INTRODUCTION

Concern about individual carbon footprints has gradually mushroomed in minds of contemporary consumers. This environment awareness is also mirrored into their actions. They today want to be associated with environmental green products reflecting their own values. A latest Carbon Trust Research (Morrison, 2011) revealed that the consumers these days are more demanding for lower-carbon products and services. There is a green transition in shopping behavior of modern consumers. They are consciously preferring to minimize this "embodied carbon" despite of its higher prices (Jeevarathnam P. Govender, 2016).

The present insufficiency of resources as well as influence of their uses on environment indicates that the future infrastructure, goods and services of future will have to be profoundly different than today's wasteful economy. Thus the present transportation system, which is one of the major contributor to pollution, needs some sustainable solutions.

A low carbon economy is based on effective carbon management system. It is indispensably dependent on sustainable transportation. Cab-sharing is one of such notions that affects the life of everyone. Thus, it establishes extended momentous impact on the sustainability.

Our cities are plagued by environmental problems like congestion, long traffic jams, intolerable pollution, especially in tier II cities of India. As sharing of cabs cuts down the number of vehicles on the road, it exerts a forthright environmental impact. Comparing a trip in a separate car, every shared ride saves carbon emissions and local air pollution. This safeguards the environment by keeping the air, water, and land cleaner.

The businesses need to address these issues to ensure their long term viability. Thus, understanding of the consumer insights and the factors inspiring green purchase behavior is a requisite for them (Medeiros, 2013). Current literature has essentially been concerned with the analysis of relations of factors affecting the behaviors of green consumers.

A global report by (Greendex, 2014) also highlighted that consumers of developing economies like India and China are more sustainable than the developed nations like USA. Similarly, (Datamonitor, 2013) put forward that air pollution is primary environmental concern among Indian consumers and 60 percent of them prefer green. And more than fifty percent of them also believe that automotive industry of India has the greatest potential to protect the environment by reducing carbon emissions.

Since augmented environmental consciousness is witnessed in the Indian market (Prof. M. P. Jaiswal, 2016), it is imperative to comprehend the dynamics affecting environment responsive purchase intentions. Therefore, the research
aims to empirically explore dimensions of environment cognizance among consumers of tier-II cities of India (like Jaipur) and to test the relationship of the identified factors with the purchase intentions. The green service considered is “cab-sharing”, as it is a retort to the escalating problem of air pollution. And the city considered is Jaipur city of Rajasthan, which is also reported as 12th most polluted city of the world (WHO, 2 May 2018).

REVIEW OF LITERATURE AND HYPOTHESIS DEVELOPMENT

Green initiatives are striving to safeguard sustainable business procedures. (Eze U.C., 2013). Successively, the concept of green consumerism has evolved as a novel paradigm. (Peattie & Belz, 2010) (Lai C.K. & Cheng, 2016). This study deliberates the outlook of consumers while buying cab services. It also endeavors to distinguish consumers on the basis of their green behavior.

Green Service Purchase Intention is the dominant theme in this research study. There are majorly two drives that influence these green consumers purchase intentions. One is intrinsic such as consciousness of one’s environmental accountabilities, efforts for escalating environmental knowledge, passion for natural resource conservation and concern in reducing carbon footprints. Secondly, extrinsic drives, such as, their social image, brand performance and features of product or service (such as care, performance, quality, price, promotion and effect on health). Willingness to purchase green goods exhibits the green consumer purchase behavior (Yatish Joshi, 2015). This research excavates and classifies the relations of various variables affecting these Green Service Purchase Intentions from the review of literature (as depicted in Figure 1) and represents it as:

![Figure 1: Conceptual Model for Green Service Purchase Intentions](image)

**Supporting Environment Protection**

The prime motivation for any consumer to take green or environment conscious purchase decision is their respective urge or desire to support the notion of environment protection (Gadenne, Sharma, Kerr, & Smith, 2011). Concern towards environment has a straight as well as momentous influence on consumer attitude towards green products that initiates a stimulus to purchase such products (Yadav & Pathak, 2016; Lai C.K. & Cheng, 2016) (Kamonthip Maichum, 2016). Today consumers search for environmental constructive elements in any product or service before making purchase decisions (Cherian & Jacob, 2012). It may be related to product design or its usage, exerting minimal impact on the surroundings (Lee, 2008). Consequently, consumers are preferring carbon neutral products over unsustainable products by favoring carbon neutral or green products (Morrison, 2011; Young W., 2010). Therefore, the hypothesis can be proposed as:

