



The Factors Affecting on Green Purchasing Intention among Young Consumers in Sri Lanka

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ABSTRACT

Green purchasing is playing a pivotal role nowadays. People tend to consider more environmental-related products. Many factors impact the intention of green purchasing that change drastically due to their importance. Researchers are deeply researching the concepts of factors affecting green purchasing intention. Considering the existing theoretical and conceptual gap, this research study mainly focused on identifying the factors affecting green purchasing intention. To accomplish the stated objective of the research study, the researcher followed a quantitative research approach, and the necessary data were collected from individuals aged between 20 and 25 years in the Gampaha District. Hypotheses were analysed by using descriptive statistics, correlation, and regression studies. The main findings of this study borne out that past consumption experience and product availability have a significant positive impact on the green purchase intention of consumers in Sri Lanka. This study is vital because it has explained the factors affecting green purchasing intention. Further, the insights from this study can be used by market investigators to promote their green products successfully. Moreover, future research studies can be widened geographically since this is limited to the Gampaha District in Sri Lanka.

Keywords: Green products, Gampaha District, Green Purchase Intention, and Young Consumers

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INTRODUCTION

The intention of purchasing has been revolutionised due to the limited resources and the unlimited wants of humans. The green concept is embedded in everything worldwide due to the prominence of this word. It means simply that no one can survive without vegetation because the environment has a foremost impact on human existence. In the modern world, consumers try to adopt green consumerism intentionally due to its obvious importance, and enthusiasm for the market of greenery has circulated internationally (Hassan, 2014). Modern consumers are educated, and they take their every action using logical reasoning concepts; their interest in green products is being increased due to the positive impacts of environmental products of the firms (Huang et al., 2014).

Previous researchers contended that there is a belief that businesses seeking to promote environmentally friendly undertakings or the slogan of going green to their present and future clientele, and firms should adopt a customer-centric approach to attain sustainability. Then, businesses can create and support whichever market is meant to satisfy the environmental wants of customers by utilising the concept of green marketing (Sheth et al., 2011). Current environmental concerns and understanding contribute to fostering environmentally responsive consumer behaviour. Research studies have suggested that a wide range of green products appears to be steadily expanding in developed and some developing countries because of growing consumer concern over safety, and the environment, many governments have also reacted favourably to the green problem as well as the marketplace for eco-friendly goods alters and consequently, raising public awareness will encourage more customers to have green purchasing intention to buy

environmentally friendly goods (Hassan, 2014). Further, younger people have more

influence on green purchasing habits because they have more knowledge and always try to make critical decisions using logical techniques, comparing the pros and cons of consumption. Additionally, young consumers know the importance of the habitual action of green purchasing. That is why young people are currently adopting green items (Uddin & Khan, 2018). Most research studies highlighted the importance of green purchasing and its positive consequences. To illustrate, governments and producers of eco-friendly products should stress the value of environmental preservation and raise customer awareness of their responsibilities (Sun et al., 2022). Hence, this study tried to fill the research gap that occurred on factors affecting the green purchasing intention of young consumers in the Gampaha District, with its significant population density, which is one of the major cities in Sri Lanka.

LITERATURE REVIEW

The issue of environmental concern has gained popularity over time. Numerous earlier studies revealed that those who cared more about nature were more inclined to act in an environmentally responsible manner (Ye, 2022). Making green purchases or engaging in rational green purchasing may be a useful remedy for the ecological and environmental problems caused by unsustainable consumption (Munera et al., 2021). Customers who are more environmentally conscious are more likely to purchase products that cause little to no environmental harm, as well as to consider the effects of a product's usage on the environment (Sun et al., 2022). Prior authors contend that consumers are willing to pay more for environmental benefits and researchers have also argued that there is a value-action gap in the purchasing behaviour of consumers.

According to multiple research, people may be reluctant to protect the environment because they think buying green items will cost them more money than buying essential ones (Devinney, 2010).

In the previous studies, the researchers have tried to understand the motivators and the factors affecting green purchasing intention as a prerequisite for motivations and stimuli that can effectively change these behaviours. Those studies have intended to address the problem from a qualitative perspective to identify underlying motivations and meanings behind green purchasing intention. Thus, younger customers are receptive to novel experiences in contexts that value the environment (Wiernik et al., 2013). Further research is required to help better understand consumers' green purchasing behaviour in developing nations to prevent further environmental deterioration (Le et al., 2019). This study mainly intended to focus on the factors affecting the green purchasing intention of young consumers in the Gampaha district, Sri Lanka.

