Consumers' Attitude on Purchase Behavior of Green Products

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Abstract

This study aims to investigate the influence of consumers' attitudes on their purchasing behavior toward green products in Nepal. Using a cross-sectional research design, quantitative data were gathered from 240 consumers in the Chitwan district, aged 20 to 40, through a purposive sampling method. Structural Equation Modeling (SEM) analysis reveals that the value consumers place on green consumption has a significant positive impact on their attitude toward green products, as well as their reasons for and against purchasing them. However, an insignificant negative relationship was observed between the reasons for and against purchasing green products and attitudes toward green products. Additionally, attitudes toward green products were found to have a substantial impact on purchasing behavior. The findings emphasize the potential for aligning consumer preferences with environmental sustainability, creating a win-win situation that not only meet their desires but also contribute to a sustainable environment.

Keywords: *Attitude, Green Products, Purchase Behavior, Sustainable Environment*

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Introduction

Natural calamities like climate change, global warming, resource depletion, and deforestation have escalated with the technological revolution (Mehraj & Qureshi, 2022). Due to intensifying environmental issues, companies are compelled to exhibit their positive image by distributing environmentally beneficial products to environmentally conscious consumers. To address the demand of environment-conscious consumers, companies actively adopt green management strategies and going green perspective as a strategic need in today's immense competitive market. Organizations embracing environment-friendly practices can be seen to comply with institutional pressures and strategic measures (Bansal & Roth, 2000). Moreover, businesses can earn from being green by taking advantage of unique market opportunities, lowering operating costs, and profiting from market innovation (Ambec & Lanoie, 2008; Karki, 2018; Shrestha & Karki; 2022). It has been apparent that a sustainable economy and its development have been integrated as a major business concern. To mitigate this risk, the United Nations developed the SDGs (Sustainable Development Goals) as a global initiative (Sachs et al., 2019).

Nepal with its fragile landscape and vulnerable to natural hazards (Lamichhane & Neupane, 2022) has prioritized forest conservation and climate change measures for the past twenty-five years (Mahat et al., 2019). Nepal's constitution requires that all policies are aligned with environmental conservation. Government rules, plans,

and policies promote a green and clean economy through several provisions (Lamichhane & Neupane, 2022). Moreover, the National Development Plan (NDP) has formulated principles, methods, and tactics from the SDGs that have been incorporated to mitigate the challenging consequences of green initiatives.

The green management philosophy has gained momentum in academia in response to global and national green issues. A green management approach involves systematically protecting, preserving, and restoring the environment through linked operational activities that include reducing energy use and maintaining ethical standards at work (Ambec & Lanoie, 2008). Businesses are motivated to take green initiatives to be legitimate in the eyes of their stakeholders as well as for product differentiation (McWilliams & Siegel, 2001). Academics and working professionals have embraced the green marketing concept as an influential aspect of management.

The green marketing concept has many facets. However, green purchasing Behavior is becoming the prime interest of many studies (e.g., Tandon et al., 2020; Chatterjee et al., 2022; Mehraj & Qureshi, 2022; Tufail et al., 2022). Despite the abundance of literature on green Behavior, this has remained a central question for researchers and marketers to investigate. Therefore, this study pursues to analyze the play of consumers' attitudes on the green products purchase behavior among Nepali Consumers. To explain green consumption Behaviors, several theories have been applied in earlier studies. Westaby (2005) documented that Behavioral Reasoning Theory (BRT) has higher explanatory power than other theories to explain complex human Behaviors. This theory has been extensively applied in different contexts like, leadership and decision-making (Westaby et al., 2010), innovation adoption (Claudy et al., 2015), recycling e-waste (Dhir et al., 2021), efficient transportation system adoption (Claudy & Peterson, 2014), internet banking (Gupta & Arora, 2017), and consumption and purchase of organic product (Ryan & Cassidy, 2018; Tandon et al., 2020). However, BRT has not been applied to explain purchase Behavior in Nepali Context.