**H1. Supporting environment protection positively affects green service purchase intention.**

**Environmental Engagement**

Aggregated cluster of concerns, attitudes, behaviors and willingness to act in a positive direction towards the environment is termed as Environmental Engagement (Diniz, 2016). This engagement is envisioned to amplify consciousness concerning environment related problems, shape awareness and modify their behaviors to progress sustainability (Jia & Krettenauer, 2018). Both people and businesses are sharing their burdens of environmental damages, which is also called as Environmental responsibility (Prof. M. P. Jaiswal, 2016). The transition from consumer concern to their actions is apparent. They are not merely anxious for the green worth of the product but are also apprehensive towards the environmental penalties allied with their purchase decisions of non-green products (Deepak Jaiswal, 2018). They are emotionally tangled with these subjects (Lee, 2008) and have faith that an individual contribution driving this acceleration would definitely make a huge difference to the unabridged environment (Gadenne, Sharma, Kerr, & Smith, 2011). This environmental distress and empathy at individual level leads them to take initiatives in favor of the environment (Pickett & Ozaki, 2008) (Eze U.C., 2013). Therefore, a transition in their purchase patterns towards carbon-neutral services is evident (Cherian & Jacob, 2012). In view of above discussions, the hypothesis can be formulated as:

**H2. Environmental engagement positively affects green service purchase intentions.**
Green Service Experience

Individuals familiar with more favorable experience towards green products are projected to have a positive attitude. (Deepak Jaiswal, 2018). Thus green service experience is one of the other dominant variables. Green practices are more inclined towards constructive customer satisfaction (Yixiu, Xu, & Tun-Min, 2017) and it in turn impulsively affects their attitude for green services. Green experience is allied with consumers’ keenness to attain knowledge of environmental facets of green products (Kumar & Ghodeswar, 2015). Green consumer’s endeavors to acquire more about green products. They search the respective labels of products, to acquaint themselves about components they are made from and its carbon cost to the environment (Young W., 2010). Green consumers also share this acquaintance about green products among friends as well as absorb from each other (Kumar & Ghodeswar, 2015). They are even prepared to pay higher for green (Laroche M., 2001; Loureiro M.L., 2002). Hereafter, the hypothesis proposed is as follows:

H3. Green service experience positively affects green service purchase intention.

Perceived Environment Friendliness of Companies

Modern consumers want their beloved bands to incorporate concern for the environment as a central part of their business strategies (Cherian & Jacob, 2012). They are worried about their carbon footprints on the environment and society as a whole. Thus environment friendly brands are tending to raise astonishingly faster than those of other businesses. Acquaintance level of modern consumers on the matters concerning the environment are really high. They are also fully aware about components of the green marketing mix, explicitly, green promotion. All these together elevates awareness and positively shapes their consumption behavior (Jeevarathnam P. Gowender, 2016). This forces brands to design products less detrimental for the environment (Medeiros, 2013). They notice labels and search for energy consumption patterns during its usage (Loureiro M.L., 2002). They are even declining to buy from brands indicted of being polluters, and accused of not trailing environmental regulations. (Datamonitor, 2013). Therefore, the hypothesis formulated is:

H4. Environment friendliness of companies positively affects green service purchase intention.

Social Influence

Consumers being social creatures likes to receive and share information about any product before purchase intentions. They ascertain the perception of others about a particular product and also rate them according to the comments and thoughts of others (Wang, 2014). Environment conscious products are relevant to their environment responsive lifestyle (Pickett & Ozaki, 2008). This cultivates optimistic penchant among consumers. They extensively perceive that in present green society, acting in such fashion is a modern lifestyle and also more reputational (Eze U.C., 2013). Thus, perceived efficiency of green behavior positively affects the green intention of consumers in India especially millennials (S.M. Fatah Uddin, 2016). Likewise, (Wang, 2014) also affirmed that both environmental visibility as well as subjective norms exercises a significant optimistic impact upon green purchasing intents. Thus, environment friendly intention reflects green-benign image of consumers and unveils their apprehensions about nature preservation, helping them to handle effectively their social pressures (Kumar & Ghodeswar, 2015). Accordingly, the hypothesis proposed is:

H5. Social influence positively affects green service purchase intention.

