

Original Article

IMPACT OF GREEN MARKETING STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR TOWARDS ECO-FRIENDLY PRODUCTS IN GWALIOR CITY

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ABSTRACT

Green marketing has moved from a niche positioning tool to a mainstream strategic response as firms attempt to align their offerings with rising consumer concern for the environment. Yet whether green marketing efforts actually translate into greener purchase behaviour, particularly in smaller Indian cities, remains an open empirical question. This study examines the impact of green marketing strategies on consumer purchase behaviour towards eco-friendly products among 100 consumers in Gwalior city, Madhya Pradesh. Using a structured questionnaire covering green marketing strategy perception, environmental awareness, green purchase intention, and green product consumption pattern, data were analysed using descriptive statistics, Pearson correlation, simple and multiple linear regression, an independent-samples t-test, and one-way ANOVA. Green marketing strategy perception was found to be a significant positive predictor of overall green consumer behaviour ($r = 0.73$, $R^2 = 0.537$, $p < 0.001$), and this predictive strength improved further when environmental awareness was added as a second predictor ($R^2 = 0.579$). Female consumers reported significantly higher green consumer behaviour scores than male consumers ($t = -2.29$, $p = 0.024$), while no significant differences emerged across education levels or occupational categories. These findings suggest that well-designed green marketing communication, especially when it also builds environmental awareness, can meaningfully shift consumer behaviour towards eco-friendly products even outside India's metro markets, and they point to gender-sensitive targeting as a potentially useful refinement for green marketers operating in the Gwalior region.

Keywords: Green Marketing, Eco-Friendly Products, Consumer Purchase Behaviour, Environmental Awareness, Green Purchase Intention, Gwalior, India

INTRODUCTION

Rising temperatures, packaging waste, and visible pollution have made environmental concern a part of everyday consumer conversation, not just an activist cause. Businesses have responded in kind: product labels increasingly advertise recycled content, carbon-neutral shipping, or biodegradable packaging, and "green" has become a recognisable marketing vocabulary across categories ranging from food to household appliances to personal care. This shift is usually described under the umbrella of green marketing — the design, promotion, pricing, and distribution of products in ways that reduce environmental harm and appeal to environmentally conscious consumers.

The strategic promise of green marketing rests on a simple chain of reasoning: if consumers are environmentally aware, and if marketing communicates a product's environmental credentials clearly and credibly, then purchase intention and actual buying

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behaviour should shift towards greener alternatives. In practice, this chain does not always hold. Consumers frequently report positive attitudes towards environmental protection while continuing to purchase conventional products — a pattern widely discussed in the literature as the attitude-behaviour gap. Understanding when and why green marketing succeeds in closing this gap, rather than assuming that it automatically does, is therefore central to both marketing theory and environmental policy.

Much of the empirical evidence on green marketing effectiveness comes from metro cities and international markets, where eco-labelling, organic retail chains, and sustainability-focused advertising are already well established. Tier-two cities such as Gwalior offer a different test case: exposure to green marketing communication is more recent and uneven, income levels are more varied, and eco-friendly product categories such as organic food, reusable household products, and energy-efficient appliances are only beginning to gain retail visibility. Whether green marketing strategies have the same behavioural traction in such a market is not something that can be assumed from metro-based findings alone.

This study responds to that gap. It examines the relationship between consumers' perception of green marketing strategies and their green purchase behaviour among 100 consumers in Gwalior city, while also considering the role of environmental awareness and testing whether this relationship differs by gender, education, or occupation.

LITERATURE REVIEW

GREEN MARKETING: CONCEPT AND EVOLUTION

Polonsky (1994) defined green marketing broadly as all activities designed to generate and facilitate exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs occurs with minimal detrimental impact on the natural environment. Ottman (1998) extended this into a practical framework, arguing that effective green marketing requires embedding environmental considerations across the entire marketing mix — product design, pricing, packaging, and promotion — rather than treating sustainability as an add-on message layered onto conventional marketing.

