

**ANTECEDENTS OF GREEN PURCHASING BEHAVIOR AND
SELECTION ATTRIBUTES OF GENERATION Y AND Z
CONSUMERS**

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RECOMMENDATION

CERTIFICATION

DECLARATION OF AUTHENTICITY

I, Dipesh Aryal, hereby declare that this GRP is my own original work and that it explicitly and fully acknowledges all sources from which it has been drawn. I am aware that any credits granted to me based on material that I supplied to SOMTU may be cancelled at any time if it is discovered that I materially misrepresented it.

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LIST OF ABBREVIATIONS

EA	Environmental Attitude
EC	Environmental Concern
ER	Environmental Responsibility
GEN	Generation
GI	Government Influence
GPB	Green Purchasing Behavior
SA	Selection Attributes
SI	Social Influence
SPSS	Statistical Package for Social Science
TCV	Theory of Consumption Values
TPB	Theory of Planned behavior
TRA	Theory of Reasoned Action
UNEP	United Nations Environment Programme

EXECUTIVE SUMMARY

This graduate research project entitled “Antecedents of green purchasing behavior and selection attributes of generation Y and Z consumers” is the survey-based research study. The primary objective of this to study the impact of antecedents of green purchasing behavior on green purchasing behavior of generations Y and Z. Based on the literature review, different variables were identified. These variables are environmental responsibility, social influence, environmental concern, environmental attitude, government influence and selection attributes.

The study was done to determine whether or not the independent variables impact on the dependent variable. This was accomplished by sending out questionnaires via electronic email, google form and physical distribution by researcher. A total of 113 responses were collected from self-administered and remaining 271 responses were collected from google forms. Self- administered questionnaire was distributed with seven study variables and thirty items questionnaire. Similarly, secondary sources such as journals, articles, books, internet, newspaper are used in literature study.

This research study is based on descriptive research design. This study was conducted with a sample size of 384 students. Data were analyzed through the use of Statistical Package for Social Science (SPSS). Gen Y and Gen Z, who were between the ages of 19 and 43 were the respondents of the study.

The study result shows that there is a significant impact of environmental responsibility, social influence, environmental concern, environmental attitude and government influence on green purchasing behavior, whereas, study also shows that there is no any moderating effect of selection attributes between environmental concern, social influence, government influence and green purchasing behavior respectively.

CHAPTER I

INTRODUCTION

1.1 Background of the study

Over the course of recent years, sustainability has become an important concern for both consumers and businesses. Consumer's purchasing decisions are increasingly influenced by environmental considerations (Samarasinghe & Ahsan, 2014). As a result, green purchasing behavior is gaining importance among consumers, particularly among Generation Y and Z (Ogiemwonyi, 2022). Despite the increasing significance of green purchasing behavior, the factors that influence it are not well understood (Joshi & Rahman, 2015). Sustainability has become an increasingly important issue, as consumers, companies, and governments around the world are recognizing the need to reduce their environmental impact (Brand et al., 2022). Consumers can help ensure the long-term viability of the economy by investing in "green" goods and services (Polonsky et al., 2001). Rising global demand for products and services has resulted in the depletion of natural resources and extensive environmental damage (Chen & Chai, 2010). Many nations have begun to take steps to lessen the environmental damage caused by commercial activity. As a result of people's growing consciousness about the state of the planet, the concept or idea of "sustainable development" has emerged to highlight the importance of working for long-term environmental and social stability (Hume, 2010). Green consumption and eco-innovation are further encouraged by sustainable development.

The origins of the term "Green Marketing" can be traced back to ideas of ecological responsibility (Kotler, 2011). Many academics see marketing, particularly social marketing and de-marketing, as a potential mediator between consumer behavior and environmental sustainability (Fatah et al., 2018). In keeping with this viewpoint, Hume (2010) noted that the primary obstacle that faces environmentalists is not consumption but rather striking a balance between the goals of sustainability and consumption. Kotler (2011) asserted that marketing's contribution to the conversation on environmental sustainability

should be concentrated on restructuring, realigning, and reorienting the marketing blend in accordance with the sustainability principles.

United Nations' 2010 Millennium Development Goals set the tone for the shift towards sustainability by recognizing sustainable consumption as a fundamental component of environmental sustainability (UNEP, 2011). Green marketing is becoming more popular, and policymakers, marketers, and consumers are starting to realize how important it is to switch from traditional consumption and production patterns to sustainable ones in order to preserve the natural world and ensure that future generations can continue to live the way they do today (Chen & Chai, 2010). In the center of the sustainable consumption trend are the consumers who are leaning toward the new green offerings (Ko et al., 2013).

The green consumption revolution is being led by Gen Y and Gen Z consumers, which aligns with the green marketing megatrend. This shift is being propelled by the aforementioned generations' environmental awareness and status-seeking behaviors, making them the first to widely adopt sustainable lifestyle choices (Atkinson & Rosenthal, 2014). Therefore, marketers are making a deliberate effort to learn more about the elements that influence the environmentally conscious purchasing decisions of different generation consumers (Smith, 2012). To gain and keep an edge in business, green marketing has emerged as a key strategy through the introduction of novel, environmentally friendly products when they approach the mass market (Follows & Jobber, 2000).

Despite the increasing demand for environmentally friendly products due to their proven environmental benefits, Zhu et al. (2013) found that awareness of green purchase behavior determinants is crucial to improving it. This study seeks to understand the antecedents of green purchasing behavior of Gen Y and Gen Z as well as the selection attributes of these consumers when making green purchase decisions.

1.2 Statement of the Problem

Green purchasing behavior, or the act of choosing to buy products and services that are environmentally friendly, has become an increasingly important issue in

recent years (Polonsky et al., 2001). However, the elements that drive green purchasing behavior among consumers are little known (Haws et al., 2014). While previous research has examined the antecedents of green purchasing behavior, there is limited understanding of how these factors differ among different demographic groups, such as generations Y and generations Z consumers (Kotler, 2011). This is particularly important as Gen Y and Gen Z are the largest demographic group in the population and are anticipated to have a big or significant effect on the future of the economy (Howe & Strauss, 2000; Ogiemwonyi, 2022). The gap in the literature is that there is limited understanding of the green purchasing behavior antecedents among generation's Y and Z consumers, and there is limited research on this generation's selection attributes related to green purchasing when making eco-friendly (green) purchases decisions. Similarly, no in-depth study has been done on Nepal to figure out what makes people buy green products and how they choose them. Hence, this research aims to close that knowledge gap by identifying the factors that influence Gen Y and Gen Z consumers' behavior while making green purchasing.

1.3 Research question

The research questions for the study are:

1. What is the status of green purchasing behavior among generation Y and Z?
2. To what extent environmental responsibility, social influence, environmental concern, environmental attitude and government influence have impact on green purchasing behavior?
3. Is there moderating effect of selection attributes between environmental responsibility, social influence, environmental concern, environmental attitude, government influence and green purchasing behavior?

1.4 Objectives of the study

The main objective of the research is to study the impact of environmental responsibility, social influence, environmental concern, environmental attitude

and government influence on green purchasing behavior among Gen Y and Gen Z.

1. To assess environmental responsibility, social influence, environmental concern, environmental attitude, government influence and green purchasing behavior of generation's Y and Z.
2. To study the impact of environmental responsibility, social influence, environmental concern, environmental attitude and government influence on green purchasing behavior.
3. To study how the environmental responsibility, social influence, environmental concern, environmental attitude, government influence and green purchasing behavior is moderated by selection attributes.

1.5 Research hypothesis

Based on the objectives, the following hypotheses are formulated:

H₁: Environmental attitude has a significant impact on green purchasing behavior.

Lee (2009) found that environmental attitude has a significant positive impact on consumers' green purchasing behavior. The finding is similar with the study conducted by Sinnappan and Rahman (2011). Thus, referring to this, the study developed the hypothesis that environmental attitude has a significant impact on green purchasing behavior.

H₂: Social influence has a significant impact on green purchasing behavior.

Social pressure was found to be the most powerful motivator and predictor of environmentally conscious spending (Lee, 2009; Abdul Wahid et al., 2011). Thus, referring to this, the study developed the hypothesis that social influence has a significant impact on green purchasing behavior.

H₃: Environmental responsibility has a significant impact on green purchasing behavior.

Chan and Lau (2020) found that social responsibility has an important place in an individuals' life and those individuals are searching for a better policy to solve environmental problems. Thus, referring to this, the study developed the hypothesis that environmental responsibility has a significant impact on green purchasing behavior.

H₄: Environmental concern has a significant impact on green purchasing behavior.

Uddin and Khan (2018) found that environmental concern has a significant impact on young consumer's green purchasing behavior. The finding is similar with the study conducted by Chan and Lau (2000). Thus, referring to this, the study developed the hypothesis that environmental concern has a significant impact on green purchasing behavior.

H₅: Government Influence has a significant impact on green purchasing behavior.

The government has a significant role in encouraging citizens to purchase environmentally friendly goods (Sinnapan & Rahman, 2011). Thus, referring to this, the study developed the hypothesis that government influence has a significant impact on green purchasing behavior.

H_{6a}: Selection attributes moderates the relationship between environmental attitude and green purchasing behavior.

H_{6b}: Selection attributes moderates the relationship between social influence and green purchasing behavior.

H_{6c}: Selection attributes moderates the relationship between environmental responsibility and green purchasing behavior.

H_{6d}: Selection attributes moderates the relationship between environmental concern and green purchasing behavior.

H_{6e}: Selection attributes moderates the relationship between government influence and green purchasing behavior.

1.6 Significance and Scope of the study

The current research contributes to the environmental discussion by providing a basis for elucidating the factors that influence consumers' decisions to make environmentally responsible purchases and by providing useful guidance for developing green marketing strategies. Attracting and keeping customers, especially the fickle generation Y and Z, is difficult in today's open and fragmented industries (Zakaria et al., 2011). This research intends to shed light on the elements that influence the purchasing habits of generation Y and Z members with respect to green products. Businesses can use this data to develop effective green marketing strategies aimed at attracting and retaining members of generations Y and Z. This research helps in clarifying how selection criteria influence consumers' preference for environmentally friendly products. This will help businesses to have a better idea of how to tailor their product offerings and marketing tactics to match the needs of environmentally conscious consumers. This study addresses the gap in the literature by providing an in-depth examination of the antecedents of green purchasing behavior among generation Y and Z consumers, and how these factors interact with selection attributes. This understanding can help businesses and policymakers to develop effective strategies for targeting and engaging these consumers in sustainable purchasing behavior.

1.7 Limitation of the study

The following are some of the research's limitations:

- The study focuses on generation Y and Z consumers only.
- Though there are many eco-friendly products on the market, including electronics, automobiles, and clothing, this research centered on fast-moving consumer goods that are ecologically friendly or organic.
- Not all aspects and dimensions that contribute to green purchasing behavior and its antecedents are examined in this study.
- Self-administered questionnaires might lead to social desirability issues including misinterpretation or inaccurate answers.

1.8 Structure of the Report

Chapter I consists of an introduction section which covers the study's background, problem statement, objectives, hypotheses, significance, and limitations.

Chapter II provides a summary of the literature on the topics and associated studies. The conceptual framework is built and provided on the basis of the study of the existing literature. It covers the empirical studies that have been conducted on topic, research gaps, and a conceptual framework.

Chapter III discuss the methods of research that formed the basis of this study. It includes research design, population and sample, sampling strategy, instrumentation, data gathering sources and methodologies, reliability and pilot study. It provides a clear roadmap of how the research will be conducted

Chapter IV presents the finding of the study. It is primarily concerned with the systematic representation of acquired data. To facilitate interpretation, information is presented in tabular form and diagrams. The analysis and judgments are made following the systematic representation.

Chapter V consists the discussion, conclusion, and implications. Throughout the discussion, we compare and contrast the study's findings with those of other research conducted in the same or similar fields. The conclusion summarizes the inference from the comparison. The implications section of the paper discusses how the study can be used in practice.

CHAPTER II

RELATED LITERATURE AND THEORETICAL FRAMEWORK

The impact of green purchasing behavior antecedents on green purchasing behavior itself, as well as the moderating role of selection attributes in this relationship, are covered in this chapter through systematic review of literature. It also includes the review of theories and previous studies related to green purchasing behavior and its antecedents. It also presents research gap and theoretical framework that relates to the study.

2.1 Theoretical Review

2.1.1 Overview of Antecedents of Green purchasing behavior

The conventional methods of production and consumption are the root cause of the vast majority of environmental issues that we are currently confronted with (Goyal et al., 2021). There has been a worldwide decline in both quality of life and environmental well-being under the traditional production and consumption system, leading to a variety of environmental movements in recent years. In response to global environmental movements, an increasing number of businesses have implemented "green manufacturing" processes to boost the output of environmentally friendly products. Because more individuals are saying they're willing to buy green items (Akhtar et al., 2021; Chen, 2007; Tanner & Wolfing Kast., 2003), there have been reports of rise in the number of "green" consumers (Wang et al., 2014).

One of the most important steps in learning about green purchasing is identifying the factors that influence consumers' decisions to make environmentally conscious purchases (Huang et al., 2014). Many researchers who study green marketing have concluded that green consumers' actions are motivated by a desire to reduce their environmental impact and consumers are influenced by a number of elements, such as the customers' own abilities, attitudes, and circumstances or environmental factors (Jansson et al., 2010).

Environmental Concern

Concern for the environment can be defined as having knowledge or awareness that influences behavior in such a way that benefits the environment (Yeung & Hau, 2005). Not all instances of environmental concern result in commercial success (Barber et al., 2014). Some consumers may be put off by the high cost of green items, which can reduce their likelihood of making a purchase (Ng & Law, 2015). The desire to reduce one's impact on the environment is frequently cited as a major factor in consumer behavior (Vazifehdoust et al., 2013). Thieme et al. (2015) and Joshi and Rahman (2017) found that Gen Y consumers who are more concerned about the environment are willing to pay extra for green items than those who are less environmentally conscious. The impact of environmental concern on buying intentions is fundamental to studies on green purchase behavior (Rehman & Dost, 2013). Customers that show extreme care for the environment are likely and will to acquire favorable buying intentions towards environmentally friendly products (Kim & Choi, 2005). Uddin and Khan (2018) found that environmental concern has a significant impact on young consumer's green purchasing behavior. The finding is similar with the study conducted by Chan and Lau (2000). Thus, referring to this, the study developed the hypothesis that environmental concern has a significant impact on green purchasing behavior. Moreover, people who care more about the environment tend to respond positively to green marketing messages (Kong & Zhang, 2013). Due to the health concerns, there is likely to be a lot of worry about the environment (Said et al., 2003). Several studies on environmental issues have been conducted (Barber et al., 2014). Mostafa (2006) stated in his study that environmental concern is an important aspect for marketers to consider because they can easily target environmentally sensitive consumers.