To test and validate the hypothesized relationships between the constructs, an empirical study was conducted among the consumers of cab services in Jaipur city of Rajasthan (India).

RESEARCH OBJECTIVE

The objective of the research paper is to confirm the relations of factors affecting green service purchase intention over Green Services.

Research Methodology

Maximum studies concerning green consumer behavior have considered green product environmental behavior but rarely have deliberated upon green services. Moreover, a few studies have endeavored to examine the relations of factors affecting consumer behavior as to green cab aggregator’s services. The study attempts to deliver empirical evidences to bridge the knowledge gaps amid the relationship of marketing practices and modern green consumer behavior.

Development of Measurement Scale

Primary as well as secondary data is used for the empirical study. A self-structured questionnaire on the basis of five-point Likert scale was prepared, considering objectives of the study. On the basis of review of literature, comprehending various factor related to green consumer behavior, the measurement scale was developed.

The questionnaire comprises of two segments; initial segment is related to demographic details of respondents. The other portion comprises of 25 questionnaire statements envisioned to measure all factors determined through review of literature. All measurements were based upon five-point Likert-type scale (with 1 as highly-disagree and 5 as highly-agree).
The study derives and modifies as per research objectives, six statements from (S.M. Fatah Uddin, 2016) (Lai C.K. & Cheng, 2016) to measure the construct supporting environment protection. The six statements relating to environmental engagement were adapted from (Kumar & Ghodeswar, 2015) and (Deepak Jaiswal, 2018). The three statements for Green service experience was adapted and modified from (Deepak Jaiswal, 2018). The two statements for perceived environment friendliness of company is derived and modified from (Yatish Joshi, 2015) and (Kumar & Ghodeswar, 2015). The construct of Social influence contains 4 statements which were adapted and modified from (Yatish Joshi, 2015) (Eze U.C., 2013). The 4 statements of green service purchase intention was derived and modified from (Deepak Jaiswal, 2018), Lai C.K. & Cheng, 2016 and (Kumar & Ghodeswar, 2015).

Sampling

A sample of 663 consumers was selected principally by using a convenience sampling method. The study was conducted in Jaipur, Rajasthan (India). Out of these, 329 (49.6 %) were male and 334 (50.4 %) were female. The data was primarily analyzed by exploratory factor analysis.

Then a factor structure was established and model fitness was assessed applying confirmatory factor analysis in AMOS 23. Thereafter, hypotheses testing was done applying structural equation modelling to test the inter-relationship of constructs recognized with the green service purchase intention of consumers. Later the interpretation of these tests was done.

ANALYSES AND FINDINGS

The reliability of the measurement scale was assessed using Cronbach Alpha. Then factor analyses and hypotheses testing was done. Findings were then particularized and conclusions were derived.

Reliability Test and Factor analyses

As per reliability analysis, an excellent internal consistency was depicted by the value of Cronbach’s α as 0.905.

The exploratory factor analysis of the measurement scale further was done using principal component analysis and varimax rotation. The assumption for factorability was met as the values for Bartlett’s test of sphericity and KMO was 0.000 and 0.951, respectively.

In Exploratory factor analysis, all the scale items loadings above 0.4 were retained. The variables were grouped as six factors (as shown in Table I) and the total variance accounted was 64.059 per cent.