Kotler and Keller's widely used marketing framework situates green marketing within the broader trend of societal marketing, where firms are expected to balance company profit, consumer want satisfaction, and long-run societal and environmental welfare. This framing is useful because it highlights those cases where green marketing is genuine strategic reorientation, as distinct from cases of superficial or misleading environmental claims, a practice commonly referred to as greenwashing, which several researchers have shown can erode consumer trust once detected.

ENVIRONMENTAL AWARENESS AND GREEN PURCHASE INTENTION

Environmental awareness — a consumer's knowledge of and concern for environmental issues — is consistently identified as an antecedent of green purchase intention. Drawing on Ajzen (1991) theory of planned behaviour, green purchase intention can be understood as shaped by consumers' attitudes towards environmentally friendly products, perceived social pressure to behave sustainably, and their perceived ability to act on these preferences. Applied to green consumption, this framework suggests that marketing which strengthens environmental attitudes and normalises green choices socially should, in principle, raise purchase intention.

At the same time, Peattie and Crane (2005) cautioned that green marketing frequently overestimates how far positive environmental attitudes translate into purchase behaviour, given that price sensitivity, product performance concerns, and limited availability of green alternatives can all suppress the attitude-behaviour link even among environmentally aware consumers.

GREEN TRUST AND GREEN CONSUMER BEHAVIOUR

Chen and Chang (2012) introduced the concept of green trust — a consumer's willingness to rely on a product based on its environmental performance credibility — as a mechanism that helps explain when green marketing claims are believed and acted upon rather than dismissed as promotional exaggeration. Related work by D'Souza and colleagues on eco-labelling similarly found that credible, easily interpretable environmental information on packaging can meaningfully influence purchase decisions, whereas vague or unsubstantiated green claims tend not to.

GREEN MARKETING IN THE INDIAN CONTEXT

Studies of Indian consumers, including work by Taufique and Vaithianathan (2018) on green purchase intention scales, suggest that Indian consumers are increasingly aware of environmental issues but remain sensitive to price premiums typically associated with green products. Much of this Indian evidence, however, is drawn from metropolitan samples, leaving open the question of how green marketing strategies perform in smaller regional cities such as Gwalior, where retail infrastructure for eco-friendly products and consumer exposure to sustainability messaging differ meaningfully from metro contexts.

RESEARCH GAP

Taken together, the literature establishes a plausible but conditional link between green marketing and green purchase behaviour — one that depends on environmental awareness, trust, and market context. This study contributes region-specific evidence from Gwalior city, testing whether green marketing strategy perception predicts green consumer behaviour once environmental awareness is accounted for, and whether this relationship holds consistently across gender, education, and occupation groups.

OBJECTIVES OF THE STUDY

- To assess the level of green marketing strategy perception, environmental awareness, and green purchase behaviour among consumers in Gwalior city.
- To examine the impact of green marketing strategy perception on consumers' overall green purchase behaviour towards eco-friendly products.
- To assess whether environmental awareness strengthens the predictive relationship between green marketing perception and green consumer behaviour.
- To compare green consumer behaviour across gender, educational qualification, and occupation groups.

HYPOTHESES

H1: Green marketing strategy perception has a significant positive impact on consumers' overall green consumer behaviour.

H2: Environmental awareness significantly adds to the explanatory power of green marketing perception in predicting green consumer behaviour.

H3: There is a significant difference in green consumer behaviour between male and female consumers.

H4: There is a significant difference in green consumer behaviour across educational qualification and occupation groups.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study adopts a descriptive, cross-sectional research design based on primary data collected through a structured survey instrument administered to consumers in Gwalior city.

SAMPLE AND SAMPLING TECHNIQUE

A total of 100 consumers residing in Gwalior city were surveyed using convenience sampling, with the sample evenly balanced by gender (50 male, 50 female). Respondents' ages ranged from 18 to 55 years ($M = 36.52$, $SD = 11.28$), and monthly household income ranged from ₹23,000 to ₹1,02,000 ($M = ₹52,250$, $SD = ₹24,159$). The sample spanned four educational categories (Higher Secondary, Graduate, Postgraduate, and Professional) and six occupational categories (Private Employee, Government Employee, Self-Employed, Business, Student, and Homemaker), allowing for meaningful sub-group comparison.