In the Nepali context, numerous previous studies have investigated green consumption Behaviors and Behavior to purchase green products along with evaluating green competencies (Baniya et al., 2021; Gautam & Pokhrel, 2023; Ghimire, 2020; Lamichhane & Neupane, 2022). Even though several studies have been conducted on purchase Behavior towards green products (Gautam & Pokhrel, 2023). The role of attitude in the purchase Behavior of green products has not been studied yet in the Nepali context. This study has highlighted the following research issues in the Nepali green market to address the existing research gap. It is underexplored the attitude towards green consumption Behavior among Nepali consumers. The value system and reasoning style of green consumers can shape customer attitudes yet it's a nascent stage of development.

It is imperative to understand the cognitive processes of green-conscious consumers to comprehend their purchase Behavior. When companies launch their green initiatives and promote their green products, consumers develop their attitude toward green products by critically evaluating their reasons for purchasing green products, green consumption values, and reasons against purchasing green products (Claudy et al., 2015). After that, the green purchase behavior results from the positive attitude developed from the green products and consumer sentiment (Mehraj & Qureshi, 2022; Salehzadeh, 2021; Karki, 2017). To the best of the researchers' knowledge, there is limited research explaining the complex purchase behavior of green products in the Nepali context. In response to a call from Sahu et al. (2020) and Gautam and Pokhrel (2023) to adhere the green research issues, this research seeks to examine the role of consumer attitudes in influencing the purchase behavior of green products in Nepal.

Literature Review

Green Products

Green products are those that have been created and developed with the environment in mind. Throughout their entire life cycle, these products are designed to minimize pollution, decrease waste, and conserve resources. Their sustainable and environmentally friendly characteristics, such as the use of renewable resources, energy-efficient manufacturing techniques, recyclable packaging, and the avoidance of hazardous chemicals, are often used to classify those (Ekawati et al., 2020). Due to the pressing need to safeguard the environment and solve challenges like resource depletion and climate change, green products have significantly increased in importance and attention in recent years. Consumers are getting more concerned about the environment.

Theories of Green Purchase Behavior

Green purchase Behavior is not a new area for marketing researchers. The concept has been investigated by numerous researchers (Chatterjee et al., 2022; Tufail et al., 2022; Wang, Shen, & Chu, 2021). Despite the plethora of research in green purchase Behavior, the green purchase Behavior or predictor of green purchase Behavior has remained an enigma for researchers.

Although there are several theories to explain green purchasing Behavior like; technology acceptance model (TAM), theory of planned Behavior (TPB), decompose theory of planned Behavior (DTPB), Stimulus-Organism-Response (SOB), Signaling Theory, and Behavioral Reasoning Theory (BRT). This study describes BRT theory in green purchase Behavior and identifies a research gap for the development of a conceptual framework.

Behavior Reasoning Theory (BRT)

BRT has its roots in the foundational literature on behavioral theory. Most current Behavioral theories, according to Westaby (2005), have arisen from two core ideas: TPB, and TRA. The relationships between two types of beliefs (Normative and Behavioral), attitude, subjective norms, Behavior to use, and Behavior are justified by TRA. TPB addresses three categories of beliefs: Normative, Behavioral, and control beliefs, which effect Attitude, Subjective Norms, and Perceived Behavior Control, respectively, as an extension of TRA. Behavior to Use is influenced by Subjective Norms, Attitudes, and Perceived Behavior Control, which predicts Behavior (Ajzen, 1991). With the inclusion of the reasons construct, BRT explores the relationship among various kinds of Behavior to use, global motives, beliefs, and Behavior by these two core theories. Furthermore, unlike TRA and TPB, BRT's views, values, and explanations are context-specific. The conceptions of reasons for and reasons against are fundamental parts of BRT. Reasons are distinct cognitions that people utilize to make confident decisions and to justify their intents or conduct.