| FACTORS | FL |
|---------|----|
| Supporting environment protection (ά¼ 0.877) S1. I can help in reducing environmental pollution by sharing cabs. 0.707 | |
| S2. Environmental protection is important for me. 0.796 | |
| S3. Reducing Environmental Pollution makes me happy. 0.643 | |
| S4. Reducing traffic congestion and pollution will make my city a healthy place to live. 0.796 | |
| S5. I often think of ways to improve the environmental quality. 0.810 | |
| S6. It is possible to reduce emissions at individual level. 0.785 | |
| Environmental engagement (ά¼ 0.899) E1. I feel responsible by acting in a positive manner to support environmental protection. 0.715 | |
| E2. I should always be responsible to protect the environment. 0.728 | |
| E3. Environmental protection starts with me. 0.788 | |
| E4. I am emotionally involved in environmental protection issues 0.844 | |
| E5. Four persons sitting in one car makes a sense for environment instead of one person in a car. 0.790 | |
| E6. I feel good about keeping an extra car off the roads 0.649 | |
| Green service experience (ά¼ 0.655) EX1. Pooling cab provides value for money 0.749 | |
| EX2. I don’t have enough time to directly support environment (Eg – by Planting Trees etc.) 0.752 | |
| EX3. I promote sharing cabs in my friends 0.676 | |
| Perceived environment friendliness of companies (ά¼ 0.717) CE1. I would prefer to use services of companies with environmental protection as mission. 0.794 | |
| CE2. I would refuse to buy cab services of a company using old cars, more damaging the environment. 0.798 | |
| Social influence (ά¼ 0.745) SI1. Pooling Cab has no effect on my social status of living. 0.681 | |
| SI2. Supporting environmental issues makes me more socially attractive. 0.695 | |
| SI3. If the cab aggregator notifies the saved carbon emissions, I would love to share that with my friends on social media. 0.675 | |
| SI4. Pooling cab is relevant to my lifestyle. 0.771 | |
Green service purchase intention (α = 0.662)

PD1. I am more likely to buy other environmentally friendly services also.
PD2. If electric cars are used instead of fuel, I would take services more often.
PD3. If law levy congestion charges on private cars, I would have high intention to switch for cab sharing.
PD4. I prefer shared cab over private to protect environment.

To test the model and establish a factor structure, the confirmatory factor analysis using Maximum Likelihood Method was done.

To establish the construct validity, the convergent and discriminant validity were assessed. Composite reliability test was confirmed using Master Validity Plugin (Gaskin & Lim, 2016) and it ranged between 0.603 and 0.884; which surpassed the thresholds of 0.6. Further, convergent validity was ensured by confirming all average variance extracted values greater than 0.5 and CR greater than AVE (Hair et al., 2010). The discriminant validity was ensured by AVE>MSV (Nunnally & Bernstein, 1994).

Then the model fitness was assessed using a range of indices. The analysis confirmed goodness of fit as CFI was obtained 0.930 and NFI of 0.896 was obtained. The model was the best fit as values obtained were as Chi-square statistic of 744.473, Chi-square/df=2.8415, Goodness of Fit Index (GFI) of 0.918 and Adjusted Goodness of Fit Index (AGFI) of 0.898. The badness of fit indices also indicated model fit as RMR of .070 and the RMSEA was obtained 0.053. Thus, all the above six constructs well explain the green service consumer behavior.

Figure 2: CFA

To conclude, the constructs recognized from the review of literature, supports the statistical analysis. The construct “Supporting environmental protection” elucidates the attitudes and role of consumer in defending the environment through their eco-friendly intentions. It explains that the choice of consumers for green cab services is affected by the realization of individual responsibility towards the environment.

The construct “Environment Engagement” intends to highlight the consumer awareness level of environmental problems and their intentions to support environment.

Third construct “Green service experience” elaborates upon self-understanding about their experiences of green service. It also includes the level of involvement to promoting experience-sharing in their social circle.

Fourth construct “Perceived environment friendliness of companies” is correlated to individual understanding concerning the environmental effect of company activities and their buying intention grounded on environment friendliness of companies.
The next factor “Green service purchase intention” is correlated to individual preferred purchase intentions of green services.

The factor “Social Influence” defines the level of inclination of individual towards environment for being acknowledged and getting recognition in the green social structure.

**Hypotheses testing and Findings**

For testing the proposed hypotheses Structural Equation Modelling (SEM) was used in AMOS 23 (Figure 2). The results were interpreted on the basis of regression weight table. They were further discussed citing various studies.

