


GREEN PRODUCTS BUYING BEHAVIOUR OF SAUDI ARABIAN AND INDIAN
CONSUMERS: A COMPARATIVE STUDY

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 July 2023</p> <p>Accepted 23 October 2023</p>	<p>Purpose: The study's primary objective is to learn how environmental concerns affect customers' decisions to purchase green commodities in Saudi Arabia and India. This research will also shed light on the impact environmentally conscious purchasing has had on both economies. Furthermore, explored are the demographic variables (age, gender, and level of education) and factors (perception behavioural, control subjective standards, environmental concern, and environmental awareness) that influence customer usage and purchasing of green products.</p>
<p>Keywords:</p> <p>Green Products; Environmental Concern; Environmental Awareness.</p> 	<p>Design/Methodology/Approach: Primary data was collected through purposive sampling as sample must be educated enough to understand the concept of eco-marketing. The size of the sample was three hundred forty. 140 consumers from Saudi Arabia and remaining 140 from India. Different statistical tool was applied to analyse the data.</p> <p>Findings: Based on data and information to be collected must be brought into analytical study and must let us direct towards certain findings that might help us to arrive at final conclusion. In this way it will help the Policy makers and Managers to formulate the policies & strategies to encourage the green purchase. The findings provide valuable information about the driving forces behind green product purchases, both positive and negative. Considerations like Consumers' perceived behavioural have no effect on green product purchasing whereas environmental concern, and environmental awareness, and subjective norms are seen as motivators.</p> <p>Practical & Social implication: The goal is to have all types of consumers buy eco-friendly goods. On the other hand, it was discovered that gender, age, and educational qualification were the demographic variables that had a relationship with people's propensity to buy environmentally friendly products.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i10.3906</p>

COMPORTAMENTO DE COMPRA DE PRODUTOS VERDES DOS CONSUMIDORES DA ARÁBIA
SAUDITA E DA ÍNDIA: UM ESTUDO COMPARATIVO

RESUMO

Objetivo: O objetivo principal do estudo é saber como as preocupações ambientais afetam as decisões dos clientes de comprar commodities verdes na Arábia Saudita e na Índia. Esta investigação também lançará luz sobre o

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impacto que as compras ambientalmente conscientes tiveram em ambas as economias. Além disso, são exploradas as variáveis demográficas (idade, género e nível de escolaridade) e factores (percepção comportamental, padrões subjectivos de controlo, preocupação ambiental e consciência ambiental) que influenciam a utilização e compra de produtos verdes pelos clientes.

Desenho/Methodologia/Abordagem: Os dados primários foram recolhidos através de amostragem proposital, uma vez que a amostra deve ser educada o suficiente para compreender o conceito de eco-marketing. O tamanho da amostra foi trezentos e quarenta. 140 consumidores da Arábia Saudita e 140 restantes da Índia. Diferente ferramenta estatística foi aplicada para analisar os dados.

Constatações: Com base nos dados e informações a serem coletadas, devem ser trazidas para um estudo analítico e devem permitir-nos direccionar para certas conclusões que possam nos ajudar a chegar à conclusão final. Desta forma, ajudará os decisores políticos e gestores a formular políticas e estratégias para incentivar a compra verde. As descobertas fornecem informações valiosas sobre as forças motrizes por trás das compras de produtos verdes, tanto positivas quanto negativas. Considerações como o comportamento percebido pelos consumidores não têm efeito na compra de produtos verdes, enquanto a preocupação ambiental, a consciência ambiental e as normas subjetivas são vistas como motivadores.

Implicações práticas e Sociais: O objetivo é fazer com que todos os tipos de consumidores comprem produtos ecológicos. Por outro lado, descobriu-se que o género, a idade e a escolaridade eram as variáveis demográficas que tinham relação com a propensão das pessoas para comprar produtos amigos do ambiente.

Palavras-chave: Produtos Verdes, Preocupação Ambiental, Consciência Ambiental.

COMPORTAMIENTO DE COMPRA DE PRODUCTOS VERDES DE LOS CONSUMIDORES DE ÁRABE SAUDÍ E INDIO: UN ESTUDIO COMPARATIVO

RESUMEN

Propósito: El objetivo principal del estudio es aprender cómo las preocupaciones ambientales afectan las decisiones de los clientes de comprar productos ecológicos en Arabia Saudita y la India. Esta investigación también arrojará luz sobre el impacto que las compras ambientalmente conscientes han tenido en ambas economías. Además, se exploran las variables demográficas (edad, género y nivel de educación) y los factores (percepción conductual, estándares subjetivos de control, preocupación ambiental y conciencia ambiental) que influyen en el uso y la compra de productos ecológicos por parte de los clientes.