Human decision-making has been studied and understood using a variety of theoretical frameworks. The BRT provides researchers with a perspective on how people make decisions. As a tool to investigate empirical relationships among VALs, Reasons (RFs and RAs), ATTs, and INTs, BRT is used (Sahu et al., 2020; Westaby, 2005). Individual merits and demerits, cost-benefit analysis, and limiting and facilitating reasonings are all elements included in the RF and RA measures (Westaby, 2005). Westaby (2005) presented the BRT as a way to look at RA and RF separately in one framework.

Attitude, subjective norm, and perceived control are grouped because they are calculated at a higher level of abstraction and have been shown to predict Behaviors in multiple investigations (Ajzen, 1991). This terminology aligns with the foundational theorists, who often reference overarching constructs such as perceived behavioral control, direct measures of attitudes, and subjective norms (Ajzen, 1991). Belief constructs, including normative, control beliefs, and behavioral factors are proposed to predict subjective norms, and perceived control in behavioral models (Ajzen & Fishbein, 1977). Even though belief systems help us understand the context-specific factors that influence our Behavior (Harrison, 1995; Bhandari et al., 2021), they have gotten relatively scant scholarly attention (Ajzen, 1991).

BRT has been applied across numerous fields, including leadership decision-making (Westaby et al., 2010), innovation adoption (Claudy et al., 2015), and more efficient transportation systems (Claudy & Peterson, 2014). It has also been utilized to explore consumer behaviors such as e-waste recycling (Dhir et al., 2021), online banking (Gupta & Arora, 2017a), online shopping (Gupta & Arora, 2017b; Karki et al., 2021), and the purchase and consumption of organic food (Ryan & Casidy, 2018; Tandon et al., 2020; Maharjan et al., 2022). This diverse application confirms BRT as a reliable framework for examining behavioral reasoning.

Behavior Reasoning Theory (BRT)

Westaby (2005) documented that the BRT theory is based on two well-known Behavior theories, namely TRA (Fishbein & Ajzen, 1975), and TPB (Ajzen, 1991). In the existing TPB, Westaby (2005) introduced value and

belief, and reasons for and reasons against variables by rationalizing that reasons are distinct cognitions such as pros and cons, and cost-benefit analysis people utilize to validate their Behavior (Westaby, 2005). The constructs of BRT have been discussed in green products or brands.

Values and Beliefs

In psychology, belief, and value concepts have been used to explain Behavior for centuries (Westaby et al., 2010). People use values and beliefs to evaluate and respond to people, issues, and phenomena. In this study, values and beliefs refer to cognitive patterns associated with green products/ brands. When green consumers have to make decisions either for or against values and beliefs, green consumption, related with green products play a significant role.

Reasons For and Against

Attitudes of people are determined by their reasons since they justify and support their Behavior through the promotion and protection of their self-esteem (Westaby, 2005). According to the innovation resistance theory, resistance to any invention can be classified as psychological and functional. Image and tradition are psychological barriers, while value, utility, and risk are functional barriers (Ram & Sheth, 1989).

The rationale for and against green products or green brands is presented as the rationale for promoting or protecting self-worth while choosing green products or brands. In this study, green consumers evaluate the benefits provided by green products and develop the reason for consuming products if they find value for money in buying green products. On the other hand, if green consumers perceive psychological and financial risk as relatively higher than the values gained from green products then green consumers could develop reasons against green products and brands.

Attitudes towards Green Products

The degree to which a person views a behavior as positive or negative is reflected in their attitude (Ajzen, 1991). It is an evaluation of consumers towards performing or not performing some Behaviors. Attitudes refer to the favorable/unfavorable assessment of any entity (Eagly & Chaiken, 1998). An individual could have a favorable/unfavorable evaluation of green products or brands. It is considered an essential indicator of Behavior in psychology and marketing research (Sahu et al., 2020; Westaby et al., 2010). In this article, attitude towards green products or brands refers to a favorable or unfavorable assessment of green products and brands. When consumers favorably evaluate green brands based on their reasons for using them, it increases the likelihood of developing a positive attitude toward green brands and products.