Firstly, **a significant relationship between supporting environment protection and green service purchase intention** is found (p<0.006). This commends H1. This represents that, consumers with optimistic preference for green services are inclined towards purchasing green services. They have faith in importance of environment protection and also believes that a healthy environment is in their individual interest. This finding is in accordance with that of (Deepak Jaiswal, 2018); who claimed that consumers with clear understanding of influence of their consumption patterns on environment have green buying behavior.

The relationship between environment engagement and green service purchase intention is also found significant (p<0.00). Thus, there is sufficient evidence to not reject H2. This elucidates that consumers are not only taking environmental responsibility but also it is reflected in their buying choices. This result is consistent to those of (Kumar & Ghodeswar, 2015), who verified optimistic that consumers who respect environment have more green purchase intentions.

**A significant relationship between the consumers’ experience of green services and green service purchase intention** (H3) is maintained (p<0.007). This is consistent with findings of (Diniz, 2016) and (Kamonthip Maichum, 2016) who established affirmative effect of users’ green experience with their purchase behavior. (Morrison, 2011) also found that Indian young consumers support environment protection and this is reflected in their purchase intention as well as decisions.

Furthermore, the study signifies the relationship between environmental friendliness of company and green service purchase intention (H4) (p<0.000), this is according to the findings of (S.M. Fatah Uddin, 2016) who tested and interpreted the constructs connected in an positive manner. It specifies that consumers favor goods from those companies who have favorable environment behavior with high carbon credits and on the other hand, avoids carbon emitting companies.

Additional, the hypothesized **relationship between social appeal and green service purchase intention is found significant** (H5) (p<0.001). This specifies that consumers with green lifestyle are more likely to purchase green services or share cabs. The result is consistent to those of (Medeiros, 2013) and (Yatish Joshi, 2015).

Thus, support to environmental protection (Support), Environment Engagement (Engage), green service experience (Servicexe), Perceived environment friendliness of companies (co.exp.) and Social Influence (socialappeal) significantly supports green service purchase intentions, as R²'s 0.621. Hence, almost 62.1 % of the variance in green service purchase behavior is due to the relationship of all constructs depicted. The results of hypotheses testing can be summarized as shown in the Table II.

| S.no. | HYPOTHESES                                                                                       | FINDINGS          |
|------|-------------------------------------------------------------------------------------------------|-------------------|
| H1   | Supporting environment protection significantly affects green service purchase intention.   | Supported (p<0.05) |
|      | (β = 0.133, Standard Error (SE) = 0.049, critical ratio (CR) = 2.727)                          |                   |
| H2   | Environmental engagement significantly affects green service purchase intention.              | Supported (p<0.05) |
|      | (β = 0.185, Standard Error (SE) = 0.069, critical ratio (CR) = 2.694)                          |                   |
| H3   | Green service experience significantly affects green service purchase intention.              | Supported (p<0.05) |
|      | (β = 0.256, Standard Error (SE) = 0.063, critical ratio (CR) = 3.210)                          |                   |
| H4   | Environment friendliness of companies significantly affects green service purchase intention.  | Supported (p<0.001) |
|      | (β = 0.201, Standard Error (SE) = 0.063, critical ratio (CR) = 3.210)                          |                   |
| H5   | Social influence significantly affects green service purchase intention.                       | Supported (p<0.001) |
|      | (β = 0.085, Standard Error (SE) = 0.049, critical ratio (CR) = 2.694)                          |                   |

**DISCUSSION AND IMPLICATIONS**

New emerged breed of environmental conscious consumers has stimulated modern marketing managers towards green products and services. They are endeavoring for information regarding green purchase behavior of consumers. These advancements, until now in the consumer behavior research field, were mainly dedicated towards consumption pattern and behavior based studies. In this progression, the research has endeavored to comprehend consumers’ behavior about the effect of their carbon footprints levied due to their consumption patterns on the environment. The research concentrates on the mobility sector i.e. cab services, principal contributor in carbon emissions in global perspective.
Findings of the research indicates that there is presence of environment cognizance in the consumers which is also divulged in their purchase intentions. They are alarmed about environment protection matters and do realize their accountabilities towards environment. They admit about existence of disquieting environment problems and also attempts to elucidate them at individual levels. They also comprehensively trail for green product or service information and translates it into their actions by taking environment friendly purchase decisions. Explicitly explaining their cab sharing intentions, consumers favor sharing as it is not only saves money but also helps to gain carbon credits. Thus providing health benefits by saving carbon emissions and traffic congestion. So, it can be concluded that recognition of cab sharing depends upon its environmental as well as health benefits appreciated by the individuals.

