and PBC (H3d) and had a powerful impact on the GPI (H3a), these results confirmed by the studies of Granzin and Olsen (1991), Kim, Yun, and Lee (2014) and Lavuri and Susandy (2020). But SNs did not impact GPI (H4), and this results supported by the Lavuri and Susandy (2020). At the same time, EA (H5), PBC (H6) had a significant impact on the GPI (H5) and the result supported by the studies of Uddin and Khan (2016); Lavuri and Susandy (2020). Finally, study factors such as ME, EC, EA, EK, and PBC had significant effects on customers GPI. These findings sugges t that these factors had a strong incentive to GPI towards GPB. These findings supported the studies of Nguyen et al. (2017); Yadav and Pathak (2017); Lavuri and Susandy (2020). Finally, these findings reveal that these variables had vital fostering for GPI users towards GPB. GPI had a significant and substantial impact on the GPB (H7) and was supported by the research of Yadav and Pathak (2017); Lavuri and Susandy (2020).

Regarding the associations of behavioural variations between generations, the ME, SNs, and PBC variables did not show any significant mean difference between the two generations of GPB. This finding indicated that these factors had a comparable impact on the GPB of two generations. Similarly, the variables EK, EC, EA, and GPI showed a large mean difference between the two generations of GPB.

The research results concluded that the variables EK, EC, EA, and GPI had different effects on the GPB of the two generations. In contrast, the remaining variables did not indicate any difference to GPB. Research focuses on factors that explore green purchasing behaviour. This context will help policymakers and managers develop and implement strategies to promote green awareness and stimulate customer purchase behaviour. This study encourages academics to understand the nature and purpose of the research study and the factors that impact green purchasing behaviour on shoppers. This study enables them to develop a new, innovative model for consumer buying actions.

Implications, limitations, and future directions

Research implications: The research study had significant implications for the corporate administrators in promoting green products in South India. The research findings will increase understanding among marketers of two generations of behavioural intentions to buy sustainable goods. Because PBC is closely connected with the GPI, marketers must make attempts to enhance their understanding of all the variables selected in the model proposed. EC found to impact the EA, SNs significantly, and PBC in the Expected Behaviour Model may help marketers target marketers with a strong GPI and GPB response. The GPI has dramatically influenced MS, EK, EC, EA, and PBC among six TPB predictors. This influence can also be made to improve the attitudes of consumers towards GPB. Likewise, suppose green products can be readily accessible with minimal efforts to reach customers. In that case, it can boost customer interest and encourage marketing professionals to increase green demand. As a result, the GPI and the GPB have substantially correlated with PBC.

In this way, marketers may consider expanding green options by enhancing R&D accessibility and opening alternative distribution channels (Paul et al., 2016) to improve the accessibility of green goods. Thus, the problem of purchasing sustainable goods is reduced, and consumer perception control is improved. SNS does not affect the GPI. Policymakers need to form societal attitudes about green goods being helpful. Campaigns and ads showing worsening environmental conditions can enhance awareness of ecological concerns, which may contribute to green consumption.

This will profit in the long run by making green consumption a socially acceptable norm and behaviour that affects individuals' intentions, attitudes, and behaviours towards green goods. As part of CSR activities, organizations are entitled to participate in these activities, which allow them to benefit dually from improved external reputation and increased green product sales. The business will have a business strategy that incorporates green sustainability, which will also lead to organizations' sustainable competitiveness. Finally, this research will help policymakers develop policies and strategies to promote the adoption of GPUs. It helps to ensure environmental protection through a better understanding over two generations of GPI and GPB factors.

Limitations of the study: The study›s geographical area is limited to only six selected cities from three South Indian states. Consequently, the findings and conclusions of the study have their limits. The research used the information continuum with a purposive and snowball approach that does not necessarily generalize the analysis findings. The rural sector has not

been considered in this research study. In the future, it is possible to discuss the role of green marketing in rural areas.

Future directions: The researchers carefully chose the sample, but the scope for further research exists. The present study only measured two generations of respondents (Millennial and gene Z) deliberately targeting environmentally friendly green products. Future research may be done on the various cultural and social contexts. It will be possible to investigate the influence of consumer demographic situations such as altruism, psychological factors, and eco-knowledge on eco-green products. Cross-cultural studies and demographic measures could be helpful for more profound insights across different generations.

The contribution of the authors

Rambabu Lavuri – 60% (conception, literature review, acquisition of data, analysis and interpretation of data).

Eddy Jusuf – 20% (conception, literature review, acquisition of data, analysis and interpretation of data).

Ardi Gunardi – 20% (conception, literature review, acquisition of data, analysis and interpretation of data).

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APPENDIX 1

The scale of perception: Tick the one answer for every question that comes closest to your view: (Strongly Disagree: 1, Disagree: 2, Neutral: 3, Agree: 4, Strongly Agree5)

Variables	Dimensions	Sources
Media Exposure (MS)	TV	Qader and Zainuddin (2011); Lavuri and Susandy (2020).
	FM Radio	
	Newspaper & Magazine	
	Outdoor	
	Internet	
Environmental Attitude (EA)	Green goods use less agro-chemical.	Anbukarasi and Dheivanai (2017); Lavuri and Susandy (2020).
	Green items with Eco-packaging.	
	Eco-branding & labelling are Green items.	
	Green items are safer and healthier	
Environmental knowledge (EK)	Sustainability of the ecosystem	Asha and Rathiha (2017); Lavuri and Susandy (2020).
	Bio-degradable	
	Recyclable	
	Eco friendly	
Environmental Concern (EC)	Green goods help build a sustainable environment	Asha and Rathiha (2017); Lavuri and Susandy (2020).
	Earth Friendly procurement of environmentally friendly goods	
	Reduce waste and recycle	
	The use of green goods makes you feel happy	
Subjective norms (SNs)	My family thinks it's a good idea to buy Green items.	Demirtas (2019); Lavuri and Susandy (2020).
	Good opinion of my friend encourages me in buying green items.	
	I would rather buy green goods from people whose views I respect.	
Perceived behavioural Control (PBC)	I believe that I have the capacity to buy ecological products.	Maichum, Parichatnon, and Peng (2016); Demirtas (2019); Lavuri and Susandy (2020).
	I have the time, the resources and the willingness to buy green goods.	
	I assume that in the future I will be capable to buy green goods.	
Green Purchase intention (GPI)	I shall consider purchasing green goods because in the coming days they are less polluting.	Maichum et al. (2016); Demirtas (2019); Lavuri and Susandy (2020).
	I shall consider changing to eco-friendly brands with respect to ecological issues,	
	I prefer to spend more than average on ecologically friendly goods.	
Green Purchase behaviour (GPB)	I've frequently purchased green goods	Demirtas (2019); Lavuri and Susandy (2020).
	I have a green habit purchasing products for my daily needs.	
	I've had a green buying conduct for the previous six months.	