Diseño/Methodología/Enfoque: Los datos primarios se recopilieron mediante muestreo intencional, ya que la muestra debe tener la educación suficiente para comprender el concepto de marketing ecológico. El tamaño de la muestra fue de trescientos cuarenta. 140 consumidores de Arabia Saudita y los 140 restantes de la India. Se aplicó diferente herramienta estadística para analizar los datos.

Hallazgos: La base de datos e información que se recopilará debe llevarse a un estudio analítico y debe permitirnos orientarnos hacia ciertos hallazgos que puedan ayudarnos a llegar a la conclusión final. De esta manera ayudará a los responsables de políticas y gerentes a formular políticas y estrategias para fomentar la compra verde. Los hallazgos proporcionan información valiosa sobre las fuerzas impulsoras detrás de las compras de productos ecológicos, tanto positivas como negativas. Consideraciones como el comportamiento percibido de los consumidores no tienen ningún efecto en la compra de productos ecológicos, mientras que la preocupación y la conciencia medioambiental y las normas subjetivas se consideran motivadores.

Implicaciones prácticas y Sociales: El objetivo es que todo tipo de consumidores compren productos ecológicos. Por otro lado, se descubrió que el género, la edad y la calificación educativa eran las variables demográficas que tenían relación con la propensión de las personas a comprar productos amigables con el medio ambiente.

Palabras clave: Productos Verdes, Preocupación Ambiental, Conciencia Ambiental.

INTRODUCTION

Environment is an Important consideration now a days as always country's government and society become more aware about these issues. The emergence of the environment issue and problem worldwide, there is demand to preserve and protect the environment (Bartikowski & Berens, 2021). In-fact the concept of green marketing comes to resolve the problems of

environment with the help marketer and consumer understand their responsibilities towards environment. Green marketing is wide a concept and contact important activities of the market, product production keeps the environment issue in mind. Now consumers are becoming more aware of environment issues and activities engage in reducing impact on the environment by adopting green practices and buying environmentally friendly goods (Mohammed Arshad Khan, Vivek, et al., 2023). Consequently, these days, both businesses and individuals are concentrating on eco-friendly goods and service. A manufacture belief in producing a product which are eco-friendly and less harmful for the environment (Hu et al., 2023).

Economic expansion and global patterns of consumption and lifestyle choices are major contributors to environmental degradation (Mehmood et al., 2023). The environmental burden of harmful and negatively impacting components has increased alongside rising consumption and production. Around 40% of environmental damage can be attributed to individual purchasing behaviors, claims (Jan et al., 2019). The government, along with homes, businesses, and marketers, is doing a good job of addressing this issue. New goods and methods are being produced through research and development to lessen environmental impacts and create a more sustainable future (Sriyono et al., 2022). The study of consumer behaviour is the beginning of marketing concept/process, knowing the consumer behaviour and understanding purchase motivations (Almohammadi & Abdulghaffar, 2022). Environmental issues have their roots in and are compounded by human consumption. Therefore, it is necessary to influence consumer buying behaviour and their preferences by directing customers towards changing their preference and habits in consuming product and services (Susanto et al., 2022).

Green Marketing and Green Products

Green Marketing is defined as the promotion of environmentally sustainable products. Green marketing is not just about creating eco-friendly products online; businesses must also consider the process and methods they use to create products, as well as its price, marketing, and packaging (Dhurup et al., 2014). Hence, it describes the process of marketing eco-friendly products and services to the general public (Mohammed Arshad Khan, Alhathal, et al., 2023). Customers' interest towards purchases of environmentally friendly items continue to rise. Being green involves making choices in your daily life that are kind to the environment and long-term sustainable for Earth. This is why environmental education is so crucial. Putting these green living concepts into practice is what it really means to "go green." (Musa et al., 2021). According to **Piettie** (2001), Green marketing have three faces of Its evolution:

1. Ecological green marketing: begin in 1980. It is helpful for the environment problem and provide remedies.
2. Environmental green marketing 1990's emphasis upon new innovation technologies to take care of pollution and wastage.
3. Sustainable Green Marketing: Begins in 2000, uses more sophisticated technologies focus upon preservation of environment through sustainable development.

India and Saudi Arabia

Green marketing, in reality, is the practice of educating buyers about the benefits of eco-friendly goods and services through strategic pricing, distribution, and advertising so that more people will buy them and more money will be made and more people will be satisfied (Matharu, 2020). Studies and literature survey from the developed countries reported that more than 90% of consumers are aware with term like recycling, global warming, consumer purchase intention towards environment friendly products, organic products even If that means paying a higher price (Y. Li et al., 2021).