Theory of Planned Behaviour (TPB)

The TPB is an expanded version of the theory of reasoned action that postulates that an individual's intention to engage in the desired behaviour is primarily driven by two important factors (subjective norm and attitude) based on the suppositions that people make rational decisions by considering the information at hand and carefully weighing the consequences of their actions before acting (Ajzen & Fishbein, 1980). To explain consumer green purchase intention, earlier studies focused on describing the underlying values, attitudes, and behavioural intentions toward environmentally friendly products. This study uses the theory of planned behaviour because it centres on consumers' purchase intentions. According to planned

behaviour theory, an action's intention plays a significant role in its determination (Ajzen, 1991). The theory of planned behaviour for green products is a crucial pro-environmental action that provides a workable way to strike a balance between consuming needs and reducing their environmental impact (Lim, 2022). Recognising the effect of environmental consciousness on planned behaviour can acknowledge tactics aimed at fostering more sustainable consumer habits, and this knowledge can be used to create public policies, marketing plans, or educational campaigns that encourage the use of green products and practices (Laheer et al., 2024). Therefore, sustainable development needs to comprehend why people will embrace these kinds of behaviours using the current traditional models, including the planned behaviour, to elicit sustainable behaviour from employees (Lu et al., 2020). TPB has been employed to comprehend the green purchasing intentions of consumers in much academic research (Samarasinghe & Samarasinghe, 2013). This paper is based on this TPB to find out the factors affecting green purchasing intention in young Sri Lankan consumers in the Gampaha district. Therefore, this theory of planned behaviour model has been used along with past consumer experience, price sensitivity, and product availability to check the factors affecting on green purchasing intention of young consumers who are residing in Gampaha district, Sri Lanka.

Green Purchasing Intention and Green Consumption

Nowadays, a growing number of businesses are creating eco-friendly items, and consumers are becoming more inclined to buy them (Joshi & Rahman, 2015). Regarding product choice, a consumer's willingness to select green products over non-green goods might be illustrated as a green purchasing intention. Purchase intention improves the chances

that a buyer will buy environmentally friendly goods. A variety of research pointed out that green purchasing intention is the key thing of green buying behaviour within the context of the developing world (Ramayah et al., 2010). Green consumers are consumers who support environmentally friendly businesses, and green customers, and they concentrate on the goods they have acquired green. Further, "Green goods" is corporate terminology commonly utilised in identifying goods that protect and boost the natural environment through energy and resource conservation and decreased use of hazardous chemicals, emissions, and waste (Pavan, 2010). Saxena & Khandelwal (2010) exhibited that people's high preference for environmental concerns and people's willingness to purchase green products lead to inspiring organisations to manufacture more green products. Consuming greenery products helps not only certain firms but also economies to achieve their sustainability development goals. Green consumption leads to protecting the physical and environmental resources that can be used by future generations as well.

Past-Consumption Experience

Prior consumption experience is the main element that decides the effect of the purchasing intention and lots of customers do their next purchasing activities based on previous positive or negative consuming experiences as well as the impact of prior experience on a person's inclination to buy green items depends on the buying situation and features of the product (Costa et al., 2021). Prior studies revealed that an individual's cognitive process for forming prospective intentions is influenced by their past experiences (Hsieh et al., 2016). Firstly, consumers observe the personal benefits rather than the external benefits of using particular products. If the products satisfy their personal needs, they are concerned about the external benefits of using those goods,

including nature protectiveness. There are different consensuses of past consumption and green purchasing intention in a research context. According to some studies, purchase intention among consumers in each of the nations is positively impacted by prior positive experiences (Diallo & Siqueira Jr, 2017). Then, the hypothesis is suggested as follows:

H1: There is a positive relationship between past-consumption experience and green purchase intention of young consumers in the Gampaha district in Sri Lanka