Environmental Attitude

Consumers' environmental beliefs and attitudes are deeply influenced by their level of environmental knowledge, environmental awareness, and societal standards or norms (Uddin & Khan, 2018). Environmental awareness (Zahid et al., 2017) and knowledge are a powerful factor (Law et al., 2017) that contributes

towards green purchasing behavior. An individual's value judgments serve as the foundation for their attitudes toward the environment, and these attitudes are influenced by an individual's cognitive evaluation of the significance of protecting the natural world. It's believed that consumers' mindsets are crucial to the success of environmentally friendly practices. A number of research have found that pro-environmental attitudes and actions go hand in hand (Kotchen & Reiling, 2000). Lee (2009) found that environmental attitude has a significant positive impact on consumers' green purchasing behavior. The finding is similar with the study conducted by Sinnappan and Rahman (2011). Thus, referring to this, the study developed the hypothesis that environmental attitude has a significant impact on green purchasing behavior. Mostafa (2006) conducted research on Egyptian customers and discovered that consumers' perspectives on green purchases affected both their intentions and actions. To have a positive environmental attitude, one must be predisposed to act in a way that reduces harm to the natural world (Samarasinghe, 2012). According to Ajzen (1985), an individual's likelihood of engaging in a particular action is increased if the individual maintains a favorable attitude toward engaging in the conduct. Additionally, it is anticipated that an increase in the number of customers who have the intention to buy a green product would lead to an increase in the number of consumers who actually buy green products (Rehman & Dost, 2013).

Environmental Responsibility

According to Sukhdial and Venice (1990), one's sense of environmental responsibility can be defined as one's willingness to take up independent work in the service of protecting the environment. Lai (2000) expanded on this idea by defining environmental responsibility as an individual's "emotional participation" in environmental challenges. However, Zand Hessami et al. (2013) defined environmental responsibility as a person's behavior and attitude that they are responsible for their consuming behavior and its repercussions towards the nature and environment. Chan and Lau (2020) found that social responsibility has an important place in an individuals' life and those individuals are searching for a better policy to solve environmental problems. Thus, referring to this, the study

developed the hypothesis that environmental responsibility has a significant impact on green purchasing behavior. Level of people's perception of self-employment stops people from protecting the environment (Yeung & Hau, 2005). Lai (2000) reported that, Hong Kongers has a greater understanding of environmental issues because of their increased education in the subject. However, they only gave a bare minimum of importance to their environmental duties. In order to address the environmental problem, consumers are calling for new policies, as highlighted by Lai (2000), but are hesitant to become themselves involved in those policies. Moreover, Lee (2008) discovered that a concern for the environment ranked as the fourth most important factor in determining whether or not young customers in Hong Kong made environmentally responsible purchases.

Social Influence

The term "social influence" is the degree to which a person is able to educate their family and friends about environmentally friendly items, as well as the amount of information that individual is able to pass on to other people (Finisterra do Paco & Raposo, 2004). Daido (2004), believes that people's mindset and behavior changes with the change in environment. A significant change in behavior can result from social influence. Homophily refers to the social dynamic in which individuals form relationships with those who they perceive to share similar traits (Ryan, 2001). It's also known as talking to someone who shares your values, opinions, and beliefs, but uses a different term for it. Baker et al. (2008) discovered that peer pressure greatly increased the likelihood that individuals would make environmentally conscious purchases. According to research by Chen-Yu and Seock (2002), the influence of one's social circle can be a significant motivator when making a purchasing decision. Chen-Yu and Seock (2002) discovered that adolescent girls are more likely to buy a particular style of clothes if their friends are also buying it. Lee (2008) found the same thing: peer pressure is the most influential element in the environmentally conscious consumption decisions of young people in Hong Kong. Social pressure was found to be the most powerful motivator and predictor of environmentally conscious spending (Lee, 2009; Abdul

Wahid et al., 2011). Thus, referring to this, the study developed the hypothesis that social influence has a significant impact on green purchasing behavior.

Government Influence

Despite the fact that the majority of people have expressed high levels of environmental concern in the past, many continue to hold the view that environmental protection is under the purview of the government (Tsen et al., 2006). Environmental legislation, environmental education, and monetary actions like incentives and tax breaks are all ways in which national governments might affect the widespread acquiring of green marketing tactics (Nath et al., 2014). According to a report from the Japanese Ministry of the Environment in 2007, the government has a significant role in encouraging citizens to purchase environmentally friendly goods (Sinnapan & Rahman, 2011). Thus, referring to this, the study developed the hypothesis that government influence has a significant impact on green purchasing behavior. Since the government is the biggest buyer of goods and services, if the policies for how the government buys things pay attention to how well they are good for the environment, environmental pressures will go down a lot. Hence, researchers have examined the government as a key element in green consumer behavior.

2.1.2 Overview of Green purchasing behavior

The practice of buying items that are less damaging to the environment and avoiding those that are more harmful is referred to as "green purchasing" (Chan, 2001). Green purchasing practices relate to conscious decision-making process of consumers who prioritize purchasing products and services that are environmentally sustainable and socially responsible. This trend can be attributed to people's increasing consciousness of environmental damage caused by their own shopping habits and their willingness to take personal action to mitigate that damage (Chan, 2001). Various studies that are conducted related to green purchasing behavior shows that regular product consumption has been proved to be a key cause of the global environmental disaster (Pearce & Atkinson, 1993). Different studies have revealed that consumers who buy green items are more

environmentally conscious than non-green product buyers (Zahid et al., 2017). More than 53% of those polled in a 2014 global online consumer survey were interested in making purchases that contributed to social and environmental sustainability than they were in 2012 (50%) or 2011 (45%) (Nielsen, 2014). Consumption practices that are environmentally responsible involve making an attempt to save energy and avoiding the purchase of products with improper packaging (Zand Hessamiet al., 2013). Green purchasing indicates a type of behavior defined as "socially responsible conduct," which is characterized by complicated ethical decision making.

Since the 1970s, several researchers have studied how customers feel about eco-friendly goods. Thus, various hypotheses on what kind of consumer attitudes, values, beliefs, and knowledge will lead to the adoption of eco-friendly product categories have been tested (Bui, 2005). With a distinct customer model, Follows and Jobber (2000) investigated the likelihood of buying eco-friendly versus non-eco-friendly products and their findings validated the presence of the hierarchical link of values, attitudes, intentions, and behaviors. Socially responsible consumers "consider the public implications of their private consumption and attempt to use their purchasing power to bring about social change." Environmentally conscious consumers "consider the public implications of their private consumption" (Joshi & Rahman, 2015). Despite their reputation for being unmoved by conventional advertising, members of generations Y and Z are widely recognized as constituting a significant portion of the environmentally conscious consumer market (Brand et al., 2022). Green purchasing behavior has become increasingly popular in recent years as consumers become more aware of the environmental impact of their purchasing choices. Companies have responded to this trend by offering more environmentally friendly products and incorporating sustainable practices into their operations (Ogiemwonyi, 2022). Chen and Chai (2010) found that there wasn't a big difference between how men and women buy green products. Previous research has concentrated on characterizing the underlying beliefs, attitudes, and behavioral intentions of consumers with regard to

environmentally friendly items in an effort to provide an explanation for the green purchasing behavior of consumers (Joshi & Rahman, 2015).

2.1.3 Overview of Selection Attributes

The willingness of customers to pay more for environmentally preferable items is a key factor in driving green purchasing patterns (Leonidou et al., 2010). Consequently, it appears that the biggest issue facing marketers is convincing customers that the higher cost of eco-friendly items is worth it. Values at the cognitive, affective, social, behavioral, and epistemic levels are increasingly recognized as crucial in the commercial arena for encouraging environmentally responsible consumer practices (Huang et al., 2014). Consumers' selection of ecologically friendly products appears to be driven mostly by performance, quality, price, flavor or taste and availability (Sheth et al., 1991). Thus, referring to this, the study developed the different hypothesis how selection attributes moderate the relationship between each of the antecedents of green purchasing behavior and green purchasing behavior.

While there has been a rise in environmental consciousness, it appears that customers are not willing to forego more conventional product benefits like quality, affordability, convenience, and performance in the name of greener alternatives (Sheth et al., 1991). Additionally, consumers of Generation's Y and Z often face the challenge of juggling individual and collective interests while looking to embrace more sustainable lifestyle habits (Noble et al., 2009; Michel et al., 2022). Green products are still not used as much as they could be because people are skeptical of them and they cost more. This keeps the gap between people's plans to buy green products and what they actually do about it. Using the TCV, we can see that various antecedents are the selection attributes that influence the eco-friendly purchasing decisions (Sheth et al., 1991) of Gen Y and Gen Z.

2.1.4 Background Theories

Theory of reasoned action

According to the theory of reasoned action (TRA), there is a predetermined chain of events beginning with an individual's beliefs and continuing with their

attitudes, subjective norms, behavioral intents, and eventual actions (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). Since most human actions are governed by free will and can be predicted by considering the actor's intent, TRA holds that the vast majority of human behavior can be predicted with high accuracy. In other words, humans exercise considerable free will in their decision-making processes, allowing them to deliberate over and pick the best option from a set of viable candidates (Han & Hsu, 2010).

To further understand what factors, lead consumers to make environmentally conscious purchases i.e., green purchasing behavior antecedents, Ajzen and Fishbein (1980) employed the theory of reasoned action. This paradigm includes the value-attitude-intention-behavior hierarchy. Consistent with the values-attitudes-intentions-behavior continuum, it was found that environmental responsibility, social influence, environmental concern, environmental attitude and government influence all have an impact on consumers' decisions to buy green products (Sinnappan & Rahman, 2011; Leonidou et al., 2010; Zhu et al., 2013). The TRA has been widely used to describe how attitudes affect customer behavior while making purchases (Sinnappan & Rahman, 2011). Some prior researchers have frequently used TRA to examine the association between attitude and marketing strategy and purchase intention (Reichelt et al., 2014).

Theory of planned behavior

Because the theory of reasoned action (TRA) fails in its attempt to anticipate human behavior on the basis of PBC (perceived behavioral control), theory of planned behavior (TPB) is developed as a solution to this problem (Ajzen, 1991). Ajzen (1991) explained that a large portion of the variance in actual behavior can be attributed to the three factors of attitude toward the conduct, subjective norms, and perceived behavioral control. The four components of the TPB that explain green behavior towards green products are (a) attitude, which reflects a positive or negative valuation of green behavior, (b) social aspect (or subjective norms), which reflects an individual's perspective and their social reference group on the behavior to execute, (c) perceived behavioral control, which reflects the likelihood of the ease or difficulty of executing an action, and (d) purchase intention, which

reflects a consumer's strength to perform or make a decisive action. When considering how easy or difficult an action will be to complete, we look to an individual's level of behavioral control, while a consumer's level of buy intent reveals their determination to act (Ajzen, 1991).

Chan (2001) stated that customers who are concerned about the state of their environment will engage in environmentally responsible behavior and demonstrate support for green shopping. Despite this, the research conducted by Ohtomo and Hirose (2007) found that generation Y consumers who care about the environment and are conscious of its problems do not always act in a certain way or manner that is environmentally friendly or support and purchase environmentally friendly items. It meant that customers' intentions to change into actual performance did not materialize, despite the fact that they did so intend to. The TPB model can be changed and more predictive variables can be added to make it better at explaining things. It is thought to be one of the best theories about how people behave (Ajzen, 1991). By adding more predictor variables to the TPB, we can learn more about the things that affect green behavior attributes (Paul et al., 2016).

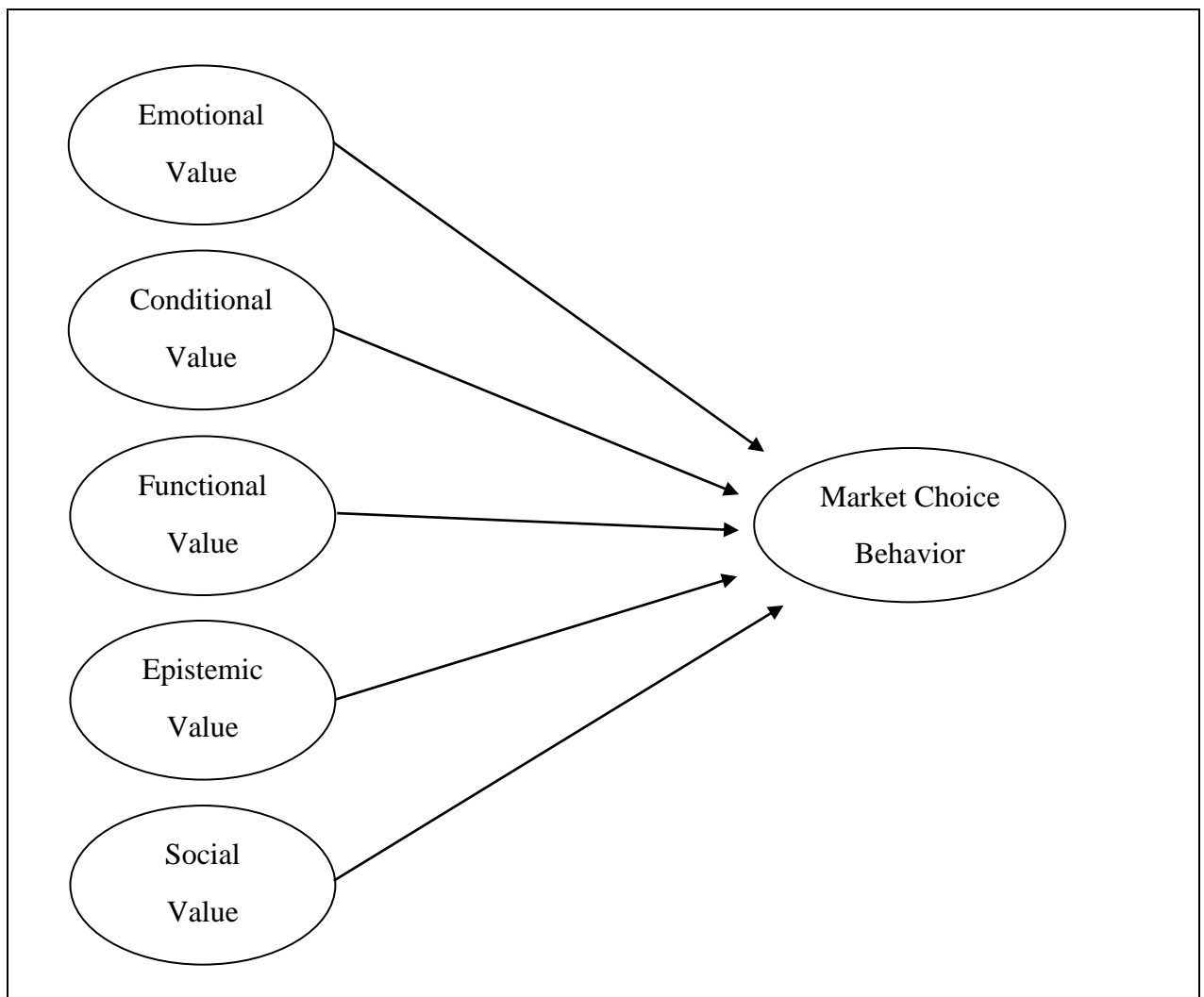
Theory of consumption values

The theory of consumption values (TCV) explains why consumers prefer one sort of goods over another, one brand over another, and whether they buy or don't buy a certain product (Sheth et al., 1991). The TCV serves as a theoretical basis for the analysis of the underlying elements that encourage or discourage the purchasing of environmentally friendly items (Sheth et al., 1991). Lin and Huang (2012) and Wang et al. (2014) used the TCV to predict the consumption behavior of environmentally friendly items, highlighting the importance of consumers' values in shaping their purchasing decisions. The term "green consumption values" was invented by Hawks et al. (2013) to talk about how consumers tend to show their beliefs about protecting the environment through the things they buy and how they use products. Green consumption values are thought to be important in getting people to adopt more sustainable ways of consuming (Lu et al., 2013). The main goal of the TCV is to provide more context for "why consumers buy what they