The market size for green products and services globally estimated up to \$42 trillion and the growth of the market expected 13% per year. One area (region) however not to be very participative in this ongoing trend belonging to the Gulf state (Saudi, Qatar, Oman, Bahrain). Lives in backward and Vulnerable desert region with high per ca-pita income with rapid population growth (Hussain et al., 2020). Determinants of green purchase intention of Saudi consumers during literature survey it is fraud that only a few small numbers of green products are available and very few firms engage in green marketing. The low consumer Interest lead to this situation (Mohd Altaf Khan & MINHAJ, 2022). Without green marketing and green products, it is difficult to develop environmental choice knowledge and awareness that could translate in to green purchase intentions.

These observation and studies has sparked our Interest via understanding green purchasing behaviour specially among Saudi consumers. Nonetheless, India has the world's second-largest population, putting a strain on the country's limited supplies of natural resources. Therefore, it is crucial to allocate funds to strike a fair compromise between resource preservation and consumption (Ayadi & Lapeyre, 2016). India is currently struggling with the issue of environmental degradation and paying a high health and financial price as a result.

Need for Green Marketing

The study of consumers behaviour is the beginning of marketing concept/process, knowing the consumer behaviour and understanding purchase motivations. (Barbu et al., 2022) Consumption is an important and deceive factor in the development and aggravation of environment problems. Therefore It is necessary to influence consumer buying behaviour and their preferences by directing customer towards changing their preferences in consuming products and services (Mohd Altaf Khan & MINHAIJ, 2021).

The primary goal of this research is to learn how environmental concerns affect green product purchases in India and Saudi Arabia. The study will also look into the impact environmental consumerism has had on the green product market in both nations. The current research identifies and explores the most important determinants thought to be necessary to purchase the green items (Zakir & Khan, 2011). There is a clear need for this research because there is so little available on the topic of what factors influence consumers' decisions to purchase environmentally friendly goods in Saudi Arabia and India. Ultimately, the study's authors hope that their findings will help Saudi Arabian marketers better understand factors that have a role in determining whether or not a buyer will buy a green product. They can then use this information to devise targeted marketing tactics and anticipate a rise in eco-friendly consumer habits (Siddiqui et al., 2021).

CONCEPT DEVELOPMENT

The green marketing concept comes into existence due to the growing concern about the greenhouse gases that cause great harmful implication on the ecological balance of an environment (Kaadoor, 2021). Therefore, the scope of the subject as mentioned seems to have great deal of importance and appears to be a finest way-out to let the consumer know to avoid the practice of that very products that increase the emission of greenhouse gases that are dangerous threat to the survival of human beings on the earth. Green marketing still seems an area where lies great dearth of superfluous studies and researcher (Zhao et al., 2021). The adoption of measures based upon sincerity and multidimensional approach will be directed to arrive at the commendable and comprehensive conclusion to make research report factual, concrete and purposeful. Green or Environmental marketing has been the integration of a set of marketing activities framed in order to facilitate exchange of products intended to satisfy the need and wants of human beings, implementing these requirements has negligible effects on the appearance of the surrounding area (D. Li & Yu, 2022). As a result, "green marketing"

refers to the promotion of goods that are thought to be harmless to the planet. It appears to be a collection of marketing efforts that contribute to the promotion of environmental protection, and it encompasses a wide variety of actions taken by businesses to create, advertise, price, and distribute products that cause the least harm to environmental issues. One must not show adherence to any disagreeable opinion that in a few decades environmentalism appears to be an important aspects due to increasing issues as regards acid rain, Ozone layer depletion and the degradation of the fertility of the land owing to the usage of non-bio gradable ingredients of pollution involving majority of share made by the burning of fossil fuels (Liu et al., 2018). These are the concrete factors categorically responsible in the erosion of environmental balance and such loss in ecological balance may be restored with the generation of eco-friendly demand for the products in many Nations across the globe. During our literature survey we found that the subject is very innovative and new and it is not taken as a research project. Learned academicians as well as the notable marketing practitioners have displayed great support to the concept of green marketing due to continuous utilization energy resources which is non-renewable causing the generation of non-bio gradable factors that leads to an increase of global warming and worst degree of pollution in the ecological setup (Laroche et al., 2001). To summarize up, we can say that green marketing has been a collection of marketing activities where consumption, manufacture, and disposal of products have been carried out in a way that is consistent with environmental safety and reduces the likelihood of natural disasters. The purpose of this research is to examine how green marketing strategies have influenced purchasing decisions in India and Saudi Arabia. First, the environment and the problem related to it besides that why green marketing originated and was discussed, followed by the concept of ecological marketing and sustainable customers will be explain and basically what are those factors which is affecting the consumer buying decision of purchasing green products.