Price Sensitivity

In the modern world, price has become the foremost factor that is very subjective from person to person. Further, many global companies mainly think about the price before launching a product because of consumers' different income levels in the market and low-income customers who are price-sensitive always seek financial benefits to minimise financial loss (Lee Weisstein et al., 2014). Some products are mainly targeted at high-income people, and some products are targeted at middle-income level consumers with normal prices. Green products belong to a specific category of products that have been manufactured using methods with a low impact on nature. At present, people tend to buy green products because people including mainly the young generation more knowledgeable about the social benefits of using green products. Carrington et al. (2014), state that customers will not develop tougher intentions to make green purchases if they feel they must invest more money in particular items they buy regularly. When consumers are considering their choices and making final purchasing selections, price plays a vast role in their decision-making (Medeiros et al., 2016). Positive attitudes towards green products cannot influence consumers' purchasing decisions once they are aware

of the price differences between them and common products, and price has a significant impact on consumers' assessment and ultimate purchasing decisions (Aschemann-Witzel & Zielke, 2017). Based on earlier research, buyers typically pay more for these kinds of goods since they get more benefits from buying environmentally friendly products (Hong et al., 2018). Nonetheless, a study conducted in China demonstrated that price sensitivity and perceived expense of making green purchases have a negative impact on customers' intention to make green purchases (Sun et al., 2022). Then, the hypothesis is proposed as follows:

H2: There is a positive relationship between price sensitivity and green purchase intention of young consumers in the Gampaha district in Sri Lanka

Product Availability

Notably, product availability is the other key thing to be considered in this competitive market. Availability of green products is questioned by consumers because manufacturing of green products has gradually increased, but it does not seem to be produced in massive quantities so far. Occasionally, even though consumers try to buy products and are willing to buy certain products, consumers are devastated due to product unavailability. Some products are sold only on very limited premises. Those products cannot be found widely. Most of the time, consumers have a good experience by using a particular product and can have money to purchase, but availability matters, and the unavailability of products directly impacts the habitual action of using a certain product regularly. The limited accessibility of green consumer goods might establish a fence that influences the gap between the positive attitudes of consumers and their real purchasing manners (Joshi & Rahman, 2015). Nevertheless, available products may also be more difficult to buy, and this could lead to a gap in

customers' views and behaviours (Aschemann-Witzel & Zielke, 2017). According to some research studies, there is a different consensus between product availability and purchasing intention. Malaysian customers' eco-friendly purchasing habits were not considerably impacted by the availability of products (Sharaf & Perumal, 2018). Then, the hypothesis is proposed as follows:

H3: There is a positive relationship between product availability and the green purchase intention of young consumers in the Gampaha district in Sri Lanka

Young Consumers and Green Purchasing Intention

The "young consumers" have been the main focus of policymakers and researchers in recent years since they are seen as an important demographic portion for the expansion of sustainable consumption patterns (Fischer et al., 2017) as well as the young generation is considered as green generation nowadays (Alwis & Ariyaratna, 2022). The fact that younger consumers are more enthusiastic about purchasing green items than older consumers is not surprising. Younger customers would rather become lifetime supporters of the green market because they are more concerned with the consequences of their current activities on the future than just the present. Consequently, compared to the older population, these younger customers are more aware of and inclined to buy environmentally friendly products when shopping (D'souza et al., 2007). Young consumers in emerging markets are changing their consumption habits as a result of increased awareness of environmental issues and their effects (Kautish & Sharma, 2020). All people are impacted by environmental changes, regardless of age, and young people are thought to be disproportionately affected because they will live longer than older people and will consequently have

difficulties throughout their lifespan. By disseminating environmental information, encouraging responsible consumption, and adopting modern values that support adjustments and improvements to the climate, the younger generation fosters good change. In addition, today's youth are increasingly inclined to purchase environmentally friendly goods (Uddin & Khan, 2018). In addition to producing environmentally friendly products, marketers may also help raise awareness by teaching consumers about green practices through commercials that can increase their understanding of these activities and motivate them to embrace green practices. Understanding the values that consumers obtain from consuming green products is crucial when promoting them (Kumar et al., 2019). The developed world has conducted many studies on eco-friendly consumers (Allen & Spialek, 2018), while studies in developing nations, including Sri Lanka, are limited. Therefore, this study tried to fill the research gap by investigating the factors affecting the green purchasing intention of young consumers in the Gampaha district, which has a large population and can provide a better explanation of the total population in this area.

METHODOLOGY

The main aim of this research is to identify the factors affecting the green purchasing intention of young consumers of the Gampaha district in Sri Lanka. The self-administered questionnaire is used to gather data from the selected sample.

Conceptualisation

Based on the previous literature survey, it was understood that the individual and situational factors are past consumption experience, price sensitivity, and product availability, and these factors are considered as the independent variables of the study. On the other hand, green purchase intention is identified as the

dependent variable, which depends on the three independent variables. Accordingly, the developed conceptual framework is as follows.