Purchase Behavior

According to Ajzen (1991), Purchase Behavior is characterized by an individual's readiness to purchase a product, aligning with earlier behavioral theories like the theory of reasoned action (Ajzen & Fishbein, 1977) and the theory of planned behavior (Ajzen, 1991). In this context, green purchase behavior specifically refers to the inclination to buy or adopt eco-friendly products. The tendency to purchase green products is influenced by attitudes toward green products, reasons supporting their purchase, and reasons opposing it.

Attitude towards Green Products and Purchase Behavior

The BRT asserts that attitudes are strong predictors of Behavioral Behaviors (Westaby et al., 2010). An individual with a positive attitude may intend to perform the activity. Previous studies have found that attitude influences Behavior Behavior (e.g., Ajzen, 1991, Pokhrel, 2022; Sahu et al., 2020). In the green product context, past studies found a significant influence of attitude towards green products on green purchase Behavior. First, Wang, Shen, and Chu (2021) reported that green consumption attitudes have a positively significant impact on green purchase Behavior. A positive attitude toward green consumption can increase green purchase Behavior. Second, Mehraj

and Qureshi (2022) found a positively significant influence of attitude towards green brands on green purchase Behavior. The consumers could develop positive attitudes toward green brands increasing purchase Behavior of green products. Third, Tufail et al. (2022) reported that attitude has a significant positive influence on the purchase Behavior of suboptimal food. The attitude toward green products can increase the purchase Behavior of suboptimal food. Fourth, Chatterjee et al. (2022) found that attitudes towards green products has a positively significant impact on green purchase behavior. Finally, Tandon et al. (2020) established that attitudes toward green products significantly influence green purchase behavior. Building on this, the current study posits that a favorable attitude towards green brands correlates with an increased likelihood of purchasing such products and brands (Ajzen, 1991; Westaby et al., 2010; Ghimire & Karki, 2022). Consumers who hold positive attitudes towards green brands are more inclined to adopt green purchasing behaviors. Additionally, it is assumed that prior experience with green products fosters a favorable attitude towards them (Gautam & Pokhrel, 2023). A positive attitude toward green products often translates into a similar attitude toward green brands, while a negative perception can hinder their acceptance. Drawing from empirical findings and theoretical frameworks, this study proposes the following hypotheses:

Hypothesis 1: Attitude towards green products positively influences Purchase Behavior of Green Products.

Green Consumption Values and Attitude Towards Green Brands

BRT asserts that values hold a positively significant impact on attitude toward Behavior. The higher the adoption attitude toward Behaviors, the stronger the values and beliefs for Behavior (Westaby & Fishbein, 1996). Many studies have reported a significant influence of values on attitude toward Behavior. First, Wang, Shen, and Chu (2021) reported that environmental values have a significant impact on reasons for green consumption. Second, Tufail et al. (2022) reported that values have a significant positive influence of values on attitudes towards suboptimal food. Third, Chatterjee et al. (2022) found that green consumption values have a positively significant influence on attitudes toward green products. If consumers have green consumption values, they could develop a positive attitude towards green brands and products. Based on the theoretical argument and empirical evidence, this study hypothesizes:

Hypothesis 2a: Green Consumption Values positively influence Attitudes towards Green Products.

Green Consumption Values and Reason for Purchasing Green Products

Previous research highlights the significant impact of green consumption values on the motivations for purchasing eco-friendly products. Chatterjee et al. (2022) established that these values notably influence consumers' decisions to buy green products. Similarly, Tufail et al. (2022) found a significant positive relationship between these values and concerns about environmental issues and price sensitivity. Additionally, Wang, Shen, and Chu (2021) demonstrated that environmental values strongly affect consumers' reasons for engaging in green consumption. Consumers who prioritize green values are more likely to choose eco-friendly brands. Based on the theoretical argument and empirical evidence, this study hypothesizes:

Hypothesis 2b: Green Consumption Values positively Influence the Reason for Purchasing Green Products.