Literature Review

Environmental marketing, also known as ecological marketing or sustainable marketing, is the practice of promoting a company's goods and services in a way that minimizes their negative impact on the natural environment (X. Chen et al., 2022). This is the marketing concept that favors the manufacturing of the greener product not appears to be harmful for the ecological balance as what may be seen the fast pace of industrialization quite responsible for the emission of greenhouse gases helping in the spread of global warming and the depletion of Ozone layer (C. C. Chen et al., 2018). The increasing awareness of ecological problem causes

great impact upon consumers' minds who have shaped their attitudinal mindset to minimize their dependence upon the products causing harm to the environment and directed themselves towards greener products for its safety (Sharma et al., 2013). Of that very change and shift in attitude of consumers is well exploited by business organizations for their commercial benefits and lay much emphasis to capitalize the market potential of this industry created by greener consumers' mindset (Kaufmann et al., 2012). The concept of green marketing gained prominence in the late 1980s and early 1990s. In 1975, A.M.A. hosted the first workshop on this marketing concept, during which the first book on green marketing, named "Ecological Marketing," was written (Yang, 2017). Several books on the subject have been published since then (College, 2018). Academics were brought closer together during an A.M.A. session, practitioners of marketing, public policy makers of the society and the government to bring into review the impact of green marketing on the natural environment where green marketing defined as "The study of positive and negative aspects of marketing activities on pollution, energy depletion and non-renewable energy resources diminution." (Samuel, 2017). The expansion of green marketing and green consumerism has presented commercial organizations and the industrial world with the greatest opportunity (Tara Schofield, 2018). It specifies that a green consumer is one who avoids products that are harmful to living organisms, contribute to the environmental degradation caused by production or use, and rely heavily on non-renewable energy sources (Yang, 2017). The expansion of green marketing and green consumerism has presented commercial organizations and the industrial world with the greatest opportunity (Cherian & Jacob, 2012). It specifies that a green consumer is one who avoids products that are harmful to living organisms, through either production or use, they cause environmental degradation, and rely heavily on non-renewable energy sources (Isaacs, 2015). In short, it may be concluded that the increased awareness on environmental issues and surroundings and an increased pollution emitted by industries cause a shift of interest of the consumers towards green marketing practice and purchasing in order to popularize green marketing products and services for environmental safety (Musa et al., 2021).

Table 1. Literature Review

S.no.	Author Name	Title	Outcome/Findings
1.	(X. Chen et al., 2022)	Predicting consumer green products purchase attitude & behaviour intention during Covid.	The integration of green products consumption taken to a new route of health consciousness due to unforeseen condition of Covid pandemic. The demand of green products significantly increases worldwide.
2.	(C. C. Chen et al., 2018)	Factor affecting the consumer decision	Finding reveals that there is a healthy positive correlation between social, cultural purchase

		behaviour of buying green products	decision & psychological factors for green products in Saudi Arabia
3.	(Sharma et al., 2013)	A study of the purchasing patterns of ecological products	The results suggest that longevity, cost, comfort, quality services, well-being, and environmental health concerns are key factors in their purchasing decisions.
4.	(Kaufmann et al., 2012)	Consumer behaviour forwards green products	The elements that affect consumers' purchasing decisions of eco-friendly goods are positively related. Their decision to buy green items is mostly influenced by the product's environmental impact, price, and quality.
5.	(Yang, 2017)	Consumer behaviour towards green products	This research shows that consumers' perceptions of a product's quality are positively affected by their familiarity with the brand. Research shows that consumers' willingness to buy an eco-friendly product is influenced by its perceived quality.
6.	(College, 2018)	Environmental marketing in India and its influence on consumer conduct	This suggests that green marketing plays a significant influence in influencing consumers to purchase environmentally friendly goods. Awareness primarily arises from exposure to advertisements.
7.	(Samuel, 2017)	Consumer purchasing patterns and adoption of eco-friendly products in Kenya	Personal factors social cultural influences was less types of consumer behaviour influences the selection of green products.
8.	(Tara Schofield, 2018)	Green Merchandise An impact study on buying habits	It does not think it is worth paying more for environmentally friendly goods. People started buying environmentally safe products to do their part in preserving the planet.
9.	(Yang, 2017)	Exploring the consumer behaviour of intention to purchase green products- An empirical Analysis	Cognitive and affective attitude both influences consumer behaviour to purchase the green products.
10.	(Cherian & Jacob, 2012)	A study of consumer attitudes regarding environmentally sustainable products.	Due to a lack of knowledge, some businesses are not yet prepared to produce green products.
11.	(Isaacs, 2015)	Consumer perception of Eco-friendly products.	Both price and quality play a significant role in attracting and retaining customers.
14.	(Musa et al., 2021)	The Role of Eco-Conscious Consumption in Realizing Saudi Arabia's Sustainable Vision 2030	This paper is an attempt to discuss about the impact of conscious consumer on environment friendliness between the determinants of conscious consumer behaviour. Findings show positive moderation.
15.	(Gan et al., 2008)	Consumer behaviour towards green products	Concluded that demographics are important variables(factors) in buying behaviour of green products. Women appears to be lesser known about environment as compared to men.
16.	(Matharu, 2020)	Factor determining consumer purchase intention for green & sustainable product - an empirical study	Green product purchases are driven by consumers' concern for the environment as well as their belief that becoming green can be a healthier choice for them.
17.	(Kumari, 2018)	Factor affecting the purchasing behaviour of the public about the green products - A study in the state Haryana	Green marketing comes to resolve the problems of environment, so the marketer's consumer understand their responsibility towards environment and it needs to focus upon the quality, availability and price and health features in these products.
18.	(Karunarathna et al., 2017)	Factors influencing the procurement of green	Reveals that "Going green" is a slogan and being discussed by the consumers a lot. The study reveals