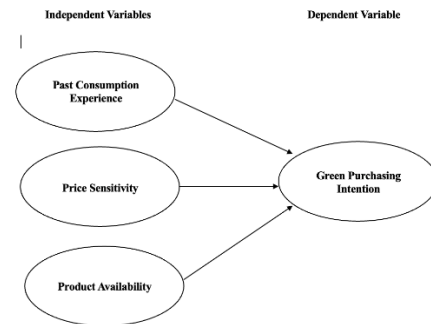


Figure 1 Conceptual Framework

Operationalisation

This comprehensive literature review made the constructs operational and assessed every scale with a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree (Refer Appendix 01).

Population, Sample, Data Collection, and Analysis Method

Young consumers who have an income source and live in the Gampaha district are considered the population of this study, as Gampaha has a large population within Sri Lanka. The population can be explained accurately using the Gampaha district due to its density of population, and Gampaha is one of the main cities in Sri Lanka (Warnakulasooriya & Athukorale, 2016). When considering the Sample, the research consists of young consumers who belong between the ages of 20 and 25, and the sample size could be 180 consumers from the population due to the availability of data. The researcher took this sample due to the current social situation when considering time and cost (Munasinghe & Shantha, 2021), and there is inadequate environmental knowledge among the young population (Cooray et al., 2024).

This study employed a convenient sampling because all elements in the population have an equal chance of being included in the sample. The data was collected through the survey questionnaires of young consumers in the Gampaha district in Sri Lanka. Data was gathered by using a survey, and Statistical Package for Social Sciences (SPSS) software was used to test the hypotheses.

DATA PRESENTATION AND ANALYSIS

Interpretation of the Sample

This study has used 180 young consumers' data to validate the hypotheses. To illustrate, the interpretation of the sample has been shown as gender, age group, and marital status.

Table 2: Gender distribution

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Female	69	38.3	38.3	38.3
Male	111	61.7	61.7	100.0
Total	180	100.0	100.0	

Here, 38.3 % (out of 180 respondents) of respondents are female (69), as is shown in Table 2. The male percentage is 61.7 %. So, the number of males is higher than the number of females.

Table 3: Age group

Age group	Frequency	Percentage	Valid Percentage
20-22	82	45.6	45.6
23-25	98	54.4	54.4
Total	180	100.0	100.0

Age can be divided into two categories: 20-22 and 23-25, respectively. 45.6 % (out of 180) of respondents are 20 – 22 (82) and 54.4 % (out of 180) of respondents are 23 – 25 (98), as is shown in Table 3. Therefore, the number of respondents in

the 20-22 age group is a little bit lower than the number of respondents in the 23-25 age group.

Table 4: Marital status distribution

Marital status	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Married	18	10.0	10.0	10.0
Single	162	90.0	90.0	100.0
Total	180	100.0	100.0	

The married percentage is 10% and the single percentage is 90% have responded to this research. Frequencies are 18 and 162, respectively. The number of single respondents is nine times higher than the number of married respondents. So, the data from the sample is mainly relevant to single people.

Reliability

Table 5: Results of the reliability test

Variables	Cronbach's Alpha Value	No of items	Conclusion
PCE	0.834	4	Accepted
PS	0.871	5	Accepted
PA	0.897	4	Accepted
GPI	0.928	6	Accepted

It is important to identify the internal consistency of Likert scale items, and for that, reliability analysis is used, because it is important to decide whether to use the mean value of the Likert scale item to create the relevant variable. Here, Cronbach's Alpha is applied as a test statistic to identify the reliability. According to the table, all of the Cronbach's Alpha values are higher than 0.8. So, the reliability of each variable is good (Heale & Twycross, 2015). Especially the GPI has an excellent level of internal consistency since Cronbach's Alfa is higher than 0.9.

Descriptive statistics of independent variables and GPI

Table 6: Descriptive Statistics of independent variables and revisit intention

	N	Min imum	Maxi mum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
PCE	180	1.00	5.00	3.8528	.04888
PS	180	1.00	5.00	3.7633	.05175
PA	180	1.00	5.00	3.8111	.05432
GPI	180	1.00	5.00	4.0361	.05103

According to the descriptive statistics, the mean value of GPI is the highest (4.04), and it is closer to an agreed-upon level. In addition, the mean value of each PCE, PS & PA is between 3 and 4. Therefore, the level of response is between neutral and agree levels for those variables. On the other hand, the standard deviation of PCE is the lowest. Nevertheless, there is not a huge difference between the standard deviation of each variable. The maximum and minimum values of all variables in between are 5 to 1.