buy" (Sheth et al., 1991). Van Der Werff et al. (2013) provides supporting evidence for this approach by arguing that value systems play a role in consumers' decisions to purchase environmentally friendly goods. According to the TCV, antecedents of decision behavior include emotional values, conditional values, functional values, epistemic values and social values (Sheth et al., 1991). This study uses the TCV to propose green consumption values as the primary selection attributes that influence the environmentally conscious purchasing decisions of Gen Y and Gen Z consumers. The TCV is illustrated in figure 1:

Figure 1

The theory of consumption values



Source: Sheth et al. (1991)

2.2 Review of related studies

Chan and Lau (2000) conducted the research on Chinese customers' motivations for engaging in environmentally responsible purchasing practices. Researchers used structural equation modeling to examine the relationship between ecological affect, cultural values, and ecological understanding of Chinese consumers and their propensity to make environmentally conscious purchases. The findings of the study suggest that, the amount of ecological information held by the Chinese population as well as their actual involvement in environmentally conscious purchasing is still fairly low.

The study conducted by Kim and Choi (2005) found that people who are more collectivistic and care more about group goals and working together might be more likely to choose actions that are good for the environment if they are surer that their actions will help solve environmental problems. The findings also reveal that people's environmental awareness or concern influences the products they choose to purchase.

Lee (2008) carried out the research in order to understand what influences young Hong Kong customers most when making environmentally conscious purchases. A total of 6,010 individuals, including 2,975 males and 3,035 females, were selected from the population of Hong Kong's adolescents via a multi-stage random sampling process. Different predictor of green purchasing behavior was identified. To further examine the relative importance of each predictor on eco-friendly consumer behavior or green purchasing behavior, a hierarchical multiple regression analysis was conducted. Social influence was the main predictor of Hong Kong adolescents' green purchasing behavior, according to multiple regression analysis. The study also shows that peer network, emotional appeal, image branding and behavioral efficacy was the four factors, are crucial to effective green marketing among Hong Kong's adolescents.

Chen and Chai (2010) conducted the study on attitude towards the environment and green products, no significant differences were found between the genders regarding environmental awareness or preference for eco-friendly goods. The findings are similar to the research conducted by Eagles and Muffitt (1990).

Multiple linear regression analysis revealed that consumer's views on government's role as well as their own norms regarding protecting nature contributed significantly to how they felt about buying eco-friendly goods (green product).

According to Sinnappan and Rahman (2011), who set out to identify the variables that influence Malaysian consumers' adoption of green purchase behavior, environmental attitude emerged as the most significant predictor. However, Lee (2008) found that one's attitude on the environment was the sixth least reliable predictor. Similarly, the study found that there is a possibility that consumers will be more ecologically conscientious if green marketing messages that include cognitive and emotive elements are communicated to consumers. The study shows how marketers can impact consumers' green purchasing behavior by identifying the environmental factors that have a high propensity to do so. Additional factors including price, quality, design, and performance must be factored in before a final purchase is made.

Zand Hessami and Yousefi (2013) found that consumers' beliefs about the environment, their knowledge of green products, their values, and environmental factors have the biggest impact on how they buy green products. The research also provides the model to identify and prioritize these components which can be used by businesses or policy makers in order to understand customer preferences better when it comes to buying eco-friendly products.

According to research by Vazifehdoust et al. (2013), customers' intentions to buy green products are influenced by their attitude on those products. These findings are similar with the research conducted by Smith and Paladino (2010). Structural equation modeling used in the study, results demonstrate that among perceived innovation characteristics environmental concern and environmental knowledge, environmental concern is the only determinant among perceived innovation characteristics that have an effect on consumers' attitudes toward green products.

One of the first studies to examine attitude-behavior discrepancies in the context of environmentally conscious purchases was undertaken by Joshi and Rahman

(2015). According to Joshi and Rahman's (2015) research, consumers' environmental concerns and the functional features of products are the two most important factors in shaping consumers' green purchasing decisions. Possible reasons for reported discrepancies in green purchasing behavior are also provided in the study, which can help policy makers and managers to formulate strategies encouraging people towards buying more ecofriendly products.

Uddin and Khan's (2018) conducted the study on Indian consumers and revealed that there is a significant connection between consumers' immediate physical surroundings, their individual characteristics, and behavioral characteristics. The results also showed that young Indian consumers' environmental attitudes are heavily influenced by their social networks. In the context of Australian customers, Cheah and Phau (2011) found similar outcomes. Similarly, the results demonstrate that young consumers' ethical, individual, and environmental attributes influence their environmental attitudes, which in turn influences their green purchasing behavior.

Lestari et al. (2020) found that consumers who cared more about the environment had a higher favorable opinion of green items. As a result, eco-conscious consumers are more inclined to recommend green items to their friends and family. The findings are similar to the research conducted by Khaola et al. (2014). The report also implies that government and business must work together to educate the public on the merits of eco-friendly products.

Sinha and Annamdevula (2022) studied the Indian households and discovered that green skepticism does not have a direct effect on green purchase intentions, instead has an indirect influence through environmental knowledge and concern. The findings are similar to the research conducted by (Zarei & Maleki, 2018). The research also suggests that consumer skepticism is essential for influencing the behavior of consumers towards purchasing environmentally friendly products and packaging.

Kennedy and Adhikari (2022) conducted the study to measure the factors that influence consumers' intentions to buy environmentally friendly products, with a

focus on the Nikaweratiya divisional secretary region. To explore the influences of antecedents of green buying intentions, the study employs correlation and regression analysis. A moderately favorable correlation was observed between ecological knowledge, green buying attitudes, green perceived trust, and intention to purchase green. Furthermore, the study found that consumers' perceptions of the reliability of green businesses had the greatest impact on their intentions to make a purchase. When consumers have faith in green goods, their perspectives and priorities shift immediately.

The study conducted by Ogiemwonyi's (2022) revealed that all of these factors—green environmental awareness, green behavioral control, green product trust, green product value and green price sensitivity—have a significant and beneficial influence on the green behavior of millennials. Despite the important finding, the study also reveals a very low level of environmental consciousness. This shows the positive effect that familiarity with green products has on the environment. The results are consistent with those of other research that has been done on the subject of environmentally conscious behavior (Anvar & Venter, 2014; Malik et al., 2019).

Table 1*Summary of reviewed literature*

Study	Methodology	Variables	Findings
Antecedents of green purchases: a survey in China, Chan and Lau (2000)	Combined the quantitative research approach (through surveys) and the qualitative approach (through semi-structured interviews), N= 273, Chi-square and ANOVA	Ecological affect, Cultural Values and Ecological knowledge	All the components of green purchases has a positive correlation between green-purchasing intentions and actual green purchase.
Antecedents of Green Purchase Behavior: An Examination of Collectivism, Environmental Concern, and PCE, Kim and Choi (2005)	Self-administered survey (Data were collected from 304 undergraduate students enrolled at a Midwestern university), N=304, Chi-square, SEM, AMOS 4	Collectivism, Perceived consumer effectiveness (PCE) and Environmental Concern.	Environmental concern & PCE had the positive and collectivism had the negative impact on green purchase behavior.
Opportunities for green marketing: young consumers, Lee (2008)	Self-administered survey (Data were collected from 48 high schools in Hong Kong, Questionnaires were administered in groups by students in one their classes, N = 6010, Multiple	Perceived environmental responsibility, Environmental concern, Environmental attitude and Social influence.	Although all of the variables had a favorable impact, adolescents in Hong Kong identified social influence as being the most crucial element in determining their green purchasing habits.

	regression analysis		
Attitude towards the Environment and Green Products: Consumers' Perspective, Chen and Chai (2010)	Quantitative method using survey, N = 200, Multiple linear regression, SPSS	Environmental attitude, Personal norm, Government's role and Environmental protection	Except environmental attitude all the other three factors were simultaneously significant on purchasing of green products. Environmental attitude was found to be the most significant predictor of green purchase behavior among Malaysian consumers, however all other factors were also significant.
Antecedents of Green purchasing Behavior among Malaysian Consumers, Sinnappan and Rahman (2011)	Non-probability sampling, Close-ended questionnaire. Multiple regression analysis, Pearson correlation analysis	Perceived environmental responsibility, social influence, perceived seriousness of environmental problem, environmental concern, environmental attitude, perceived effectiveness of environmental behavior and Governments role	
Investigation of major factors influencing green purchasing behavior: Interactive approach, Zand Hessami and Yousefi (2013)	Sample Size = 35 Method: DEMATEL Method, Fuzzy-Delphi method	Environmental awareness, Social influence, Environmental attitude, perceived consumer effectiveness, Perceived seriousness of environmental problem, Environmental	All of the variables have a positive effect on the way people buy green products.

		concern, Government's role, Social value, Perceived environmental responsibility, Epistemic value, Functional value, Emotional value and Conditional value.	
Purchasing green to become greener: Factors influence consumers' green purchasing behavior, (Vazifehdoust et al., 2013)	Self-administered survey, N = 374, Factor analysis, Multiple regression analysis	Environmental knowledge, Environmental concern, Perceived innovation characteristic, Knowledge, Quality, Green advertising, Attitude and Green labeling	Except Knowledge and Perceived innovation all the factors have positive impact towards green purchasing.
Factors Affecting Green Purchase Behaviour and Future Research Directions, Joshi and Rahman (2015)	Secondary Research: Electronic searches of the Scopus database were performed to compile the studies, 53 articles were studied.	Environmental concern, habit, Values and personal norms, Perceived consumer effectiveness, Knowledge, Trust, Price, Product availability, Perceived behavioral control, social norm and reference groups, Store related attributes, Product	High price, lack of availability, and a lack of trust in green products identified as important hurdles, whereas environmental concerns, product attributes, and environmental knowledge emerged as major drivers.

		attributes and quality, eco labeling and brand image and certification.	
Young Consumer's Green Purchasing Behavior: Opportunities for Green Marketing, Uddin and Khan (2018)	Quantitative method using survey, N = 143, A maximum likelihood method was used to do a confirmatory factor analysis (CFA)	Altruism, Interpersonal influence, Environmental knowledge and Environmental attitude	All the factors have a positive effect on the way people buy green products.
Antecedents of Attitude Toward Green Products and its Impact on Purchase Intention, Lestari et al. (2020)	Purposive sampling technique, N = 386, Partial Least Square (PLS)	Eco-label, Peer pressure and Environmental concern	Purchasing green is influenced by all of the elements.
The antecedents of green purchase behavior of Indian households, Sinha and Annamdevula (2022)	Quantitative method using survey, N = 345, Kolmogorov and Shapiro (K-S) method was used to analyze the data's normality, linearity, and outliers.	Green skepticism, Environmental knowledge, and Environmental concern	All variables have significant effect on green purchase behavioral intentions.
Antecedents Affecting Consumers' Green Purchase Intention Towards Green Products, Adhikari	Quantitative method using online survey, N = 250, Pearson's correlation analysis and	Green purchase attitudes, Green perceived trust, Green perceived values, and Ecological	All variables have a medium positive relationship with green purchase intention.

and Kennedy (2022)	multiple regression analysis	knowledge	
Factors influencing generation Y green behavior on green products in Nigeria: An application of theory of planned behavior, Ogiemwonyi (2022)	Quantitative method using survey, N = 267, Structural model assessment, Smart PLS	Green behavioral control, Green product trust, Green environmental awareness, Green price sensitivity and Green product value	Green behavior among members of Generation Y is significantly and positively influenced by all of the variables.

2.3 Research Gap

Based on the comprehensive analysis of the extant literature on antecedents and selection attributes of green purchase behavior, there is no adequate studies has been done to understand the relationship between antecedents and selection attributes of green purchasing behavior among Generation Y and Z. Some studies only focus on Generation Y while other only focuses on Generation X or Z. For instance, the research conducted by Ogiemwonyi (2022) focuses on factor influencing Generation Y on green purchase behavior, while Michel et al. (2022) focuses Generation Z consumers regarding the green purchasing behavior. Hence, this study helps to understand the green purchasing behavior among Generation Y and Z and the selection attributes they consider while making green purchases.

In contrast, no in-depth investigation of the green purchasing behavior antecedents in Nepal has been conducted. A greater number of people are now engaging on green marketing and purchase. So, it was required to perform research on their perceptions regarding their purchase behavior on green products. Hence, this research contributes to a better understanding of the green purchase patterns of members of Gen Y and Gen Z.