Green Consumption Values and Reason Against Purchasing Green Products

Previous research has highlighted the impact of green consumption values on the reasons for and against purchasing eco-friendly products. Chatterjee et al. (2022) identified that these values significantly affect consumers' reasons for not choosing green products. Tandon et al. (2020) also observed a significant positive effect of these values on reasons for rejecting green products. Additionally, Tufail et al. (2022) found a significant negative influence of green consumption values on concerns related to unappealing appearance and inferior quality. Wang, Shen, and Chu (2021) further noted that environmental values significantly affect reasons against green consumption. Building on these theoretical and empirical findings, this study proposes the following hypothesis:

Hypothesis 2c: Green Consumption Values negatively influence Reason against Purchasing Green Products.

Reason for green products and Attitude toward green products

The concept of "reason" encompasses two sub-dimensions: reasons for and reasons against, representing positive and negative factors influencing behaviors (e.g., Sahu et al., 2020; Westaby, 2005). Individuals with reasons for adopting green products typically hold a positive view of these products, while those with reasons against tend to have a negative attitude. Research has consistently shown that reasons for green products significantly impact attitudes toward them. For instance, Chatterjee et al. (2022) observed a strong positive relationship between reasons for green consumption and favorable attitudes toward green products. Similarly, Tandon et al. (2020) found that reasons for purchasing green products positively affect attitudes. Tufail et al. (2022) reported that reasons related to food waste positively influence attitudes towards reducing food waste. Wang, Shen, and Chu (2021) also noted that environmental values significantly affect attitudes toward green products. Based on these theoretical and empirical insights, this study proposes the following hypothesis:

H3a: Reasons for green products positively influence attitude toward green products.

Reason against green product and Attitude toward green product

Reasons against green products refer to negative factors influencing behaviors (e.g., Sahu et al., 2020; Westaby, 2005). Individuals with reasons against green products tend to develop a negative attitude toward these products. Several studies have demonstrated a significant impact of reasons against green products on attitudes. Tandon et al. (2020) found that negative reasons for purchasing green products significantly influence attitudes toward them. Tufail et al. (2022) similarly reported that negative values impact attitudes toward less desirable food options. Based on this theoretical and empirical evidence, the following hypothesis is proposed:

H3b: Reasons against green products negatively influence attitudes towards green products.

Conceptual Framework

The conceptual framework for this study is based on prior research (Claudy et al., 2015; Westaby, 2005).