Correlation analysis

Table 7: Correlation Analysis

		PCE	PS	PA	GPI
PCE	Pearson	1	.616**	.536**	.624**
	Correlation				
	Sig. (2-tailed)		.000	.000	.000
	N	180	180	180	180
PS	Pearson	.616**	1	.607**	.504**
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
	N	180	180	180	180
PA	Pearson	.536**	.607**	1	.533**
	Correlation				
	Sig. (2-tailed)	.000	.000		.000
	N	180	180	180	180
GPI	Pearson	.624**	.504**	.533**	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	180	180	180	180

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

According to correlation analysis, the p-value of the relationship between PCE and GPI is 0.624 and it is significant. The coefficient of correlation is positive and higher than 0.6. Therefore, there is a good positive relationship. Then, the results indicate that there is a significant good positive relationship between PCE and the p-value of the relationship between PS and GPI is 0.504, and it is significant. The coefficient of correlation is positive and higher than 0.5. Thus, there is a moderate positive relationship. Accordingly, the results indicate that there is a significant moderate positive relationship between PS. Finally, the p-value of the relationship between PA and GPI is 0.533, and it is significant. The coefficient of correlation is positive and higher than 0.5. Consequently, there is a moderate positive relationship. Therefore, the results indicate that there is a significant moderate positive relationship between PA and GPI.

Regression Analysis

Accordingly, multiple linear regression analysis has been used to get better results.

Multiple Linear Regression Impact of PA on PCE, PA, and PS

Table 8: Model Summary of GPI vs PA, PCE and PS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.6	.448	.439	.51300
	.6			
	.9a			

a. Predictors: (Constant), PA, PCE, PS

b. Dependent Variable: GPI

The adjusted R^2 is 0.439. So, 43.9 % of the variance of the GPI is explained by PA, PS, and PCE.

Table 9: ANOVA of GPI vs PA, PCE, and PS

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.586	3	12.529	47.606	.000 ^b
Residual	46.318	176	.263		
Total	83.904	179			

a. Dependent Variable: GPI
b. Predictors: (Constant), PA, PCE, PS

The ANOVA table shows that the model is significant since the p-value is 0.000 and it is lower than 0.05. So, the model of GPI vs PA, PS, and PCE is significantly better than a model with intercept only.

Table 10: Coefficients of GPI vs PA, PCE and PS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.073	.253		4.244	.000
PCE	.459	.077	.440	5.979	.000
PS	.083	.077	.084	1.075	.284
PA	.231	.069	.246	3.372	.001

a. Dependent Variable: GPI

Both the P-values relevant to the coefficients of PCE and PA are lower than 0.05. So, there is a significant impact of both PCE and PA on revisit intention. Here, both the coefficients are positive. Thus, the level of GPI can be significantly increased by increasing the level of each PCE and PA. On the other hand, PS is not in the multiple linear regression model.

Hypothesis Testing

Based on the above-mentioned results of the analysis alongside the results of the multiple linear regression, the summary of acceptance or rejection of the stated hypothesis is as follows.

Table 11: Summary of the data analysis

Stated Hypotheses	Supported/Not supported
There is a positive relationship between past-consumption experience and green purchase intention	Supported
There is a positive relationship between price sensitivity and green purchase intention	Not supported
There is a positive relationship between product availability and green purchase intention	Supported