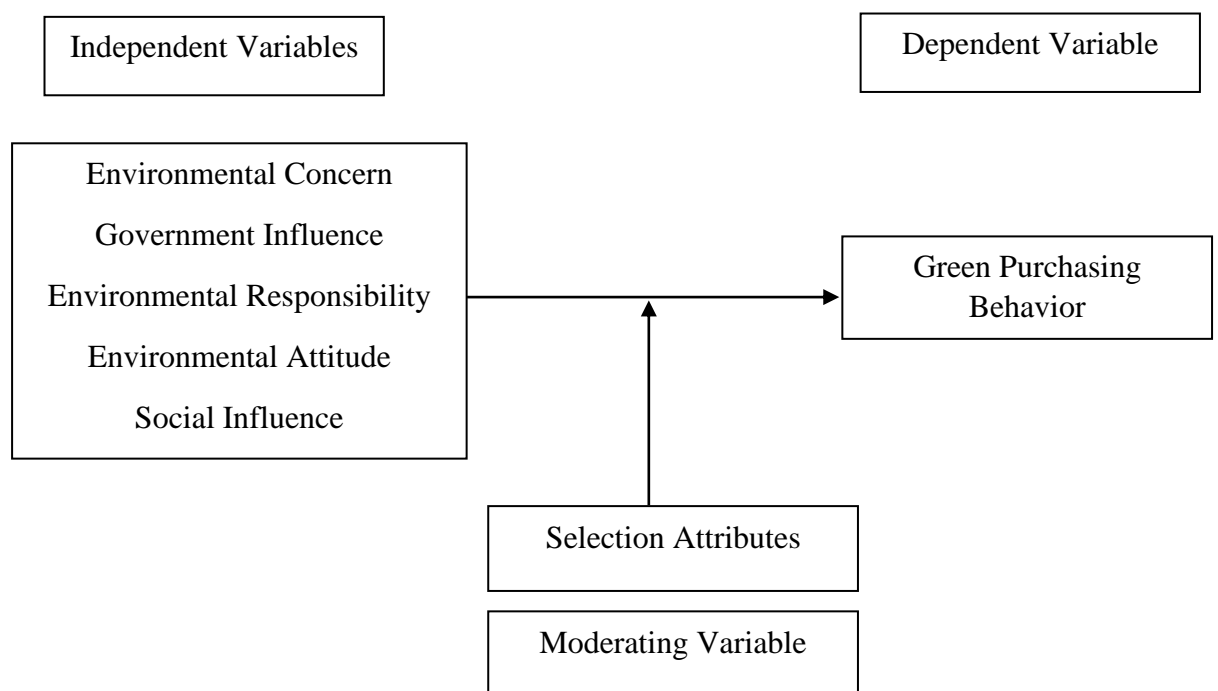
2.4 Theoretical framework

The researcher's goal in this study is to look at the impact of antecedents of green purchasing behavior on green purchasing behavior among Generation Y and Z.

The relationship between antecedents of green purchasing behavior and green purchasing behavior is moderated by selection attributes. The framework for the research is derived from the work of Lee (2009) and Sinnappan and Rahman (2011).

Figure 2

Theoretical framework



Source: Lee (2009) and Sinnappan and Rahman (2011)

CHAPTER III

RESEARCH METHODS

The research techniques that were implemented in order to achieve the objectives of the study are discussed in this chapter. It shows how the researcher plans to do his or her overall research. This chapter also talked about how to decide on the sample size, sampling methods, study tools, data sources, and how to manage the data. This chapter has gone into detail about the study's research design and the methods used to gather and look at the data. It also says how the study was done and how the hypothesis was tested so that the study's goals could be met.

3.1 Research design

For the purpose of this study, descriptive research design was adopted. The antecedents of green purchasing behavior that affect the green purchasing behavior of Generations Y and Z were studied using a descriptive survey methodology.

3.2 Population and Sample

This study was aimed at people of Gen Y and Gen Z, who were between the ages of 19 and 43. The generation's Y and Z groups were chosen as a sample for the study because members of "Generation Y" are ecologically conscious and they came of age during the "green revolution." and is therefore likely to influence green purchasing behavior more than other generations (Lee, 2008), whereas "Generation Z" are selected as a sample because they are very analytical and they want to improve the world and prevent climate change (Francis & Hoefel, 2018).

As the study's population and level of variability were unknown, the sample size formula developed by Cochran (1977) was employed to determine the minimum required sample size. The maximum variability was assumed to be 0.5 ($p=0.5$) due to the lack of knowledge about the degree of variability. Furthermore, a 95% confidence interval with a precision of $\pm 5\%$ was used to determine the minimum sample size for the study.

$$n = \frac{Z^2 * p * q}{e^2}$$

Where,

n= sample size

Z= Z value (e.g., 1.96 for 95 % confidence level)

p = estimated population proportion with the given characteristic

e = Error margin

q =1-p

The suggested value of p and q for the unidentified population is 50% for each. At a 95% level of confidence, the z value is 1.96 and the sampling error e = 5%. Since, the total number of people that prefer green purchasing over non green is unknown. So, the researcher has used the sample size of 384 according to the formula by Cochran (1977).

3.3 Sampling technique

The core data for this study came from a self-administered, closed-ended questionnaire, and the researchers relied on a convenience sample strategy. A total of 113 responses were collected from self-administered and remaining 271 responses were collected from google forms. Convenient sampling has gained widespread acceptance in the field of management science for gathering information from various respondents and assessing the contextual validity of the relationship between variables.

3.4 Sources of data

For this study, data from both primary and secondary sources were used. The primary source of data for this study which will be collected from individuals directly using a questionnaire. This was achieved sending questionnaire via email, google forms and physical distribution by researcher. Seven study variables and a total of thirty items were included in the questionnaire that was made available to

participants. In the same way, secondary sources like journals, articles, books, the internet, and newspapers are consulted during the literature review process.

3.5 Instrumentation

The questionnaire variables are drawn from the existing empirical studies and literature. There were four distinct sections to the questionnaire. In the first part, different labels were used to collect information about demographic factors. The second part of the questionnaire consists 21 close-ended questions related to green purchasing behavior antecedents adapted from study conducted by Lee (2009) and Sinnappan and Rahman (2011). Similarly, the third part of the questionnaire consists 5 close ended questions that people consider while making green purchases adapted from the study conducted by Lin and Huang (2012). The final section consists of 4 close ended questions that reflects the behavior of people towards green purchasing adapted from study by Chan and Lau (2000). The degree of agreement or disagreement with each statement was measured using five-point Likert-type scales marked by "strongly disagree" (1), "disagree" (2), "neutral" (3), "agree" (4) and "strongly agree" (5).

3.6 Reliability Analysis

Cronbach alpha was calculated to provide a measurement of the internal consistency of the items. Cronbach's alphas of constructs greater than 0.7 show sufficient internal consistency in the data (Fornell & Larcker, 1981).

Table 2

Cronbach Alpha

Variables	Number of items	Cronbach's Alpha
Environmental Attitude	5	0.717
Social Influence	4	0.855
Environmental Responsibility	4	0.797
Environmental Concern	4	0.888
Government Influence	4	0.815
Selection Attributes	5	0.869
Green Purchasing Behavior	4	0.855

Table 2 displays the Cronbach's alpha values for the seven variables utilized. It is generally assumed that data reliability exists between alpha values of 0.70 and 0.95. All seven variables have Cronbach's alpha values greater than 0.70, indicating that the scales are dependable and consistently able to measure the essential variables.

3.7 Pilot Study / Testing

A pilot study is an initial, smaller-scale exploratory study conducted before a larger-scale quantitative inquiry to determine the reliability and validity of the scale to be used. A pilot study is performed to identify any issues with the measurement tools. A pilot test with 50 participants was conducted before distributing the final questionnaire to determine the instrument's reliability. The reliability of the context has been measured using Cronbach's alpha. A pilot study was carried out with 50 samples, and it was discovered that every variable had a Cronbach's alpha value exceeding 0.7. This indicates that the construct remains unchanged and no questions have been added or removed from the Likert scale. The researcher's supervisor has also approved the content validity of the scale. The questionnaire was then distributed to all eligible respondents.

3.8 Data Analysis

Collected and filtered data is analyzed through the SPSS (Statistical Package for the Social Sciences) software and MS excel. IBM SPSS is used to analyze the descriptive data to evaluate the antecedents of green purchasing behavior and green purchasing behavior. Beside of that the different table, pie-chart, histogram has been used for the better present. In the case of the finding core objective, the regression and correlation are used explore strength among the variable and to explore the relationship among the variables. Here Shapiro-Wilk test is used to test the normality.

3.9 Ethical Consideration

Ethics and standards are kept during both the survey's execution and the report's drafting. Care has been taken to uphold the moral standards of conduct that guide moral decisions in order to ensure that no one is harmed or suffers as a result of this study work. No unethical behavior on the part of the researcher or writer

occurred during the course of conducting the poll or writing the report. The proper care of respondents was ensured all through the study by providing a clear and concise explanation of the study's goals and how respondents could contribute to the study. Nobody was forced to fill out the survey and everyone who was asked was offered the option to fill or not to fill up the questionnaire.

Respondents were guaranteed that their information would remain confidential and that it would not be shared with any third parties before they provided it to the researcher. Also, they were reassured that their data would be used exclusively for academic research. The investigator also promises that all citations and references were used properly and that there was no chance of plagiarism. The sources have been clearly cited in order to respect the authors of the ideas and concepts that have been discussed in this research.

CHAPTER IV

ANALYSIS AND RESULTS

This chapter presents the data analysis and results explanation of the study. The collected data was analyzed and presented in tabular format, including regression and correlational analyses, which illustrate the strength of the relationship between variables, and descriptive statistics such as mean, standard deviation, and median that describe variable characteristics. The primary hypotheses for the research project were evaluated and assessed using SPSS. A summary of the study's findings is provided by comparing them to prior research, followed by a review of the results and recommendations. The research hypothesis is also summarized in a table at the end of the chapter to provide readers with a clear and concise summary of the study's conclusions.

4.1 Demographic profile of the respondents

Table 3 provides respondents' demographic information. Through physical distribution and an online questionnaire, a total of 384 responses were collected. The majority of the 384 respondents are male (56.8%), while the remaining 43.2% are female. The largest age group is between 19 and 26 (37.2%), followed by 26 to 32 (31%). 21.9% of respondents are between the ages of 32 and 38. Only 9.9% of the population falls within the age bracket of 38 to 43. Hence, the respondents are comprised by 37.2% Gen Z population (1997-2012) and remaining 62.8% Gen Y population (1981-1996).

Table 3 exhibits that majority of respondents holds the postgraduate degree i.e., 48.2 percent of the total respondents followed by the respondents holding undergraduate degree i.e., 26.6 percent. Likewise, 11.2 percent of total respondents hold the M. Phill degree and 10.7 percent are diploma holders. The minimal representation of the academic qualifications is the PhD degree holder, only 3.4 percent holds the PhD degree. Similarly, 37.5 percent of the respondents are students, followed by 35.2 percent who are private or government job holder and remaining 27.3 percent of the respondents are self-employed.

Table 3*Respondents' Demographic Profile*

Variable		Frequency	Percent
Gender	Male	218	56.8
	Female	166	43.2
Age	19 to 26	143	37.2
	26 to 32	119	31
	32 to 38	84	21.9
	38 to 43	38	9.9
Education Level	Diploma	41	10.7
	Undergraduate	102	26.6
	Postgraduate	185	48.2
	M. Phill	43	11.2
	PhD	13	3.4
Profession	Student	144	37.5
	Self – employed	105	27.3
	Private or Government job holder	135	35.2
Marital Status	Married	137	35.7
	Unmarried	247	64.3
Environmental Club Membership	Yes	22	5.7
	No	362	94.3
Residence	Province No. 1	25	6.5
	Madhesh Province	29	7.6
	Bagmati Province	152	39.6
	Gandaki Province	48	12.5
	Lumbini Province	77	20.1
	Karnali Province	31	8.1
	Sudurpashchim Province	22	5.7

Out of the 384 respondents, the majority of them are unmarried i.e., 64.3 percent of total responses and remaining 35.7 percent are married. Also, only 5.7 percent of the respondents have the environmental club membership while the high majority of the respondents i.e., 94.3 percent don't have the environmental club membership.

Similarly, talking about the residence of the respondents, 39.6 percent of the respondents belong from Bagmati province, followed by 20.1 percent from Lumbini province and then by Gandaki province (12.5%), Karnali province (8.1%), Madhesh province (7.6%), Province no. 1 (6.5%) and Sudurpashchim province (5.7%). Sudurpashchim province shows the minimal representation of the respondent's residence.

4.2 Descriptive Statistics of the Variables

Table 4

Descriptive statistics of Environmental Attitude

Statements	Variables	Min	Max	N	Mean	S.D.
It is important to promote green living in Nepal	EA1	1	5	384	3.77	1.34
I believe that more work on environmental protection is required in Nepal.	EA2	1	5	384	3.65	1.36
It is crucial to increase environmental awareness in Nepal	EA3	1	5	384	3.75	1.38
Environmental problems are none of my concern	EA4	1	5	384	2.00	1.12
Spending a lot of money on environmental preservation is unwise for the Nepalese government.	EA5	1	5	384	2.20	1.16
Environmental Attitude					3.07	1.27

Table 4 displays the extent to which respondents agreed and disagreed with different environmental attitude constructs. The mean scores for EA1, EA2, and EA3 are all above 3, indicating that the respondents, on average, agreed that promoting green living, increasing environmental protection, and raising environmental awareness are important in Nepal. The mean scores for EA4 and EA5 are both below 3, indicating that the respondents, on average, disagreed with the statements that environmental problems are none of their concern and that spending a lot of money on environmental preservation is unwise for the Nepalese government. The overall mean score of Environmental Attitude is 3.074 with a standard deviation of 1.272. The result implies that individuals belonging to generation Y and generation Z possess a favorable disposition towards the preservation of the natural environment.