		products by young, educated consumers in Sri Lanka	six important features which affect green purchasing behaviour. Social influence, environment knowledge & attitude, perceived environment responsibility, exposure to environment messages through the media, government initiative etc.
19.	(Kaur et al., 2022)	Green marketing strategies, environment attitude and green buying intention - A multigroup analysis in an emerging economy context	The need for eco-friendly goods to safeguard family health and wellbeing has increased. The research's long-term implications highlight the 7Ps of India's green marketing mix.

Source: Authors compiled from previous studies

In order to get an in-depth insight into the topic of green marketing an extensive literature review is done though an abundance of literature is available on green marketing (Gan et al., 2008), yet there is still a deficiency in understanding of customers' perspectives on green products and their purchase habits (Matharu, 2020). Studies that focus on green marketing are scarce (Mohammed Athar Ali et al., 2023).

When compared with western research, there are few studies that explore the potential of the Asian market, Even Saudi Arabia faces serious environmental challenges such as degradation, desertification and air pollution related to energy products (Kumari, 2018). There has been no research done yet on the purchasing habits of green products in these nations. This increases curiosity about clients in developing economies like India and Saudi Arabia. and various factors that affects consumers buying behaviour of green products (Karunarathna et al., 2017).

Reviewing the available literature, we see that most of it focused on topics related to the green marketing mix, such as environmental consciousness and awareness. and how this affect or influences the consumers green buying behaviour (Kaur et al., 2022). A list of factors identified through review and of factors identified through review and a framework (conceptual) has been developed.

Objectives of Study

1. To know the factors affecting the buying behaviour of green products among Indian & Saudi Arabian consumers
2. To determine the most and least important factor affecting green buying behaviour of both the countries consumers.
3. To provide recommendations& suggestion to increase the consumption of green products in India and Saudi Arabia.

Hypothesis Development

Environmental knowledge

The ability to recognize a variety of concepts, symbols, and actions related to one's immediate environmental context is what we define environmental knowledge. (Zhao et al., 2021) explain environmental literacy as "a wide understanding of the interconnections among the major ecosystems of the Earth and the facts and ideas that underpin our care for them". In the past, some research has shown that customers' environmental awareness does not have a direct or significant effect on their views toward green products (Matharu, 2020), while other research has shown the opposite. As a result, we can express the fourth hypothesis as:

H4: Environmental knowledge directly influences consumer's buying behaviour toward green products.

H9: The buying behaviour serves as mediators between Environmental Knowledge and Green Products purchasing.

Subjective norms

Subjective norms can be thought of as the pressures that consumers feel from their friends, family, colleagues, and other significant others to act in a certain way. Perceived societal impacts on a certain activity that people might engage in are another kind of expression of subjective norms (Jan et al., 2019) Numerous academics have concluded that consumers' attitudes toward eco-friendly goods are unaffected by subjective norms. Nonetheless, consumers may look for encouragement from others when they have doubts about the results of a certain action. Subjective standards affecting the purchase of green products are mirrored in the consumer's social network, as stated by (Kamalanon et al., 2022). Several prior research have shown that individual differences in norms have a significant impact on how consumers feel about eco-friendly goods. As a result, we can state our second hypothesis as:

H5: Subjective norms directly influence consumer's buying behaviour toward green products.