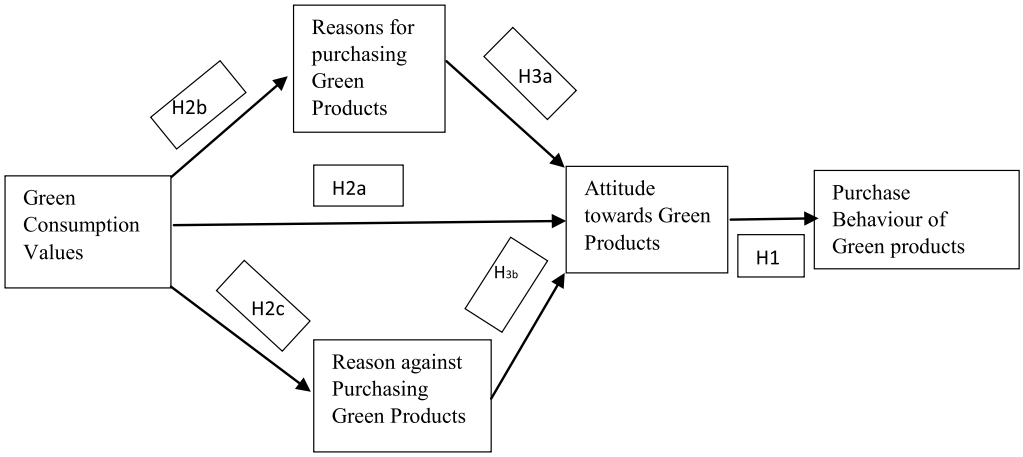

Figure 1: Conceptual Framework

Research Methods

This research is quantitative in nature where cross-sectional research design is adopted. The population of the study comprises consumers of the Chitwan district aged between 20 and 40. Topic and Mitchell (2019) documented that the age group of 20-40 (Generation Y and Z) are more green-conscious consumers. Additionally, respondents who have prior experience in using green products or have at least basic awareness of green products like TATA Nexon EV, Himalayan Arabic Green Coffee, Eco Sathi Bag, Hatti Hatti Nepal, Bass Sustainable, Kasa Fashion Wears, or any other green products are included for the survey.

Under the non-probability technique, the study adopts the purposive sampling technique. So, only those respondents are selected who have relevant knowledge or experience on green products.

Data collection has been carried out from 240 respondents visiting eco-friendly stores specializing in green products, such as organic grocery stores, zero-waste shops, electric vehicles showrooms, eco-friendly boutiques, and also from online platforms and forums dedicated to sustainable living, such as sustainability eco-friendly Facebook groups, or green lifestyle forums. Hair et al. (2010) suggested a sample size ten times greater than the number of items to employ advanced multivariate techniques like the Structural Equation Model (SEM). Subsequently, this study used 24 items, therefore, the sample size is 240. The items, measured on a five-point Likert scale are adapted from previous studies. Items to measure green consumption values, green purchase Behavior, and reasons for and against green consumption are adapted from Wang, Shen, and Chu (2021). Similarly, attitude towards green products is measured using items adapted from Mehraj and Qureshi (2022).

Data Analysis and Presentation

Table 1

Frequency Analysis

Gender	Frequency	Percent
Male	99	41.3
Female	141	58.8
Total	240	100.0
Age	Frequency	Percent
Below 20	16	6.7
21-30	169	70.4
31-40	35	14.6
Above 40	20	8.3
Total	240	100.0
Educational Level	Frequency	Percent
Below Bachelor	10	4.17
Bachelors	65	27.08
Masters and Above	165	68.75
Total	240	100.00
Income Level	Frequency	Percent
Below 30000	113	47.1
30000-50000	115	47.9
Above 50000	12	5.0
Total	240	100.0

Note: From Survey 2023

Table 1 depicts the demographic profile of respondents. More than half of the participants belong to females as 58.8 percent of total respondents represent females while only 41.3 represent males. Likewise, the majority of respondents belong to the 21-30 age group with 70.4 percent. A higher proportion of respondents have a master's degree and above followed by Bachelor and below degrees. Similarly, most respondent falls within the middle-income level brackets.

Table 2

Reliability and Discriminant Validity Test

Variables	α	GCV	RF	RA	AT	GPI
GCV	0.695	0.725				
RF	0.742	.430**	0.653			

RA	0.636	.280**	.588**	0.411		
AT	0.753	.675**	.260**	.219**	0.71	
PB	0.737	.570**	.420**	.263**	.662**	0.61

Note: From Survey 2023

Table 2 illustrates the reliability and discriminant validity test results. Here, the Cronbach alpha values of each variable exceed 0.6 which indicates that items used to measure the variables are considered to be reliable. Meanwhile, the diagonal values in Table 2 represent the square root of Average Variance Explained (AVE). The correlations of all the constructs are less than the square root of AVE values, therefore, discriminant validity is confirmed.