Table 5

Descriptive statistics of Social Influence

Statements	Variables	Min	Max	N	Mean	S.D.
I have learned a lot about environmentally friendly goods from my friends	SI1	1	5	384	2.77	1.19
I have learned a lot about environmental issues from my friends	SI2	1	5	384	2.77	1.14
My friends and I frequently buy green products together	SI3	1	5	384	2.93	1.06
I frequently share information about green products with my friends.	SI4	1	5	384	3.00	1.24
Social Influence					2.86	1.15

Table 5 shows how strongly respondents disagreed with various social influence constructs. The mean score for SI1 and SI2 is the same, which indicates that on average, respondents had a neutral stance on the statements that they have learned a lot about environmentally friendly goods and environmental issues from their friends. The mean score for SI3 is 2.93, which indicates that, on average, respondents somewhat agreed that they frequently buy green products together with their friends. This suggests that social influence may play a role in encouraging green purchasing behavior. The mean score for SI4 is 3.00, which indicates that, on average, respondents somewhat agreed that they frequently share information about green products with their friends. This suggests that social influence may also play a role in spreading awareness and knowledge about green products. The score indicates that when it comes to forming green product purchase intentions, generation Y and generation Z consumers are not strongly influenced by social orientation or shared information.

Table 6

Descriptive statistics of Environmental Responsibility

Statements	Variables	Min	Max	N	Mean	S.D.
Environmental protection starts with me	ER1	1	5	384	3.34	1.41
I have a lot of responsibility to take care of the environment in Nepal	ER2	1	5	384	3.47	1.35
I am ready to accept responsibility for environmental protection in Nepal	ER3	1	5	384	3.34	1.29
Environmental organization are responsible for environmental protection, not me	ER4	1	5	384	2.47	1.18
Environmental Responsibility					3.15	1.30

Table 6 displays the extent to which respondents agreed and disagreed with different environmental responsibility constructs. The mean score for ER1 is

3.34, which indicates that, on average, respondents somewhat agreed that environmental protection starts with them. This suggests that respondents believe that they have a role to play in protecting the environment. Similarly, the mean score for ER2 is 3.47, which indicates that, on average, respondents somewhat agreed that they have a lot of responsibility to take care of the environment in Nepal. This suggests that respondents feel a sense of responsibility towards environmental protection. The mean score for ER3 is 3.34, which indicates that, on average, respondents somewhat agreed that they are ready to accept responsibility for environmental protection in Nepal. This suggests that respondents are willing to take action to protect the environment. The mean score for ER4 is 2.47, which indicates that, on average, respondents somewhat disagreed that environmental organizations are responsible for environmental protection and not them. This suggests that respondents believe that they have a role to play in environmental protection, and it is not solely the responsibility of environmental organizations. The outcome indicates that generation Y and generation Z consumers are divided in their perspectives and hesitant to take personal responsibility for tackling environmental issues.

Table 7*Descriptive statistics of Environmental Concern*

Statements	Variables	Min	Max	N	Mean	S.D.
I am concerned about the declining quality of Nepal's environment.	EC1	1	5	384	3.28	1.32
Nepal's environment is my concern.	EC2	1	5	384	3.37	1.31
I have a strong emotional connection to Nepal's environmental protection issues	EC3	1	5	384	3.26	1.17
I often consider ways to enhance Nepal's environmental condition	EC4	1	5	384	3.32	1.21
Environmental Concern					3.35	1.25

Table 7 displays the extent to which respondents agreed and disagreed with different environmental concern constructs. Each item has a mean value greater than 3.26 and a standard deviation greater than 1.17, suggesting a general agreement towards environmental concern that supports green purchasing behavior. The highest mean is 3.37 reflecting that respondents are concerned about the Nepal's environment and the lowest mean is 3.26 reflecting that respondents are emotionally involved in environmental protection issues in Nepal. The overall mean score is 3.3075 and standard deviation is 1.2525 which shows agreement towards environmental concern that facilitates green purchasing behavior. The outcome indicates that generation Y and generation Z consumers are a group that cares about the environment. This aligns with previous studies that have identified generation Y and generation Z as leaders in adopting environmentally friendly behaviors (Uddin & Khan, 2018).

Table 8*Descriptive statistics of Government Influence*

Statements	Variables	Min	Max	N	Mean	S.D.
Nepal Government is responsible for environmental protection, not me	GI1	1	5	384	2.03	1.070
The government must support educational institutions to provide students with courses on environmental issues	GI2	1	5	384	3.25	1.309
The government should subsidize green product	GI3	1	5	384	3.38	1.281
Environmental laws and rules should be enforced by the government	GI4	1	5	384	3.55	1.332
Government Influence					3.05	1.24

The highest mean value is 3.55 and standard deviation is 1.332 that reflects respondents are strongly in favor that government should enforce environmental rules and regulations to enhance green purchasing behavior. With the exception of one item (GI1), which has the lowest mean value of 2.03 and indicates that respondents do not believe that environmental protection is solely the responsibility of the Nepal government, all items have a mean value greater than 3, indicating agreement towards government influence that encourages green purchasing behavior. The overall mean score is 3.0525 and standard deviation is 1.248. This finding indicates that the efforts made by the government to encourage eco-friendly buying habits among generation Y and generation Z consumers are not very effective.

Table 9*Descriptive statistics of Selection Attributes*

Statements	Variables	Min	Max	N	Mean	S.D.
Even if green products are more costly than non-green products, I still buy them	SA1	1	5	384	2.95	1.163
I have switched products for ecological reasons	SA2	1	5	384	2.91	1.177
When choosing between two similar products, I always purchase the one which is less harmful for environment	SA3	1	5	384	3.28	1.145
Due to the product's possible negative effects on the environment, I decided not to purchase it	SA4	1	5	384	2.89	1.025
I make a concerted attempt to purchase environmentally friendly products	SA5	1	5	384	3.14	1.146
Selection Attributes					3.03	1.13

Table 9 displays the extent to which respondents agreed and disagreed with different selection attributes constructs. Two of the items, SA3 and SA5, have mean values of 3.28 and 3.14, respectively, indicating agreement towards selection attributes that facilitate green purchasing behavior. These respondents buy green products that is less harmful to the environment when there is a choice between two equal products and also make a special effort to buy products that are environmentally friendly. Whereas, three of the items have mean value less than 3 i.e., 2.95 (SA1), 2.91 (SA2) and 2.89 (SA4) indicating the disagreement towards selection attributes that facilitates green purchasing behavior. Additionally, the table displays a standard deviation range from a low of 1.025 to a high of 1.177,

indicating that the data is widely dispersed. The overall mean score is 3.034 and standard deviation is 1.1312. Hence, the findings signifies that the endeavors of the government to increase the willingness of generation Y and generation Z consumers to make environmentally-friendly purchases are somewhat inadequate.

Table 10

Descriptive statistics of Green Purchasing Behavior

Statements	Variables	Min	Max	N	Mean	S.D.
Before making a purchase, I always check the label to see if any potentially harmful substances are included that damage the environment	GPB1	1	5	384	2.87	1.129
When the quality of green and non-green products is the same, I choose green	GPB2	1	5	384	3.23	1.221
I choose to purchase environmentally friendly products	GPB3	1	5	384	3.15	1.235
I will only purchase a product if the business selling it practices environmental responsibility	GPB4	1	5	384	2.93	1.170
Green Purchasing Behavior					3.04	1.18

Table 10 shows how strongly respondents agreed and disagreed with various government influence constructs. Four items were adapted to measure the green purchasing behavior. Two of the items, GPB2 and GPB3, had mean values greater than 3, indicating agreement towards purchasing green products. However, the other two items, GPB1 and GPB4, had mean values less than 3, indicating

disagreement towards purchasing green products. The standard deviation range for the responses was 1.167 to 1.203, indicating widely dispersed data. Overall, the respondents showed agreement towards green purchasing behavior with a mean score of 3.045 and a standard deviation of 1.1887. Hence, the findings suggest that consumers won't go purchasing green products if the product is unable to deliver what they want. Generation Y and Z will not compromise on quality in order to support green, so green product must outperform its conventional counterparts and provide environmental benefits without sacrificing quality, price, convenience or performance

Table 11

Total descriptive statistics of variables

	N	Minimum	Maximum	Mean	Std. Deviation
EA	384	5.00	25.00	15.3646	4.38159
SI	384	4.00	20.00	11.4609	3.88188
ER	384	4.00	20.00	12.6172	4.14512
EC	384	4.00	20.00	13.2370	4.35423
GI	384	4.00	20.00	12.2083	4.01607
SA	384	5.00	25.00	15.1589	4.58494
GPB	384	4.00	20.00	12.1667	3.97359

Table 11 shows the overall mean score and standard deviation of the variables. For environmental attitude (EA) and selection attributes (SA), the responses range from 5 to 25, whereas for social influence (SI), environmental responsibility (ER), environmental concern (EC), government influence (GI), and green purchasing behavior (GBP), the responses range from 4 to 20. The mean value of social

influence is 11.4609, indicating that respondents tend to disagree that social influence facilitates green purchasing behavior. However, except social influence all the other variables have the mean value above the neutral line that reflects that respondents are more inclined towards the agreement with the constructs and facilitates green purchasing behavior.

Table 12

Summary for generation differences on Green Purchasing Behavior

	Generation	N	Mean	Std. Deviation	Std. Error Mean
Environmental Attitude	Generation Z	143	15.4965	4.22080	.35296
	Generation Y	241	15.2863	4.48109	.28865
Social Influence	Generation Z	143	11.5035	3.92693	.32839
	Generation Y	241	11.4357	3.86289	.24883
Environmental Responsibility	Generation Z	143	13.1259	3.84537	.32157
	Generation Y	241	12.3154	4.29245	.27650
Environmental Concern	Generation Z	143	13.6503	4.28436	.35828
	Generation Y	241	12.9917	4.38557	.28250
Government Influence	Generation Z	143	12.2937	3.93402	.32898
	Generation Y	241	12.1577	4.07124	.26225
Selection Attributes	Generation Z	143	15.0629	4.48191	.37480
	Generation Y	241	15.2158	4.65331	.29975

Table 12 shows that for the environmental attitude category, the mean value for Gen Y (age group 1981-1996) is 15.2863 which is above neutral and mean value for Gen Z (age group 1997-2012) is 15.4965 which shows the agreement for the statements of environmental attitude. Similarly, both the generations show the disagreement towards the social influence category as both generations have mean value less than 12, i.e., Gen Y (11.4357) and Gen Z (11.5035). Likewise for the

other variables i.e., environmental responsibility, environmental concern, government influence and selection attributes both Gen Y and Gen Z shows the agreement towards the statements of each variable.

4.3 One sample t test

Table 13

One sample t test of variables

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Environmental Attitude	1.631	383	0.104	0.36458	-0.0750	0.8042
Social Influence	-2.721	383	0.007	-0.53906	-0.9286	-0.1496
Environmental Responsibility	2.918	383	0.004	0.61719	0.2013	1.0331
Environmental Concern	5.567	383	0.000	1.23698	0.8001	1.6739
Government Influence	1.017	383	0.310	0.20833	-0.1946	0.6113
Selection Attributes	0.679	383	0.498	0.15885	-0.3012	0.6189
Green Purchasing Behavior	0.822	383	0.412	0.16667	-0.2320	0.5654

Table 13 represents the mean difference of the variables with a test value of 15 for environmental attitude and selection attributes and test value of 12 for all other variables. The table 13 shows the similar result with the descriptive analysis table of each of the variables.

4.4 Normality Test

Table 14

Shapiro-Wilk Test

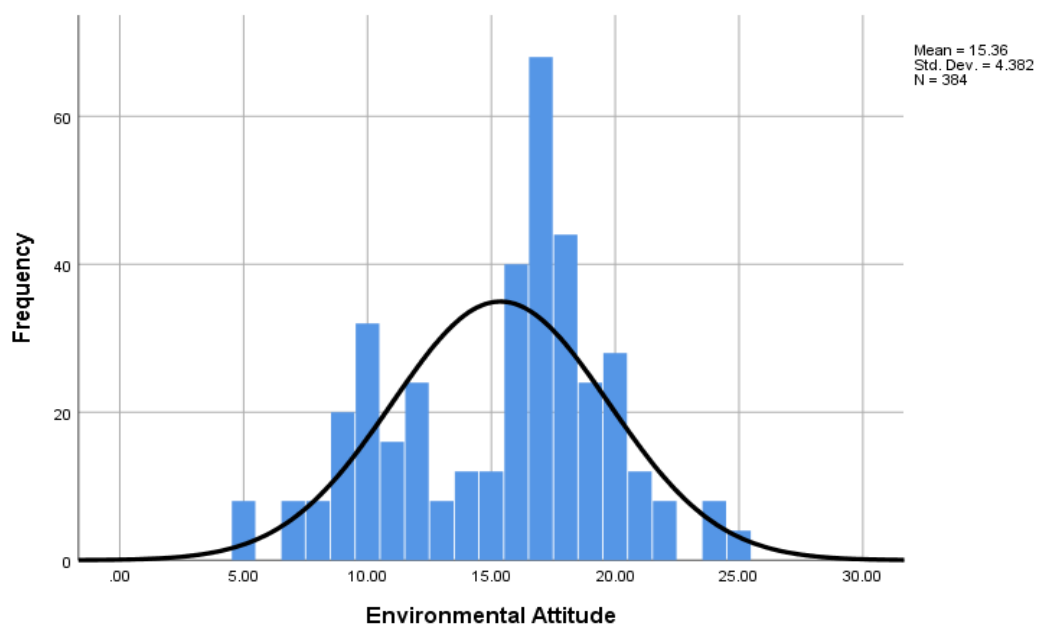
Variables	Statistic	df	Sig.
Environmental Attitude	0.957	384	0.000
Social Influence	0.956	384	0.000
Environmental Responsibility	0.921	384	0.000
Environmental Concern	0.934	384	0.000
Government Influence	0.930	384	0.000
Selection Attributes	0.959	384	0.000
Green Purchasing Behavior	0.961	384	0.000

Table 14 displays the results of the Shapiro-Wilk test conducted to assess the normality of the data. The test has shown that the data is not normally distributed, as indicated by the significant p-value of less than 0.05.