H10: The buying behaviour serves as mediators between Subjective Norms and Green Products purchasing.

Environmental concern

(Aseri & Ansari, 2023) defined environmental concern as "the degree to which an individual is aware of environmental problems." Care for the environment can be defined as

"the awareness of ecological problems and the tendency to help find solutions by promoting eco-friendly projects". As a result of rising environmental consciousness among consumers, a growing number of businesses have marketed themselves as eco-friendly by selling ecologically friendly goods and services. Those who care about the environment tend to have favourable sentiments toward green items, which is reflected in their strong intent to buy. Previous research has shown that environmental consciousness does not significantly influence consumers' preferences for eco-friendly goods. When it comes to predicting behaviour, environmental concern seems to be pretty universal, as (Kaadoor, 2021) found. Nonetheless, other research has found that consumers' concern for the environment has a direct and substantial effect on their preference for eco-friendly goods. As a result, we can express the third hypothesis as:

H6: Environmental concern directly influences consumer's buying behaviour toward green products.

H11: The buying behaviour serves as mediators between Environmental Concern and Green Products purchasing.

Perceived behavioural control

Perceived behavioural control (PBC) is a person's awareness of how easy or difficult it is to monitor a specific behaviour (Ajzen, 1991). "The amount to which the individual has control over internal and external circumstances that support or constrain the behaviour performance" is how researchers define PBC. In the presence of attitude, PBC has been shown by several prior research to have limited to no effect. (Laroche et al., 2001) suggests that PBC's impact on customers' propensity to buy could vary amongst demographic categories. The price of a product is a significant factor in the buying decision, and green items are typically more expensive than conventional products. Consumers that don't care much about the environment and aren't prepared to spend more money to buy green items belong into this category. In addition, the limited supply of eco-friendly goods in Saudi markets may make buyers hesitate to buy them (S. Khan et al., 2014). Yet, some research show that PBC has a direct impact on how consumers feel about eco-friendly goods. As a result, we can state the first hypothesis as:

H7: Perceived behavioural control Directly influences consumer's buying behaviour toward green products.

H12: The buying behaviour serves as mediators between Perceived Behavioural Control and Green Products purchasing.

Consumers' buying behaviour toward green products

An individual's attitude can be defined as their likes and dislikes in relation to a product or service. A person's contentment or dissatisfaction with an object might be reflected in their attitude toward it (Dhurup et al., 2014). According to the purchasing behaviour theory, if a person has a favourable outlook on a certain conduct, they are more likely to engage in that action. Previous research has shown that consumer attitudes regarding green products are the most important factor in determining whether they will make a green purchase. In addition, previous research on green products has shown that consumer attitudes have a substantial impact on whether or not they plan to make a green product purchase (Dhurup et al., 2014). As a result, the fifth hypothesis reads as follows:

H8: The buying behaviour directly influence the Green Products purchasing.

H1: Age has no significant relationship with the buying behaviour of green products.

H2: Gender has no significant relationship with the buying behaviour of green products.

H3: Education qualification has significant relationship with the buying behaviour of green products.

RESEARCH METHODOLOGY

The research methodology outlines the research approach and serves as a guide for the researcher to ensure that the research is conducted efficiently. It contains information about the data source, the sample size, the sampling technique, and the analytic tools. The data source is primary data. Primary data are those gathered directly from survey participants by the investigator. The researcher based her study on primary data collected from 340 respondents of India and Saudi Arabia using the convenience technique. Among the statistical techniques used to analyse data are factor analysis. The final questions are divided into two sections: basic knowledge about the green product and questions regarding the five criteria of factor effecting buying decision towards green product consideration (Environmental Knowledge, Subjective Norms, Environmental Concern, Perceived Behavioural Control, buying behaviour toward Green Products). The Google Form as well as offline survey was created to collect feedback from Indian and Saudi Arabia participants. Obtaining information from elements of a big population can be costly, time consuming, and complicated. Collecting data from a sample plan of the population will be less expensive and time consuming. In order to accurately reflect the total population, a statistical process must be used to draw a sample from the population. Statistical sampling refers to the practise of selecting an appropriate sample from a larger

population. The following are the components of a sampling plan: A "five-point Likert Scale" is used to assess client satisfaction, with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree". Smart PLS 3 is applied to achieve Convergent and Discriminant Validity, model fitness, and Structure Equation Modelling (SEM).