Table 3

Descriptive and Correlation Analysis

Variables	Mean	S.D.	GCV	RF	RA	AT	GPI
GCV	3.886	0.75561	1				
RF	4.053	0.75556	.430**	1			
RA	3.541	0.63803	.280**	.588**	1		
AT	3.472	0.87295	.675**	.260**	.219**	1	
PB	3.556	0.87681	.570**	.420**	.263**	.662**	1

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

Note: From Survey 2023

Table 3 represents the results from descriptive and correlation analysis. The mean of each variable is above 3 signifying that respondents agree with the items provided. Whereas, each mean is higher than its standard deviation, indicating that there are no outliers in the data. Similarly, the correlation coefficient between the constructs is positive which implies that an increase in one variable leads to an increase in another. The highest correlation is between GCV and AT i.e. 0.675 which indicates that an increase in green consumption value increases attitude towards green products by 0.675 units.

Path Diagram

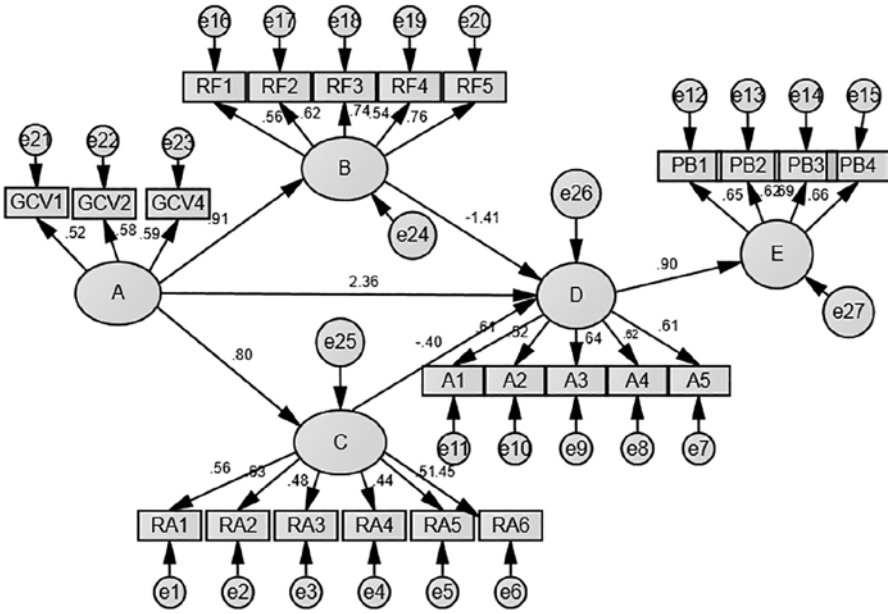

Figure 2: Path Diagram

Figure 2 presents the final model obtained from the structural equation modeling where A is Green Consumption

Values, B is Reason for Purchasing Green Products, C is Reason against Purchasing Green Products, D is Attitude towards Green Products and E is Purchase Behavior.

Table 4

Model Fit Index

Model Fit Index	Recommended Value	Result
Chi-square statistic (CMIN/DF)	4 or Below	3.206
Root Mean Square Error of Approximation (RMSEA)	0.07 or Below	0.0548
Comparative Fit Index (CFI)	0.90 or Above	0.917
Tucker-Lewis Index (TLI)	0.90 or Above	0.995
Incremental Fit Index (IFI)	0.90 or Above	0.919

Note: From Survey 2023

Table 4 demonstrates the model fit evaluation to check how fit the proposed model is for this study. The model is a proven fit since all the indexes meet the criteria according to the requirements of Hair et al. (2010).