4.5 Normality Curve

Figure 3

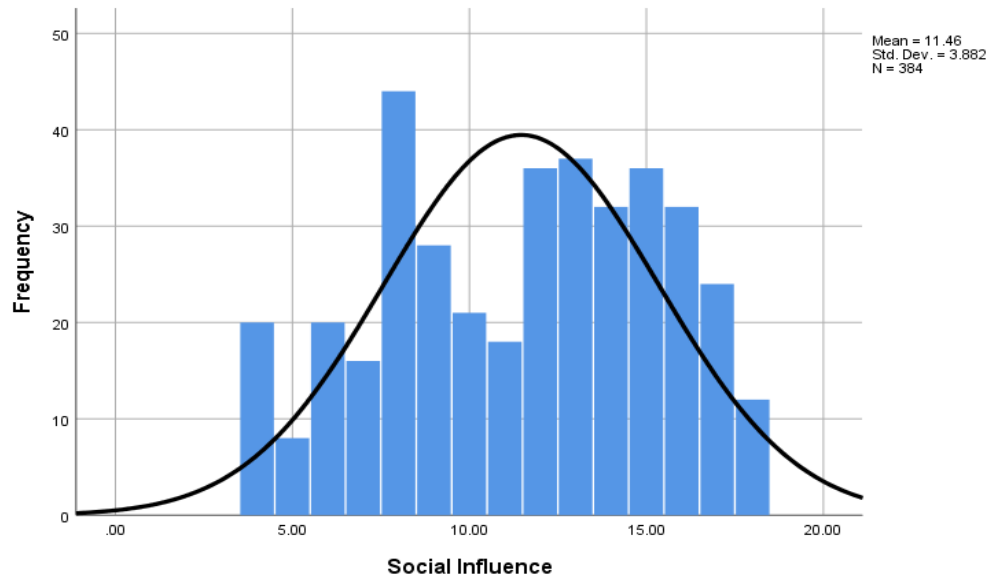
Normality of Environmental Attitude



The figure 3 shows that the data of the respondents are not normally distributed. Although some of the items are over the bell shape of normal distribution and skewed towards the right side.

Figure 4

Normality of Social Influence



The distribution of data for social influence displayed in figure 4 appears to be centered and nearly bell-shaped, however it does not follow a normal distribution.

Figure 5

Normality of Environmental Responsibility

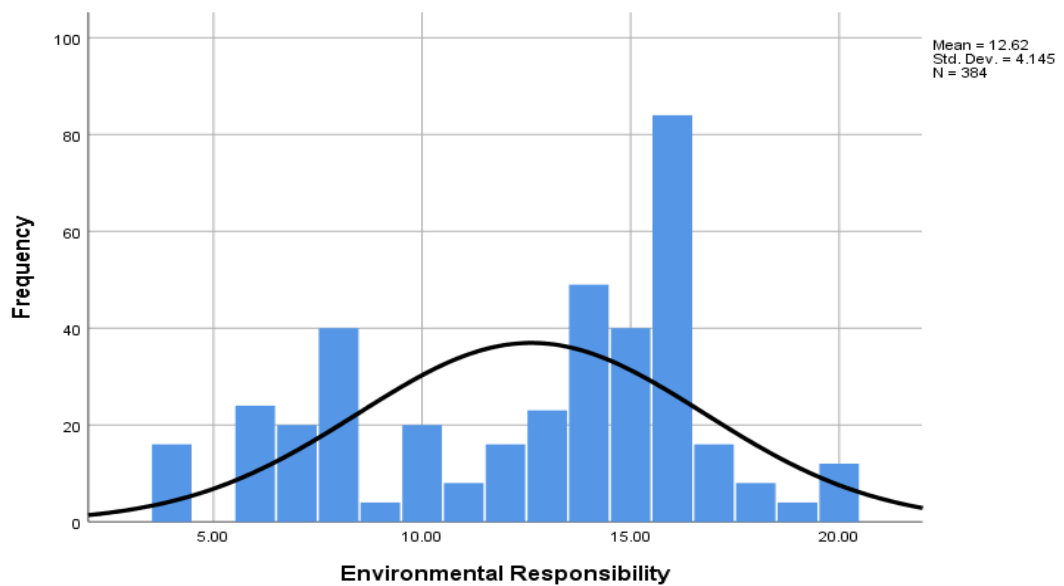


Figure 5 histogram demonstrates the data are not symmetrical distributed. It shows that the data of the respondents' data are rightly skewed.

Figure 6

Normality of Environmental Concern

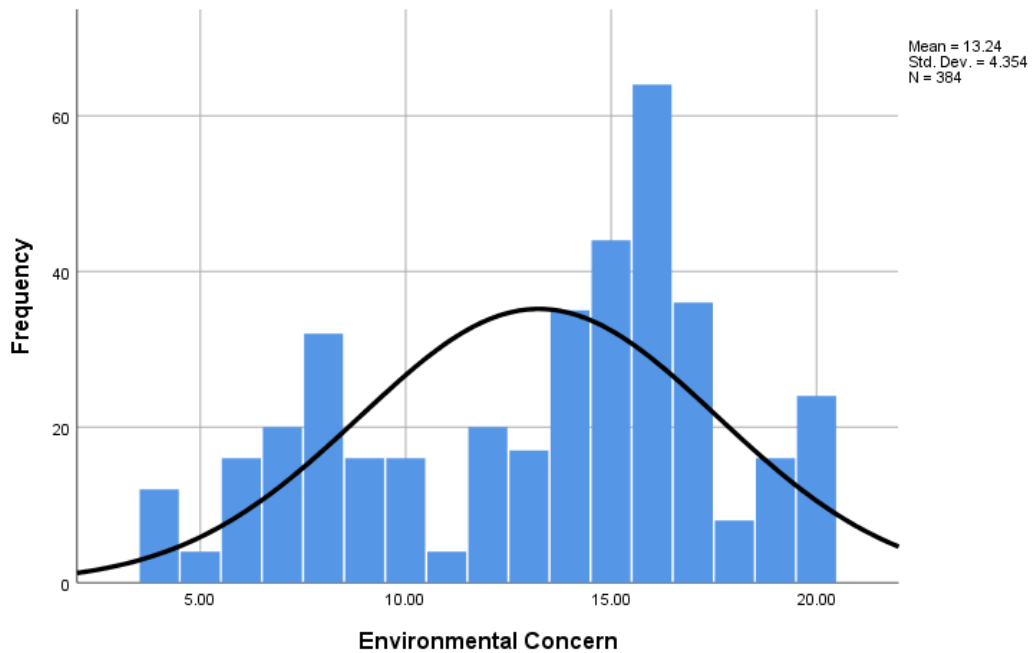


Figure 6 represents that the data of the respondents are not normally distributed. Although some of the items are over the bell shape of normal distribution and skewed towards the right side.

Figure 7

Normality of Government Influence

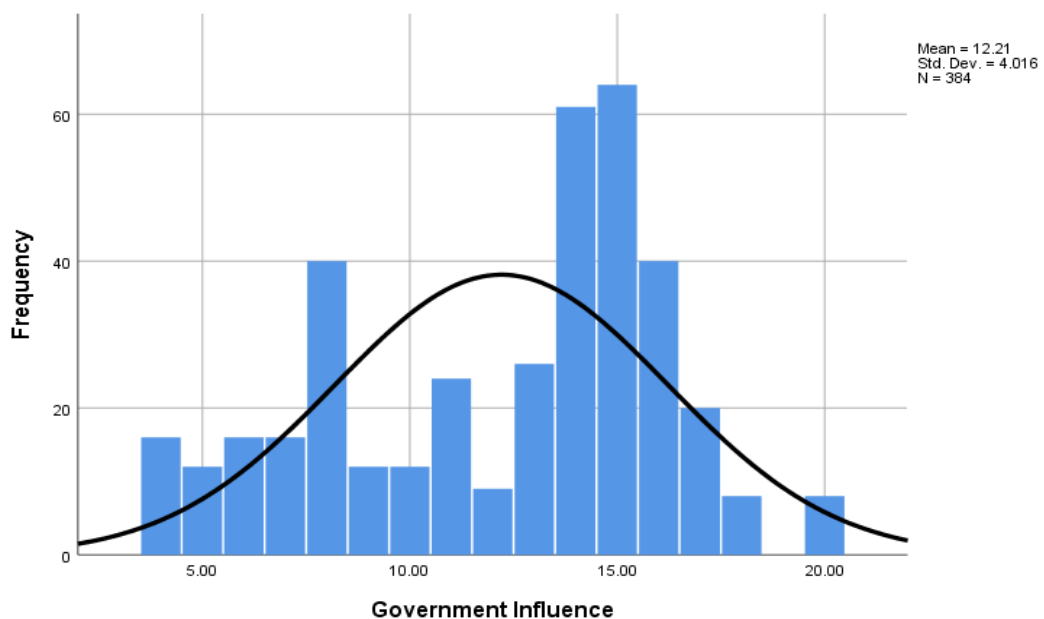


Figure 7 histogram demonstrates the data are not symmetrical distributed. It shows that the data of the respondents' data are rightly skewed.

Figure 8

Normality of Selection Attributes

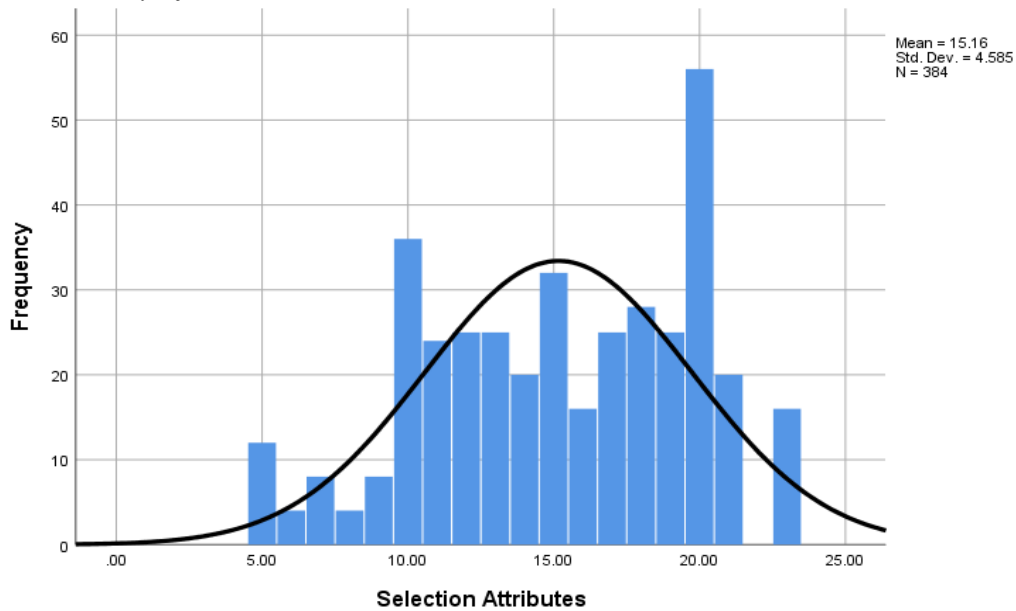
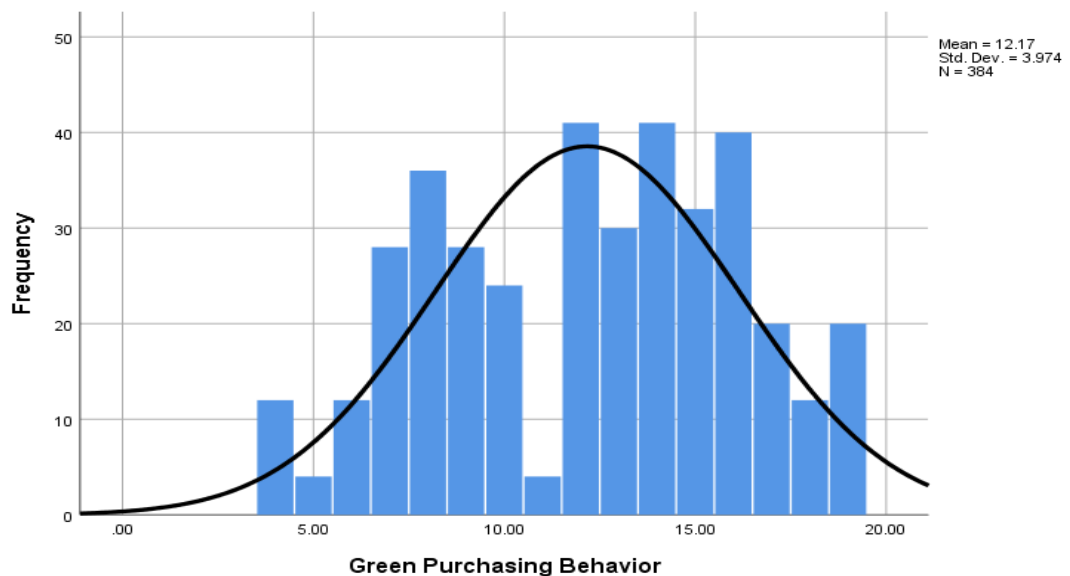


Figure 8 represents that the data of the respondents are not normally distributed. Although some of the items are over the bell shape of normal distribution and skewed towards the right side.

Figure 9

Normality of Green Purchasing Behavior



The data distribution of green purchasing behavior, as depicted in figure 9, is approximately bell-shaped and centered, but it is not normally distributed.

4.6 KMO'S and Bartlett and Collinearity test

In order to assess the reliability and adequacy of the sample, as well as the intercorrelations among the variables, the Kaiser-Mayer-Olkin and Bartlett's Test of Sphericity were utilized. The KMO test is utilized to determine whether the data is appropriate for factor analysis and to identify which factors should be removed to address the issue of multicollinearity. Its range is between 0 and 1, with values above 0.60 indicating that the data is suitable for factor analysis (Lubem & Dewua, 2020).

Table 15

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi-Square	262.93
	Df	21
	Sig.	.000

According to Table 14, the KMOS value is 0.891, which exceeds the threshold of 0.60, indicating that the sample data is adequate for analyzing the relationship between variables and is appropriate for conducting factor analysis.

Table 16

Variance inflation factor (VIF)

Model	VIF
Environmental Attitude	2.24
Social Influence	1.47
Government Influence	1.51
Environmental Responsibility	2.10
Environmental Concern	2.65
Selection Attributes	2.05

Multicollinearity refers to the correlation among multiple independent variables in a statistical model. The table provided above presents the Variance Inflation Factor (VIF) to check for the presence of multicollinearity. It is important to investigate multicollinearity as it can impact the accuracy of research findings. Table 15 demonstrates that there is no multicollinearity between the factors because VIF is less than 5 (James et al. 2013).