RESULTS AND DISCUSSION

This section displays representative samples of individuals who engaged and completed the questionnaire. The responses to queries regarding the demographic factors selected for this study are displayed in Table 2. This information is founded on primary research.

Table 2. Baseline Data of the Participants (N= 340)

Basis	Categories	F	%
Gender	Male	213	64.54
	Female	117	35.45
Age Group	Above 18 years	63	19.09
	21-30 years	121	36.66
	31-40 years	78	23.63
	41 and above	68	20.60
Educational Qualification	U. G	76	22.82
	G	109	33.03
	P. G	112	33.93
	P.D.H	33	9.90
Occupational Status	Govt. Employees	45	13.63
	Private. Employees	112	33.93
	Business and self. Employees	78	23.63
	Students	56	16.96

Source: Compiled from primary data

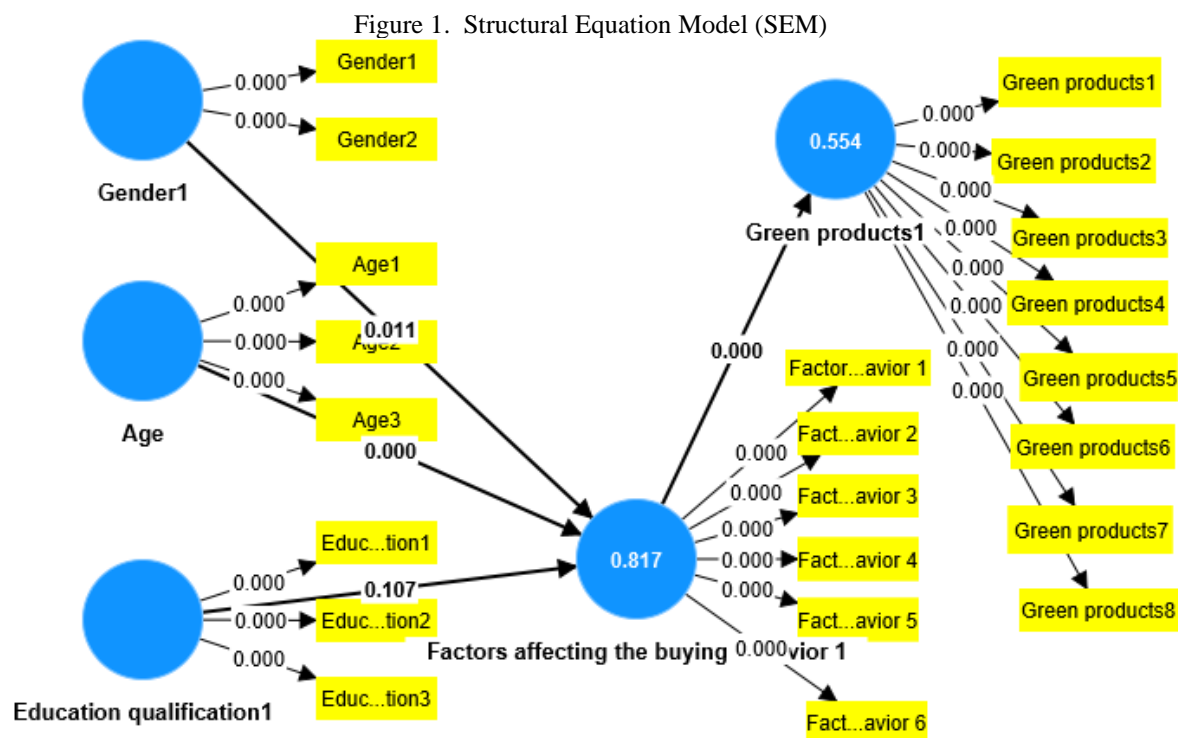
Table 2 depicts the demographic statistics of participants based on their age group, gender, job status, and monthly income. It reveals that 64.54% of sample respondents were males (M), while 35.54% were females (F).

The following data indicates that at least 19.09 % of the total respondents are part of the age group of 18 years or above. A majority of 36.66 % fit into the age group of 21-30 years, 23.63 % was part of the age group of 31-40 years, and 20.60 % belonged to the age group of 41 and above.

Educational attainment demonstrates that 22.82 % of respondents represent Undergraduate (U.G), 33.03 % belong to Graduation (G), 23.63 % belong to Post Graduation (P.G), and 16.96 % represent Professional Degree Holders (PDH). Occupational status denotes that 13.63 % of respondents represent government employees, 33.93 % belong to private

employees, 36.88% belong to business or self-employed individuals, and 18.22% represent students.