There are some noteworthy theoretical as well as managerial implications of the empirical study. Foremost, the significant relationship of supporting environment protection and environment engagement with green service purchase intention, recommends that the intention (sharing cab) involves the consciousness about consequence of individual carbon footprints on the environment allied with using individual private cabs. It further directs that social appeal needs of consumers also influence their purchase intention. Going green makes them feel trendy and adopting environmental relevant lifestyle is reputational for them. Therefore, this can be leveraged by marketers as it directly influences their purchase intentions. Thus, the marketing message must concentrate on asserting how by using and purchasing green services (cab sharing) they can support environment and accomplish their individual devoirs.

Social media, latest and established means in the present marketing world with mass reach can definitely assist them to leverage the opportunities. Today almost every consumer has apps of these cab aggregators in their smart phone, and if these apps notifies them their saved carbon footprints in each trip along with a link allowing them to share that in their respective social media platforms (like Facebook and Instagram), this will definitely boost their social appeal needs. This consumer-oriented green ocean strategy is evocative for converting consumers’ social influence concern into green service purchase intentions.

Besides, interpreting the significant relationship between green service experience of consumers and their purchase intentions comprises a discrete explanation. The service experience involves functional as well as emotional outcome dimensions (Sandstrom, Edvardsson, & Kristensson, 2008). The study perceives that the favorable green service experience motivates consumers to buy more green. This is so because they are now able to differentiate between positive and negative inferences of their purchase decisions. Thus functional, experiential and emotional appeals promoting green services can be strategized by the marketing professionals.

Thirdly, a significant relationship between environmental friendliness of companies and green consumer intention is found. Modern environment cognizant consumers want companies to perform in environment responsible manner. Environmental friendly brands are preferred by them and consequently they decline to buy non-green products (Greendex, 2014). It suggests operational implications for brands to observe environment protocols so as to get acceptance from the present day consumers. Hence, the marketing professionals may use this as an opportunity and highlight it in their marketing campaigns.

Financial incentives for environment protection, say carbon credits can be used by cab aggregators to influence the target audience. Most of the respondents also approved that if cab aggregators use electric cars instead of fuel cars, they would take the services more often as it is less damaging to environment. Thus all the above factors can be leveraged for an effective green ocean marketing strategy.

CONCLUSION

The study theoretically subsidizes towards comprehending certain factors influencing green intentions of consumers. The research manifestly addresses them and their inter-relations associated with green service purchase intention (cab sharing).

Further, it explains that modern consumer is more inclined towards factors like green service experience, social influence and environment friendliness of companies. They before deciding to purchase actively consider the parameters rather than merely searching greenness in the service. The study elucidates the view of consumer towards cab aggregators sharing services.

The findings reveal that the modern consumers are thoughtful about their consumption effect on environment and are willing to adopt environment relevant lifestyle. Moreover, they also search information about green services themselves as well as enquire from their social circle. They want to be socially attractive by going green.

To conclude, marketing professionals should formulate their marketing strategies targeting towards emotional, experiential as well as functional needs of consumers. This Green-Ocean strategy engaging consumer expectations and innovations in the marketing techniques will lead the cab aggregators towards a sustainable business model. The business model can be represented as follows (Figure 3):
LIMITATION AND STUDY FORWARD

This study has few limitations, however, these also lead new directions for the future research. Although, the sample data was collected with due care but chances of sampling bias may not be ignored. The primary data was collected only from the Jaipur region of Rajasthan which might not be adequate for making generalizations. Future research may deliberate the consumer behavior across various areas in world in different time frames.

Demographic factors influencing the purchase intention may be studied. Other green services also scope for future study. Exploring green communication practices and consumer engagement practices using different new Medias, especially social media, is another scope for the study. The role of social media in promoting green service purchase intention may corroborate other milestones in this direction. The researcher has already started working on such empirical study.

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