4.7 Relationship between antecedents of green purchasing behavior, selection attributes and green purchasing behavior

Correlation is a statistical technique that measures the strength and direction of the association between two variables. A high correlation value indicates a strong relationship between two variables, while a low correlation value indicates a weak relationship. When the correlation coefficient is either 1 or -1, it indicates a perfect linear relationship between the two variables. On the other hand, a correlation coefficient of 0 indicates that there is no relationship between the two variables. A correlation coefficient is considered significant if its p-value is less than or equal to 0.05; otherwise, there is no correlation between the two variables.

Table 17

Correlation matrix

	GPB	EC	GI	ER	EA	SI	SA
GPB	1						
EC	.613**	1					
GI	.690**	.753**	1				
ER	.677**	.871**	.781**	1			
EA	.719**	.728**	.751**	.734**	1		
SI	.692**	.680**	.704**	.695**	.626**	1	
SA	.868**	.689**	.719**	.687**	.764**	.689**	1

** Correlation is significant at the 0.01 level (2-tailed).

4.7.1 Correlation between independent variables and selection attributes

Table 16 shows that environmental attitude and government influence have a strong positive correlation ($r = 0.764$ and $r = 0.719$) on selection attributes. It indicates that increase in that environmental attitude and government influence will lead to strongly increase in selection attributes while purchasing green products.

However, the above table 14 shows social influence, environmental responsibility and environmental concern have a moderate positive correlation ($r = 0.689$, $r = 0.687$ and $r = 0.689$ respectively) on selection attributes. It indicates that increase in social influence, environmental responsibility and environmental concern will lead to moderate increase in selection attributes while purchasing green products.

4.7.2 Correlation between independent variables and green purchasing behavior

From table 16 it is observed that social influence, environmental responsibility, environmental concern and government influence all have a moderate positive correlation ($r = 0.692$, $r = 0.677$, $r = 0.613$ and $r = 0.690$ respectively) on green purchasing behavior. It indicates that increase in that social influence, environmental responsibility, environmental concern and government influence will lead to moderate increase in green purchasing behavior. However, the above table shows that environmental attitude has a strong positive correlation ($r = 0.719$) on green purchasing behavior.

4.7.3 Correlation between selection attributes and green purchasing behavior

Table 16 reflects that selection attributes have a strong positive correlation ($r = 0.868$) on green purchasing behavior. It suggests that increase in selection attributes while making green purchases is associated with strongly increase in green purchasing behavior.

4.8 Regression Analysis

In regression analysis, a set of statistical procedures is used to determine relationships between a dependent and one or more independent variables. Linear

regression analysis was used to figure out the relationship between the dependent variable (green purchasing behavior) and the independent variables (environmental responsibility, social influence, environmental concern, environmental attitude, and government influence). Linear regression is more appropriate because it is easy to use, easy to understand, accepted by researchers, and widely available.

Table 18

Model summary of regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	0.634	0.629	2.42079

Table 18 represents that 63.4 percent of variance in the dependent variable is explained by the independent variables. The standard error of estimate is 2.42079.

Table 19

ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3832.163	5	766.433	130.785	.000 ^b
	Residual	2215.170	378	5.860		
	Total	6047.333	383			

a. Dependent Variable: Green purchasing behavior

b. Predictors: (Constant, Environmental Attitude, Social influence, Environmental Responsibility, Environmental Concern, Government Influence)

Table 19 represents that model is significant at $F(5, 378) = 130.785$, $p=0.000$ because the ANOVA table 23 has a significant value of 0.000, which is below the threshold of 0.05. When the F value is high, it suggests that the regression equation can explain a significant amount of variance in the dependent variable and the model is useful. According to the ANOVA table, there is strong evidence to suggest that the model is valid and statistically significant at $F(5, 378) =$

130.785, $p=0.000$, since the confidence level of 0.000 is smaller than the level of significance of 0.05.

Table 20

Coefficient Table

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.885	0.469		1.888	0.000
	Environmental Attitude	.346	.047	.382	7.405	.000
	Social Influence	.336	.048	.328	6.974	.000
	Environmental Responsibility	.216	.067	.226	3.211	.001
	Environmental Concern	-.172	.061	-.189	-2.818	.005
	Government Influence	.137	.057	.138	.2394	.017

Table 20 represents the coefficient and p-value of the antecedents of green purchasing behavior. It can be observed that all the variables have the p value below the threshold of significance of 0.05. As a result, table 24 shows that there is significant relationship between environmental attitude, social influence, environmental responsibility, environmental concern and government influence with green purchasing behavior. Hence, hypothesis of this variables is accepted.

4.9 Analysis of Moderation Effect of Selection Attributes

A moderator is a third variable that changes the direction or the strength of the relationship between an independent variables and dependent variable.

Table 21*Model Summary with Moderating Effect*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.762	.760	1.94501

a. Predictors: (Constant), Interaction, Environmental Attitude

Table 21 represents that independent variable and the moderating variable together account for 76.2 percent of variance in the dependent variable. The standard error of estimate is 1.94501.

Table 22*ANOVA Table with Moderating Effect*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4609.768	3	1536.589	406.176	.000 ^b
	Residual	1437.565	380	3.783		
	Total	6047.333	383			

a. Dependent Variable: Green Purchasing Behavior

b. Predictors: (Constant), Interaction, Environmental Attitude

The model is significant at $F(3, 380) = 406.176, p=0.000$, and the ANOVA table displays a confident value of 0.000, that is low than the level of significance which is 0.05. Similar to these, a high value of F (406.176) shows the model is effective and can explain the difference of the variation in the predicted variable. As a result, the fact that the confidence value of 0.000 is lower than the level of confidence of 0.05 indicates that there is enough evidence to suggest that the model is useful and hence important.

Table 23*Coefficients Table with Moderating Effect*

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.970	1.013		1.946	.000
	Environmental Attitude	-.004	.077	-.004	-0.50	.960
	Selection Attribute	.526	.082	.607	6.419	0.000
	Interaction	.009	.005	0.282	1.832	0.048

a. Dependent Variable: Green Purchasing Behavior

Table 23 shows the model and significance level of the environmental attitude and interaction impact on green purchasing behavior. Beta and the p-value of the interaction is 0.282 and 0.048 respectively, which shows that Interaction has the significant level of impact of selection attributes to environmental attitude and green purchasing behavior. Hence, the sixth hypothesis (H6_a) is accepted.

Table 24*Model Summary with Moderating Effect*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877 ^a	.770	.768	1.91432

a. Predictors: (Constant), Interaction, Social Influence

Table 24 represents that independent variable and the moderating variable together account for 77.0 percent of variance in the dependent variable. The standard error of estimate is 1.91432.

Table 25*ANOVA Table with Moderating Effect*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4654.784	3	1551.595	423.401	.000 ^b
	Residual	1392.549	380	3.665		
	Total	6047.333	383			

a. Dependent Variable: Green Purchasing Behavior

b. Predictors: (Constant), Interaction, Social Influence

The model is significant at $F(3, 380) = 423.401$, $p = 0.000$, and the ANOVA table displays a confident value of 0.000. As a result, the fact that the confidence value of 0.000 is lower than the level of confidence of 0.05 indicates that there is enough evidence to suggest that model is important.

Table 26*Coefficients Table with Moderating Effect*

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.078	1.016		-0.077	0.939
	Social Influence	0.222	0.106	0.217	2.103	0.036
	Selection Attributes	0.671	0.075	0.774	8.982	0.000
	Interaction	-0.003	0.007	-0.063	-0.384	0.701

a. Dependent Variable: Green Purchasing Behavior

Table 26 shows the model and significance level of the social influence and interaction impact on green purchasing behavior. Beta and the p-value of the

Interaction is -0.384 and 0.701 respectively, which shows that interaction has the insignificant level of impact of selection attributes to social influence and green purchasing behavior. Hence, the seventh hypothesis (H6_b) is rejected.

Table 27

Model Summary with Moderating Effect

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.766	.765	1.92768

a. Predictors: (Constant), Interaction, Environmental Responsibility

Table 27 represents that independent variable and the moderating variable together account for 76.6 percent of variance in the dependent variable. The standard error of estimate is 1.92768.

Table 28

ANOVA Table with Moderating Effect

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4635.266	3	1545.089	415.797	.000 ^b
	Residual	1412.067	380	3.716		
	Total	6047.333	383			

a. Dependent Variable: Green Purchasing Behavior

b. Predictors: (Constant), Interaction, Environmental Responsibility

The model is significant at $F(3, 380) = 415.797, p = 0.000$, and the ANOVA table displays a confident value of 0.000. Similar to these, a high value of $F(415.797)$ shows the model is effective and can explain the difference of the variation in the predicted variable. As a result, the fact that the confidence value of 0.000 is lower than the level of confidence of 0.05 indicates that there is enough evidence to suggest that the model is important.

Table 29*Coefficients Table with Moderating Effect*

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.636	0.935		1.751	0.018
	Environmental Responsibility	0.027	0.084	0.028	0.326	0.745
	Selection Attributes	0.557	0.073	0.643	7.584	0.000
	Interaction	0.009	0.006	0.228	1.546	0.023

a. Dependent Variable: Green Purchasing Behavior

Table 29 shows the model and significance level of the environmental responsibility and interaction impact on green purchasing behavior. Beta and the p-value of the Interaction is 0.228 and 0.023 respectively, which shows that interaction has the significant level of impact of selection attributes to environmental responsibility and green purchasing behavior. Hence, the eight hypothesis (H6c) is accepted.

Table 30*Model Summary with Moderating Effect*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.754	.752	1.98033

a. Predictors: (Constant), Interaction, Environmental Concern

Table 30 represents that independent variable and the moderating variable together account for 75.4 percent of variance in the dependent variable. The standard error of estimate is 1.98033.

Table 31*ANOVA Table with Moderating Effect*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4557.086	3	1519.029	387.339	.000 ^b
	Residual	1490.247	380	3.922		
	Total	6047.333	383			

a. Dependent Variable: Green Purchasing Behavior

b. Predictors: (Constant), Interaction, Environmental Concern

The model is significant at $F(3, 380) = 387.339$, $p=0.000$, and the ANOVA table displays a confident value of 0.000. Similar to these, a high value of $F(387.339)$ shows the model is effective and can explain the difference of the variation in the predicted variable. As a result, the fact that the confidence value of 0.000 is lower than the level of confidence of 0.05 indicates that there is a enough evidence to suggest that the model is important.

Table 32*Coefficients Table with Moderating Effect*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.399	0.975		1.434	0.152
	Environmental Concern	-0.033	0.082	-0.036	-0.406	0.685
	Selection Attributes	0.678	0.078	0.782	8.732	0.000
	Interaction	0.004	0.005	0.122	0.795	0.427

a. Dependent Variable: Green Purchasing Behavior

Table 32 shows the model and significance level of the environmental concern and interaction impact on green purchasing behavior. Beta and the p-value of the Interaction is 0.122 and 0.427 respectively, which shows that interaction has the

insignificant level of impact of selection attributes to environmental concern and green purchasing behavior. Hence, the ninth hypothesis (H6a) is rejected.

Table 33

Model Summary with Moderating Effect

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.762	.760	1.94508

a. Predictors: (Constant), Interaction, Government influence

Table 33 represents that independent variable and the moderating variable together account for 76.2 percent of variance in the dependent variable. The standard error of estimate is 1.94508.

Table 34

ANOVA Table with Moderating Effect

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4609.668	3	1536.556	406.138	.000 ^b
	Residual	1437.666	380	3.783		
	Total	6047.333	383			

a. Dependent Variable: Green Purchasing Behavior

b. Predictors: (Constant), Interaction, Government Influence

The model is significant at $F(3, 380) = 406.138, p=0.000$, and the ANOVA table displays a confident value of 0.000. Similar to these, a high value of $F(406.138)$ shows the model is effective and can explain the difference of the variation in the predicted variable. As a result, the fact that the confidence value of 0.000 is lower than the level of confidence of 0.05 indicates that there is enough evidence to suggest that the model important.

Table 35*Coefficients Table with Moderating Effect*

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.221	0.945		1.292	0.197
	Government Influence	0.060	0.088	0.061	0.679	0.497
	Selection Attributes	0.605	0.074	0.698	8.182	0.000
	Interaction	0.005	0.006	0.139	0.927	0.354

a. Dependent Variable: Green Purchasing Behavior

Table 35 shows the model and significance level of the government influence and interaction impact on green purchasing behavior. Beta and the p-value of the Interaction is 0.139 and 0.354 respectively, which shows that interaction has the insignificant impact of selection attributes to government influence and green purchasing behavior. Hence, the tenth hypothesis (H6_e) is rejected.

4.10 Summary of Hypothesis

Table 36

Summary of Hypothesis

Hypothesis	Statement	P-value	Result
H ₁	Environmental attitude has a significant impact on green purchasing behavior	.000	Accepted
H ₂	Social influence has a significant impact on green purchasing behavior	.000	Accepted
H ₃	Environmental responsibility has a significant impact on green purchasing behavior	.001	Accepted
H ₄	Environmental concern has a significant impact on green purchasing behavior	.005	Accepted
H ₅	Government Influence has a significant impact on green purchasing behavior	.017	Accepted
H _{6a}	Selection attributes moderates the relationship between environmental attitude and green purchasing behavior	.048	Accepted
H _{6b}	Selection attributes moderates the relationship between social influence and green purchasing behavior	.0701	Rejected
H _{6c}	Selection attributes moderates the relationship between environmental responsibility and green purchasing behavior	.023	Accepted
H _{6d}	Selection attributes moderates the relationship between environmental concern and green purchasing behavior	.427	Rejected
H _{6e}	Selection attributes moderates the relationship between government influence and green purchasing behavior	.354	Rejected

4.11 Major Findings

The major findings of the research are as follows:

- Among the 384 respondents, 56.8 percent were male, while the remaining 43.2 percent were female, where majority of respondents, i.e., 37.2 percent were from the 19-26 age group.
- Out of 384 respondents, most of them are Gen Y i.e., 62.8 percent and remaining 37.2 percent are Gen Z.
- Majority of respondents holds the postgraduate degree i.e., 48.2 percent of the total respondents followed by the respondents holding undergraduate degree i.e., 26.6 percent. Likewise, 11.2 percent of total respondents hold the M. Phill degree and 10.7 percent are diploma holders.
- Similarly, 37.5 percent of the respondents are students, followed by 35.2 percent who are private or government job holder and remaining 27.3 percent of the respondents are self-employed and the majority of them are unmarried i.e., 64.3 percent of total responses.
- Out of 384 respondents, 39.6 percent of the respondents belong from Bagmati province, followed by 20.1 percent from Lumbini province and then by Gandaki province (12.5%), Karnali province (8.1%), Madhesh province (7.6%), Province no. 1 (6.5%) and Sudurpashchim province (5.7%) respectively.
- The average of environmental attitudes is 3.074 and S.D is 1.272 result implies that individuals belonging to generation Y and generation Z possess a favorable disposition towards the preservation of the natural environment.
- The average standard deviation and mean score of social influence is 1.1575 and 2.8675 respectively which shows that when it comes to forming green product purchase intentions, generation Y and generation Z consumers are not strongly influenced by social orientation or shared information.
- The average mean score of environmental responsibility is 3.155 and standard deviation is 1.3075 which indicates that generation Y and generation Z consumers are divided in their perspectives and hesitant to take personal responsibility for tackling environmental issues.