INSTRUMENT AND VARIABLES

Data were collected using a structured questionnaire built around five key variables:

- Green Marketing Strategy Perception Score — the consumer's perception of the eco-friendliness and credibility of green marketing communication encountered (scale range: 0–50).
- Environmental Awareness Score — the consumer's general knowledge of and concern for environmental issues (scale range: 0–40).
- Green Purchase Intention Score — the consumer's stated intention to purchase eco-friendly products (scale range: 0–30).
- Green Product Consumption Pattern Score — the consumer's reported actual consumption pattern of eco-friendly products (scale range: 0–40).
- Overall Green Consumer Behaviour Score — a composite score (0–100) combining the Green Purchase Intention and Green Product Consumption Pattern scores in equal proportion, used as the principal dependent variable in this study.

In addition, respondents reported their preferred green product category (organic/food products, reusable household products, energy-efficient appliances, eco-friendly personal care, or eco-friendly clothing) and the number of green product purchases made in a typical month, along with demographic details.

DATA ANALYSIS TOOLS

Data were analysed using descriptive statistics (mean, standard deviation), Pearson product-moment correlation, simple and multiple linear regression, an independent-samples t-test, and one-way ANOVA. All analyses were carried out at a 5 per cent (0.05) level of significance.

DATA ANALYSIS AND RESULTS

DEMOGRAPHIC AND CONSUMPTION PROFILE OF RESPONDENTS

The sample was evenly split by gender, with Graduates forming the largest educational group (42 per cent), followed by Postgraduates (25 per cent), Higher Secondary (18 per cent), and Professionals (15 per cent). Organic and food products were the most preferred eco-friendly category (25 per cent of respondents), followed closely by reusable household products (23 per cent). [Table 1](#) and [Figure 1](#) present the full demographic and preference profile.

Table 1

Table 1 Demographic and Preference Profile of Respondents (N = 100)			
Variable	Category	Frequency	Percentage
Gender	Male	50	50.00%
	Female	50	50.00%
Education	Graduate	42	42.00%
	Postgraduate	25	25.00%
	Higher Secondary	18	18.00%
	Professional	15	15.00%
Preferred Category	Organic / Food Products	25	25.00%
	Reusable Household Products	23	23.00%
	Energy-efficient Appliances	18	18.00%
	Eco-friendly Personal Care	18	18.00%
	Eco-friendly Clothing	16	16.00%

Figure 1

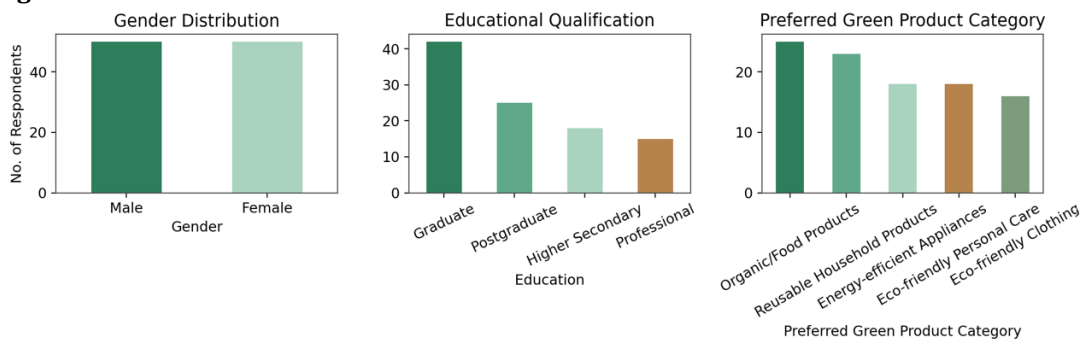


Figure 1 Distribution of Respondents by Gender, Education, and Preferred Green Product Category

DESCRIPTIVE STATISTICS

[Table 2](#) reports the mean, standard deviation, and range for the study's five key variables. On average, respondents scored highest, relative to scale maxima, on Environmental Awareness (85.4 per cent of the maximum) and lowest on Green Marketing Strategy Perception (67.3 per cent of the maximum), suggesting that consumers in the sample are, on balance, more environmentally conscious than they are convinced by the green marketing communication they currently encounter.