Table 5

Parameter Estimation

Variables	Estimate	S.E.	C.R.	P-value
A --> B	0.984	0.096	10.776	0.000
A --> C	0.73	0.077	9.503	0.000
B --> D	-0.503	0.844	-1.782	0.075
A --> D	0.862	1.091	2.624	0.009
C --> D	-0.531	0.343	-1.547	0.122
D --> E	0.947	0.072	13.1	0.000

Note: From Survey 2023

Where,

Table 5 presents the relationships among the variables and the associated hypotheses of the study. The highest beta value observed is 0.984 with a p-value of 0.000, indicating a strong positive and significant impact of green consumption values on the reason for purchasing green products, thus supporting hypothesis H2b. The beta value of 0.947 and a p-value of 0.000 demonstrate a significant positive effect of attitudes toward green products on purchase behavior, supporting hypothesis H1. Additionally, the regression coefficient between green consumption values and attitudes toward green products is 0.862, with a p-value of 0.009, confirming that green consumption values positively impact attitudes toward green products, which supports hypothesis H2a. Similarly, a beta value of 0.73 and a p-value of 0.000 highlight a significant positive impact of green consumption values on reasons against purchasing green products, thereby supporting hypothesis H2c.

However, the impact of reasons for and against purchasing green products on attitudes toward green products is not significant. The beta values and p-values for these relationships are -0.503 ($p = 0.075$) and -0.531 ($p = 0.122$), respectively, indicating that hypotheses H3a and H3b are not supported.

Discussion

This study aimed to analyze the relationship between GCV, RF, RA, AT, and PB. The results revealed that GCV significantly influences RF for green products which indicates that when consumers believe that a product aligns with environmental values then it motivates them to make a purchase. This aligns with the prior studies by Wang, Shen, and Chu (2021), and Tufail et al. (2022), asserting that consumers with green consumption values lead reasons for purchasing green products. Similarly, a positive and significant result was observed between GCV and RA in purchasing green products which is supported by past studies (Tandon et al., 2020; Wang, Shen, &

Chu, 2021; Chatterjee et al., Tufail et al., 2022). Moreover, the results confirm the positive and significant effect of GCV on AT towards green products which aligns with the previous studies (Westaby & Fishbein, 1996; Wang, Shen, & Chu, 2021; Tufail et al., 2022). These studies argued that the stronger the values and beliefs towards green consumption, the higher the positive attitude towards green products.

However, this study result contradicts the results of prior research (Tandon et al., 2020; Wang, Shen, & Chu, 2021; Chatterjee et al., 2022; Tufail et al., 2022) who confirmed that people with an RF and RA adopting green product influences their attitude positively. Furthermore, it has been found that AT green products positively influence PB which has been supported by prior research (Ajzen, 1991, Pokhrel, 2022; Sahu et al., 2020; Westaby et al., 2010), arguing positive attitude tends to lead to eco-friendly purchase Behavior.

Conclusion and Implications

The research findings demonstrate how consumers' green consumption values affect their purchase Behaviors toward green products. The positive significant impact of green consumption values on both reason for and reason against purchasing green products indicates that environmental consciousness influences consumer choices. When consumers really care about being eco-friendly, it leads to developing reasons for and against buying green products. This implies that a commitment to green consumption values not only develops positive reasons for buying green products but also helps to overcome potential barriers to green purchasing decisions. Similarly, green consumption values positively impact consumer's attitudes towards green products which portrays that environmentally conscious values are key drivers to influence consumer perceptions towards green products. However, the negative and insignificant influence of reasons for and against buying green products on attitude suggests that reasons for and against purchasing green products do not influence how consumers perceive eco-friendly products. Moreover, the positive significant influence of attitude on purchase Behavior shows that if consumers have a positive attitude towards green products, they are more likely to purchase such products.

Similarly, the study's finding validates BRT theory as it asserts that values have a significant positive influence on attitude toward Behavior. The higher the adoption attitude toward Behaviors, the stronger the values and beliefs for Behavior (Westaby & Fishbein, 1996) which aligns with research results. Thus, this study emphasizes the potentiality of a win-win situation where consumer preferences cannot only meet their desires but also contribute to a sustainable environment. Further, it suggests that businesses could align with what consumers care about.

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