- The average mean score is 3.3075 and standard deviation is 1.2525 which shows agreement towards environmental concern that facilitates green purchasing behavior and indicates that generation Y and generation Z consumers are a group that cares about the environment.
- The average mean score is 3.0525 and standard deviation is 1.248 which indicates that the efforts made by the government to encourage eco-friendly buying habits among generation Y and generation Z consumers are not very effective.
- The average mean score is 3.034 and standard deviation is 1.1312 which signifies that the endeavors of the government to increase the willingness of generation Y and generation Z consumers to make environmentally-friendly purchases are somewhat inadequate.
- The correlation between environmental concern and green purchasing behavior is 0.613 which shows moderate positive correlation on green purchasing behavior. It indicates that increase environmental concern will lead to moderate increase in green purchasing behavior.
- The correlation between government influence and green purchasing behavior is 0.690 which shows moderate positive correlation on green purchasing behavior. It indicates that increase government influence will lead to moderate increase in green purchasing behavior.
- The correlation between environmental responsibility and green purchasing behavior is 0.677 which shows moderate positive correlation on green purchasing behavior. It indicates that increase environmental responsibility will lead to moderate increase in green purchasing behavior.
- The correlation between environmental attitude and green purchasing behavior is 0.719 which shows strong positive correlation on green purchasing behavior. It indicates that increase environmental attitude will lead to strong increase in green purchasing behavior.
- The correlation between social influence and green purchasing behavior is 0.692 which shows moderate positive correlation on green purchasing behavior. It indicates that increase social influence will lead to moderate increase in green purchasing behavior.

- The correlation between selection attributes and green purchasing behavior is 0.868 which shows strong positive correlation on green purchasing behavior. It indicates that increase selection attributes will lead to strong increase in green purchasing behavior.
- The p-value of less than 0.005, shows that environmental attitude, social influence, environmental responsibility, environmental concern and government influence has significant impact on green purchasing behavior, supporting the first, second, third, fourth and fifth hypothesis respectively.
- The moderating effect of selection attributes on environmental attitude and green purchasing behavior is significant, having the p-value 0.048, which is less than 0.05 and supporting the sixth-hypothesis.
- The moderating effect of selection attributes on social influence and green purchasing behavior is insignificant, having the p-value 0.701, which is more than 0.05 and reject the seventh-hypothesis.
- The moderating effect of selection attributes on environmental responsibility and green purchasing behavior is significant, having the p-value 0.023, which is less than 0.05 and supporting the eight-hypothesis.
- The moderating effect of selection attributes on environmental concern and green purchasing behavior is insignificant, having the p-value 0.427, which is more than 0.05 and reject the ninth-hypothesis.
- The moderating effect of selection attributes on government influence and green purchasing behavior is insignificant, having the p-value 0.354, which is more than 0.05 and reject the tenth-hypothesis.

CHAPTER V

DISCUSSION, CONCLUSIONS AND IMPLICATIONS

This chapter encompasses the discussion, conclusion, and implication of the study. It also examines the study's results and proposes recommendations for future research in this field.

5.1 Discussion

The study on antecedents of green purchasing behavior and selection attributes of generation Y and Z consumers focused on identifying the factors that influence Gen Y and Gen Z consumers' behavior while making green purchasing. The study's goal is to determine whether environmental responsibility, social influence, environmental concern, environmental attitude and government influence has a substantial impact on green purchasing behavior and whether selection attributes moderate the relationship between environmental responsibility, social influence, environmental concern, environmental attitude, government influence and green purchasing behavior. Five hypotheses were created to measure the impact of environmental responsibility, social influence, environmental concern, environmental attitude and government influence on green purchasing behavior and further five hypotheses were created to measure whether selection attributes moderate the relationship between environmental responsibility, social influence, environmental concern, environmental attitude, government influence and green purchasing behavior.

The first hypothesis states that environmental attitude has a significant impact on green purchasing behavior. The research findings indicate that the environmental attitude has a significant influence on green purchasing behavior, which is consistent with the studies of Mostafa (2009), Sinnappan and Rahman (2011) and Adhikari and Kennedy (2022). The results of the study confirm hypothesis second that social influence has a significant impact on green purchasing behavior and this is in-line with the results of Lee (2009) and Zand Hessami et al. (2013). It

suggests that increase in social influence increases individual green purchasing behavior.

The third hypothesis states that environmental responsibility has a significant impact on green purchasing behavior. According to the findings of this study, there is significant evidence that environmental responsibility has a significant impact on green purchasing behavior, which is consistent with the research by Sinnappan and Rahman (2011). It's shows that members of Generation Y and Z are conscious of the importance of environmental protection. The fourth hypothesis state that environmental concern has a significant impact on green purchasing behavior. The study shows the significant impact of environmental concern on green purchasing behavior and this is in-line with the results of Kim and Choi (2005), Joshi and Rahman (2015), Vazifehdoust et al. (2013) and Sinha and Annamdevula (2022).

Similarly, the result of the study confirms the fifth hypothesis that government influence has a significant impact on green purchasing behavior. It is supported by the study connected by Chen and Chai (2010) and Sinnappan and Rahman (2011). The selection attributes examined in this research are the factors that generation Y and Z considers when purchasing green products. The study found that the selection attributes moderate the relationship between environmental attitude and environmental responsibility with green purchasing behavior respectively and confirms the sixth and eight hypotheses. While the study rejected the seventh, ninth and tenth hypothesis and conclude that there is no any moderating effect of social influence, environmental concern and government influence with green purchasing behavior respectively. Barber et al. (2014) observed that customers aren't willing to give up important product criteria like quality and price in order to support green purchasing.

Similarly, the study revealed that both generation Y and Z shows the agreement for the statements of environmental responsibility, environmental concern, environmental attitude and government influence and believes that this factor leads to increase in green purchasing behavior of members of generation Y and Z. However, the study revealed that both generation Y and Z are showed the

disagreement for the statements of social influence and doesn't think it as a factor that influence the members of generation Y and Z for making green purchases.

5.2 Conclusion

Green purchasing has gained more focus in recent years. However, much of this field still needs more research because of the wide variety of variables that might influence green purchasing in various contexts. This study is significant in Nepal as green purchasing is a relatively new and emerging concept, and it is crucial to understand its antecedents. The findings of this research provide valuable insights into the linkages between various antecedents and green purchasing behavior (environmental responsibility, social influence, environmental concern, environmental attitude, government influence) with green purchasing behavior that can be helpful to understand which factor of green purchasing increases the individual green purchasing behavior.

The research finds out that generation Y and Z are equally concerned about the green purchasing. Generation Y and Z both shows the equal level of satisfaction and dissatisfaction among the statements of the different constructs of green purchasing behavior. This result answers the first research question about the status of generation Y and Z regarding the green purchasing behavior. Similarly, the research finds out that environmental responsibility, social influence, environmental concern, environmental attitude and government influence has a substantial impact on green purchasing behavior. This result answers the second research question about to what extent environmental responsibility, social influence, environmental concern, environmental attitude and government influence have impact on green purchasing behavior. However, the results show that although social influence has a significant impact on green purchasing behavior, both the members of generation Y and Z believes that friends doesn't play the important role on making green purchases. Similarly, government has not formulated any legal provision related to green purchasing. Therefore, it is recommended that the government create legislation that can facilitate and motivate Generation Y and Z to engage in green purchasing.

Similarly, the result finds out that selection attributes moderate the relationship between environmental attitude and environmental concern with green purchasing

behavior respectively. And, the result also demonstrates that there is no any moderating effect of selection attributes between social influence, environmental responsibility and government influence on green purchasing behavior respectively. This result answers the third research question that how the environmental responsibility, social influence, environmental concern, environmental attitude, government influence and green purchasing behavior is moderated by selection attributes. In order to be considered "green," a product must outperform its conventional counterparts and provide environmental benefits without sacrificing quality, price, convenience or performance. To increase consumers' propensity to pay, green products need to be priced competitively. This is significant because customers in the Generation Y and Z generations are not willing to compromise on quality in order to support green purchasing.

5.3 Implications

The study's results contribute to a larger body of knowledge about the factors that influence consumers' decisions to purchase environmentally friendly goods. By employing the theory of reasoned action, theory of planned behavior and theory of consumption values, the study identified environmental responsibility, social influence, environmental concern, environmental attitude, government influence and selection attributes to identify the main determinants of green purchase behavior of Generation Y and Z consumers in Nepal. So, businesses should base their green marketing campaigns on these fundamentals. Similarly, the study shows the importance of selection attributes in green purchasing behavior. Since, generation Y and Z will not compromise on quality in order to support green, so green product must outperform its conventional counterparts and provide environmental benefits without sacrificing quality, price, convenience or performance. Similarly, marketers must immediately avoid adopting a myopic view of green marketing. Benefits that appeal to Generation Y and Z consumers, such as convenience, instant gratification, quality, and performance, must be highlighted when positioning green products on the market. In this situation, green products are more likely to satisfy Gen Y and Z consumers if they speak to their desire for both self-identity and social acceptance.

Implication for Future Research

The study examines the impact environmental responsibility, social influence, environmental concern, environmental attitude and government influence on green purchasing behavior. Although the current study provides important insights into the antecedents of green purchasing behavior and the selection attributes of Generation Y and Z consumers in Nepal, it has limitations that provide opportunities for future research. Firstly, the study applied the convenience sampling method to select the respondents and the data were collected through questionnaire which increases the chances of the study being susceptible to sampling and social desirability bias. Probability sampling and multiple data gathering techniques could be used in future studies to increase the external validity of the findings. Secondly, the results of the study are limited to generation Y and Z consumers between age 19 to 43 in Nepal, thus the findings of the study may not adequately represent the antecedents of green purchasing behavior of all Generation Y and Z consumers and other generational cohorts in Nepal. In order to increase the generalizability of the results, it would be instructive to investigate the factors that influence consumers' decisions to purchase green products by using a more diverse sample frame that includes consumers from different generations. Similarly, the unsupported hypothesis also provides the avenue for the further study.

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APPENDIX

Dear Respondents,

I am Dipesh Aryal, student of Tribhuvan University, currently pursuing the master program of Master of Business Administration (MBA) at School of Management. As part of the requirements to complete my program, I am collecting the data for my MBA graduate research project entitled “ANTECEDENTS OF GREEN PURCHASING BEHAVIOR AND SELECTION ATTRIBUTES OF GENERATION Y and Z CONSUMERS”. I would like to invite you to participate in this research project by completing this questionnaire. Your responses will be kept strictly confidential and will be used for the academic purpose only.

SECTION A: Demographic Profile

Gender	Male		Female		Prefer not to say	
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Age Category	19-26 Years		26-32Years		32-38 Years		38-43 Years	
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Education	Diploma		Undergraduate		Postgraduate		M. Phill		PhD	
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Profession	Student		Self Employed		Private or Govt. Job Holder	
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Marital Status	Married		Unmarried	
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Environmental Club Membership	Yes		No	
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Residence	Prov. 1		Madhesh P.		Bagmati P.		Gandaki P.		Lumbini P.		Karnali P.		Sudurpashchim P
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SECTION B: Antecedents of Green buyer behavior

Please read each statement carefully and select the level of agreement for the following statement (5 represent strongly agree, 4 represent agree, 3 represent neutral, 2 represent disagree and 1 represent strongly agree).

Environmental Attitude

It is important to promote green living in Nepal	1	2	3	4	5
I believe that more work on environmental protection is required in Nepal.	1	2	3	4	5
It is crucial to increase environmental awareness in Nepal	1	2	3	4	5

Environmental problems are none of my concern.	1	2	3	4	5
Spending a lot of money on environmental preservation is unwise for the Nepalese government.	1	2	3	4	5

Social Influence

I have learned a lot about environmentally friendly goods from my friends	1	2	3	4	5
I have learned a lot about environmental issues from my friends	1	2	3	4	5
I frequently purchase green products with my friends	1	2	3	4	5
I frequently share information about green products with my friends	1	2	3	4	5

Environmental Responsibility

Environmental protection starts with me	1	2	3	4	5
I have a lot of responsibility to take care of the environment in Nepal	1	2	3	4	5
I am ready to accept responsibility for environmental protection in Nepal	1	2	3	4	5
Environmental organization are responsible for environmental protection, not me	1	2	3	4	5

Environmental Concern

I am concerned about the declining quality of Nepal's environment	1	2	3	4	5
Nepal's environment is my concern.	1	2	3	4	5
I have a strong emotional connection to Nepal's environmental protection issues	1	2	3	4	5
I often consider ways to enhance Nepal's environmental condition	1	2	3	4	5

Government Influence

Nepal Government is responsible for environmental protection, not me	1	2	3	4	5
The government must support educational institutions to provide students with courses on environmental issues	1	2	3	4	5
The government should subsidize green product	1	2	3	4	5
Environmental laws and rules should be enforced by the government	1	2	3	4	5

SECTION C: SELECTION ATTRIBUTES

Even if green products are more costly than non-green products, I still buy them	1	2	3	4	5
I have switched products for ecological reasons	1	2	3	4	5
When choosing between two similar products, I always purchase the one which is less harmful for environment	1	2	3	4	5
Due to the product's possible negative effects on the environment, I decided not to purchase it	1	2	3	4	5
I make a concerted attempt to purchase environmentally friendly products	1	2	3	4	5

SECTION D: Green Purchasing Behavior

Before making a purchase, I always check the label to see if any potentially harmful substances are included that damage the environment	1	2	3	4	5
When the quality of green and non-green products is the same, I choose green	1	2	3	4	5
I choose to purchase environmentally friendly products	1	2	3	4	5
I will only purchase a product if the business selling it practices environmental responsibility	1	2	3	4	5