Table 2

Table 2 Descriptive Statistics of Study Variables (N = 100)

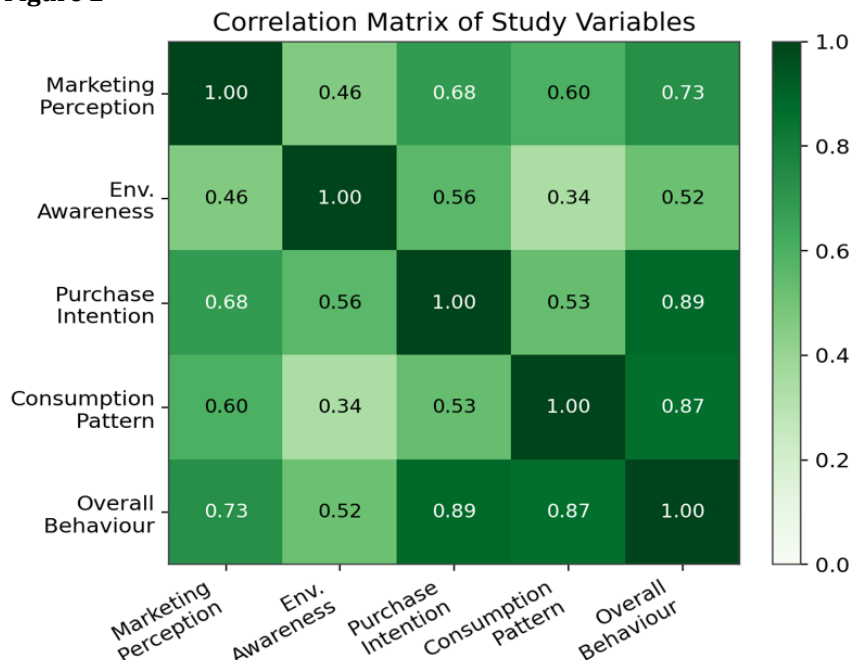
Variable	Scale Range	Mean	SD	Min	Max
Green Marketing Strategy Perception	0–50	33.66	5.71	23	44
Environmental Awareness	0–40	34.16	4.47	23	40
Green Purchase Intention	0–30	25.6	4.07	12	30
Green Product Consumption Pattern	0–40	31.17	5.02	17	40
Overall Green Consumer Behaviour	0–100	81.63	11.44	44.58	100

CORRELATION ANALYSIS

Pearson correlation coefficients (Table 3, Figure 2) show that Green Marketing Strategy Perception is positively and significantly correlated with Green Purchase Intention ($r = 0.68$), Green Product Consumption Pattern ($r = 0.60$), Environmental Awareness ($r = 0.46$), and the Overall Green Consumer Behaviour Score ($r = 0.73$, $p < 0.01$). Green Purchase Intention and Green Product Consumption Pattern were, unsurprisingly, the two strongest correlates of the Overall score ($r = 0.89$ and $r = 0.87$ respectively), consistent with their role as the two components from which the composite score is derived.

Table 3**Table 3 Pearson Correlation Matrix of Study Variables**

	Mktg. Perception	Env. Awareness	Purchase Intention	Consumption Pattern	Overall Behaviour
Mktg. Perception	1	0.46	0.68	0.6	0.73
Env. Awareness	0.46	1	0.36	0.4	0.52
Purchase Intention	0.68	0.36	1	0.63	0.89
Consumption Pattern	0.6	0.4	0.63	1	0.87
Overall Behaviour	0.73	0.52	0.89	0.87	1

Figure 2**Figure 2 Correlation Heatmap of Study Variables**

REGRESSION ANALYSIS

A simple linear regression testing H1 confirmed that Green Marketing Strategy Perception significantly predicts Overall Green Consumer Behaviour, $F(1, 98) = 113.5$, $p < 0.001$, explaining 53.7 per cent of the variance ($R^2 = 0.537$). The unstandardised coefficient ($B = 1.47$, $p < 0.001$) indicates that each one-point increase in Green Marketing Strategy Perception is associated with an approximate 1.47-point increase in Overall Green Consumer Behaviour. A second, multiple regression model testing H2 added Environmental Awareness as a predictor; this raised explained variance to 57.9 per cent ($R^2 = 0.579$, $F(2, 97) = 66.62$, $p < 0.001$), with both Green Marketing Strategy Perception ($B = 1.25$, $p < 0.001$) and Environmental Awareness ($B = 0.59$, $p = 0.002$) remaining significant predictors. This supports both H1 and H2: green marketing perception drives green consumer behaviour, and environmental awareness adds meaningfully to that explanatory power rather than simply duplicating it.