DISCUSSION

Key Findings and Discussion of the Study

This research study tried to find out the factors affecting on the green consumer intention of young Sri Lankan consumers. Firstly, results revealed that there is a significant positive relationship between past-consumption experience and the green purchase intention of young consumers in the Gampaha district in Sri Lanka. Therefore, H1 is supported. Agreeing with some studies, purchase intention among customers is positively affected by past positive experiences (Diallo & Siqueira Jr, 2017). Secondly, there is no significant positive relationship between price sensitivity and the green purchase intention of young consumers in the Gampaha district in Sri Lanka. Hence, H2 is not supported. Purchasers naturally pay additionally for these kinds of goods if they get more paybacks from buying environmentally friendly goods (Hong et al., 2018). Sun et al. (2022) pointed out that the least possible prices and costs that consumers should pay would be minimised by the government and industry, and the government should offer financial subsidies to green products and the stores that sell them. Thirdly, there is a significant positive relationship between product availability and the green purchase intention of young consumers in the Gampaha district in Sri Lanka. Then, H3 is supported. Sharaf & Perumal (2018) found that the availability of products did not considerably impact Malaysian customers' eco-friendly purchasing habits, but this research indicates a significant relationship between green product availability and green purchasing intention, because sometimes consumers are more willing to buy green products, but availability is always a matter. Yet, most products are available in only certain areas. Young consumers have more knowledge about green products than other age categories. Most of the time, young customers are the target market of

any product. Sponsoring green environment projects with previously experienced green consumers and taking part in green forum activities are crucial for establishing consumer preferences for the company's eco-friendly products. In addition to building trust with younger clients, managers must engage subject matter experts as brand ambassadors to enhance the green purchasing intention (Suhartanto et al., 2021). Besides, producers and sellers of green products should be transparent about their prices to justify the higher cost compared to traditional products and they should also consider adapting to the purchasing power of their customers as well as making green products more accessible to customers can be achieved through awareness campaigns and effective cost management measures (Rödiger & Hamm, 2015).

Recommendations and Limitations

Although there are important implications suggested by this study, there are still certain limits. Considering the results of the study, past consumption experience and product availability are the factors that have a significant positive impact on the green purchase intention of young consumers, but there is no supported relation between price sensitivity and green purchasing intention. When the buyer recognises the difference in pricing between green products and ordinary ones, a positive attitude towards green products does not necessarily lead to purchasing behaviour. Therefore, consumers often hesitate to pay for expensive food products (Ansar, 2013). Consumers prefer to compare prices, analyse value for money, and ensure price transparency when purchasing green products, and small price increases may discourage consumers from buying green items despite their positive attitudes in this area (Low et al., 2013). Further, green product manufacturers would be concerned more about the availability of

the market because if that product is not available in stores where it is inconvenient for people to purchase, then there is an opportunity for consumers to get away from that product, and they tend to search for alternative products. When green products are first on the market, marketers can use promotional efforts such as offering the product at discounted prices, buy one, get one free option, and so on. Then consumers tend to purchase these products, and if they have a favourable experience with the product, then they will continuously purchase green products, and by that, marketers can create a loyal customer base easily. On the other hand, as price sensitivity is not significantly impacted by green purchase intention, marketers can offer their products at a premium price and a premium quality. Then it is easy for them to position their products in the market. This will help the green producers to highlight their products in the competitive markets. This research has been used by only 180 young consumers in the Gampaha district due to the availability of data. Future research studies can be done using every district in Sri Lanka, utilising a large sample. Further, consumers aged 20-25 have been used for this study. Moreover, consumers in every age category can be used for upcoming studies. Eventually, future research studies can use other characteristics, including attitude, subjective and corporate norms, followed by the theory of planned behaviour, to investigate the impact of green purchasing intention, utilising mixed methods for getting better results.

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APPENDICES

Appendix 01: Operationalisation

Variables	Indicators	Measurement
01. Past Consumption Experience (PCE)	PCE1. I'm experienced in buying green products PCE2. The experience of purchasing a green product is exhilarating. PCE3. I have considerable green product purchase experience. PCE4. I am purchasing green products frequently	5-point Likert Scale
02. Price Sensitivity (PS)	PS1. I am highly price-sensitive when buying green products. PS2. Minor increases in price will lead to limited purchases. PS3. Price is the fundamental reason for green products. PS4. I delight in assessing prices of green products. PS5. I am favoured to purchase low-cost or discounted green products	5-point Likert Scale
03. Product Availability (PA)	PA1. The lack of availability of green products influences my purchase decision. PA2. There are enough green products to choose from PA3. There are enough green products within each product line (e.g., the products are available in a sufficient number of sizes and colours) PA4. New green products are frequently presented	5-point Likert Scale
04. Green Purchase Intention (GPI)	GPI1. I am eager to purchase green products GPI2. I attempt to purchase green products GPI3. I intend and plan to purchase green products GPI4. I may make an effort to purchase a green product GPI5. I will continue to buy and use green products GPI6. I will recommend others to buy and use green products.	5-point Likert Scale

Source : (Kaplan et al., 2015; Xu et al., 2019)