Table 4

Table 4 Regression Model Summary — Predicting Overall Green Consumer Behaviour				
Model	Predictor(s)	R^2	F	p-value
Model 1	Green Marketing Strategy Perception	0.537	113.5	< 0.001
Model 2	+ Environmental Awareness	0.579	66.62	< 0.001

Figure 3

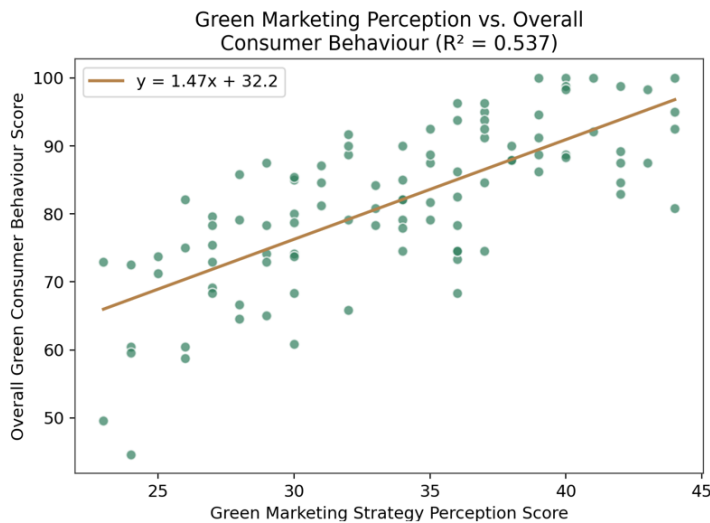


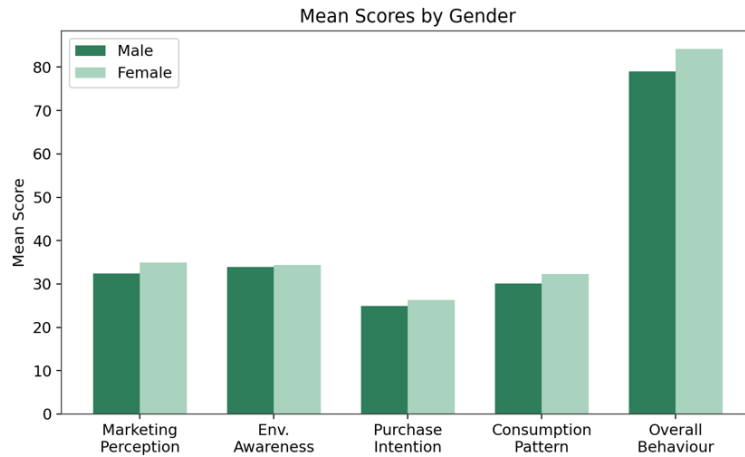
Figure 3 Scatter Plot with Regression Line — Green Marketing Perception vs. Overall Behaviour

COMPARISON BY GENDER

An independent-samples t-test testing H3 found a statistically significant difference in Overall Green Consumer Behaviour Score between female consumers ($M = 84.19$, $SD = 11.33$) and male consumers ($M = 79.07$, $SD = 11.07$), $t(98) = -2.29$, $p = 0.024$. H3 is therefore supported: female consumers in the sample reported meaningfully greener purchase behaviour than male consumers, and this pattern held consistently across all four component scores, as shown in [Figure 4](#).

Table 5 Independent-Samples t-Test — Gender (Overall Green Consumer Behaviour Score)

Group	Mean	SD	t-value	p-value	Result
Female (n = 50)	84.19	11.33	-2.29	0.024	Significant
Male (n = 50)	79.07	11.07			

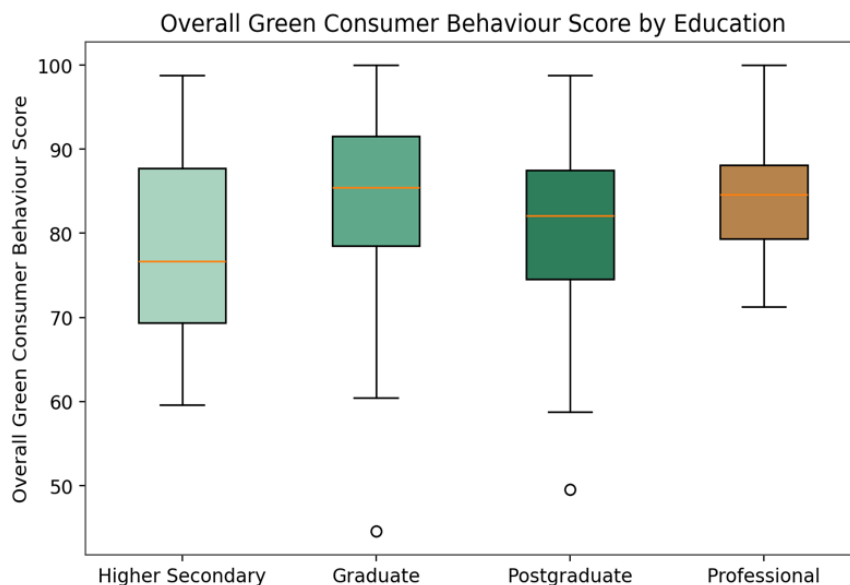
Figure 4**Figure 4 Mean Scores of Study Variables by Gender**

COMPARISON BY EDUCATIONAL QUALIFICATION AND OCCUPATION

A one-way ANOVA testing H4 found no statistically significant difference in Overall Green Consumer Behaviour Score across educational qualification groups, $F(3, 96) = 1.31$, $p = 0.277$, with means ranging narrowly from 78.12 (Higher Secondary) to 84.94 (Professional). Similarly, no significant difference emerged across occupational categories, $F(5, 94) = 0.84$, $p = 0.525$. H4 is therefore only partly supported overall: green consumer behaviour differs meaningfully by gender but not by education or occupation in this sample.

Table 6 Descriptive Statistics by Educational Qualification ($F = 1.31$, $p = 0.277$, Not Significant)

Education	n	Mean	SD
Higher Secondary	18	78.12	12.08
Graduate	42	82.86	12
Postgraduate	25	80.1	11.33
Professional	15	84.94	8.37

Figure 5**Figure 5 Distribution of Overall Green Consumer Behaviour Score by Education**

GREEN CONSUMER BEHAVIOUR BY PREFERRED PRODUCT CATEGORY

Although not part of the formal hypothesis testing, mean Overall Green Consumer Behaviour Score was also examined across preferred product categories (Figure 6). Consumers who preferred eco-friendly clothing reported the highest mean score (85.21), while those preferring energy-efficient appliances reported the lowest (78.24), a pattern that may reflect differences in price sensitivity or perceived switching cost across these categories, though this comparison is descriptive rather than statistically tested here.

Figure 6

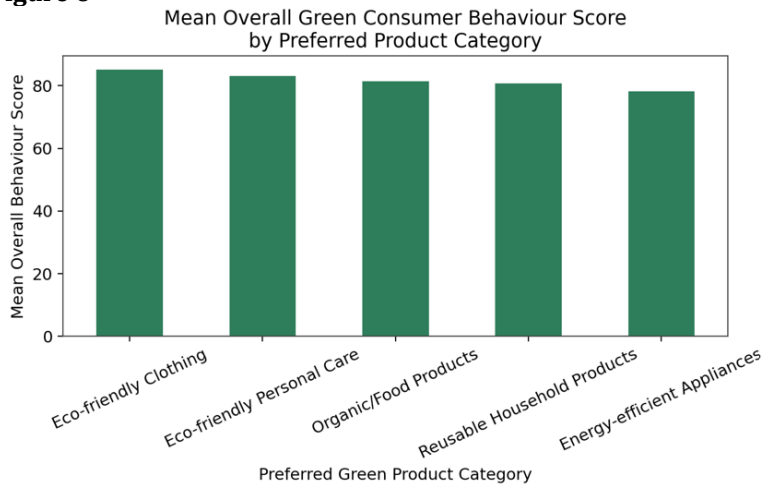


Figure 6 Mean Overall Green Consumer Behaviour Score by Preferred Product Category

DISCUSSION OF FINDINGS

The results provide clear support for the central premise of this study: green marketing strategy perception is a strong and statistically significant predictor of green consumer behaviour among consumers in Gwalior city, explaining over half of the variance in the Overall Green Consumer Behaviour Score. This is consistent with the theoretical arguments of Polonsky (1994) and Ottman (1998), who position green marketing as a mix-wide strategic effort capable of shaping consumer behaviour rather than a peripheral communication exercise. The additional explanatory contribution of Environmental Awareness supports the theory of planned behaviour logic outlined by Ajzen (1991): marketing perception and underlying environmental knowledge appear to work together, rather than as substitutes, in shaping green purchase behaviour.

The significant gender difference is a noteworthy finding. Female consumers in this sample reported consistently higher scores across every component measure, not only the composite outcome, suggesting a broader pattern of stronger environmental engagement among women in this market rather than a difference confined to a single behaviour. This is broadly in line with a wider body of consumer research that has repeatedly found women somewhat more receptive to environmental and ethical consumption appeals, although the reasons behind this pattern were not directly tested here and would benefit from further study. In contrast, the absence of significant differences by education or occupation suggests that green marketing's influence in Gwalior is not confined to more educated or white-collar segments — an encouraging sign for marketers hoping to reach a broad consumer base rather than a narrow, elite niche.

IMPLICATIONS

THEORETICAL IMPLICATIONS

This study extends the green marketing and green consumer behaviour literature, which has been dominated by metro-city and international evidence, to a regional Indian market. The finding that green marketing perception and environmental awareness jointly, rather than redundantly, predict green consumer behaviour offers empirical support for treating these as complementary rather than interchangeable constructs in future green marketing models.

MANAGERIAL IMPLICATIONS

For marketers and retailers operating in Gwalior and similar regional cities, the findings suggest that investment in credible, well-designed green marketing communication is likely to translate into measurable shifts in consumer behaviour, particularly when paired with efforts to build general environmental awareness rather than relying on marketing messaging alone. The significant

gender difference further suggests that campaigns explicitly designed around the motivations and media habits of women consumers may generate a stronger behavioural response, while campaigns aimed at broadening green consumption among male consumers may need additional reinforcement beyond current messaging.

LIMITATIONS AND FUTURE SCOPE

- The study relies on a cross-sectional design and self-reported measures, which limits causal claims about the direction of the relationship between green marketing perception and green consumer behaviour.
- The sample of 100 consumers, while sufficient for the statistical tests used, was drawn through convenience sampling within a single city, which may limit generalisability to other regions or to online-only consumer segments.
- The Overall Green Consumer Behaviour Score combines only two behavioural dimensions (purchase intention and consumption pattern); future studies could incorporate additional outcomes such as willingness to pay a green premium or brand loyalty towards eco-friendly brands.
- Future research could explore green trust, price sensitivity, or product availability as mediating or moderating variables in the green marketing-behaviour relationship and could examine the observed gender difference in more depth using qualitative methods.

CONCLUSION

This study examined the impact of green marketing strategies on consumer purchase behaviour towards eco-friendly products among 100 consumers in Gwalior city. The results show that green marketing strategy perception is a strong predictor of green consumer behaviour, with environmental awareness adding further explanatory strength, and that female consumers in this market report significantly greener behaviour than male consumers, while education and occupation do not meaningfully differentiate outcomes. For businesses and policymakers seeking to encourage sustainable consumption in regional Indian cities such as Gwalior, the findings point to a practical conclusion: credible green marketing, reinforced by genuine environmental awareness-building, is a viable and measurable lever for shifting consumer behaviour towards eco-friendly products, even outside India's metro markets.

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