Hypotheses Testing of Demographic Profile



According to this PLS-SEM model, if the regression weights have t values of more than 1.96, then each path is significant at the 5% level or better (i.e., the estimated path parameter is significant). The results of the SEM model are shown in the table below.

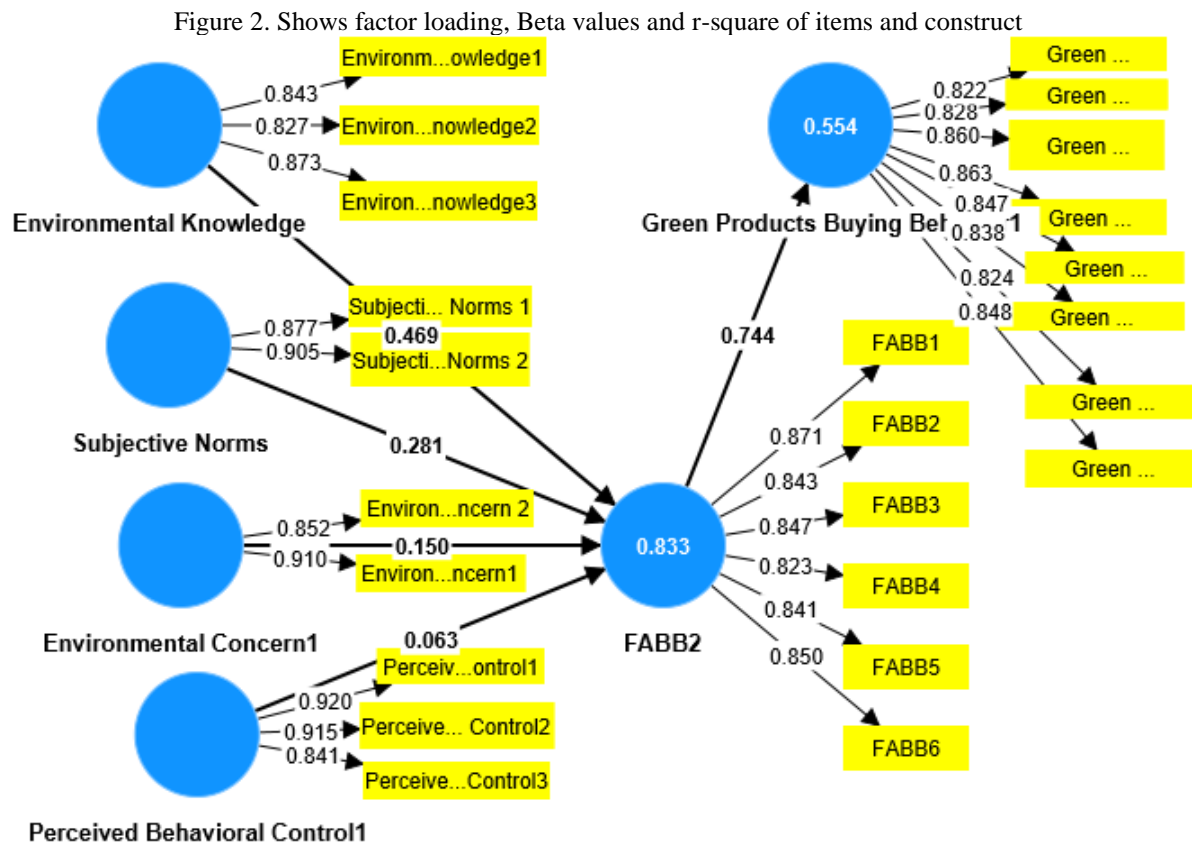
Table 3. Impact of Demographic variables and mediator role of Buying behaviour decision on Green Products purchasing

Hypothesis	Path	B	t-value	P-value	Result
H1	Gender → Green Products purchasing → Buying behaviour	0.286	2.818	0.002	Supported
H2	Age → Green Products purchasing → Buying behaviour	0.2213	2.731	0.018	Supported
H3	Educational qualification → Green Products purchasing → Buying behaviour	0.266	2.303	0.031	Supported

Source: Compiled from primary data

Table 3 shows that hypotheses H01, H02, and H03 were supported. Green Products purchasing mediates the positive relationship between Gender and Buying behaviour ($\beta =$

0.286, t -value = 2.818, $p < 0.001$). On the other hand, Green Products purchasing mediates the positive relationship between Age and Buying behaviour (FABB) ($\beta = 0.2213$, t -value = 2.731, $p < 0.001$). Similarly, Green Products purchasing mediates the positive relationship between educational qualification and Buying behaviour ($\beta = 0.266$, t -value = 2.303, $p < 0.001$).



Source: Calculated from SMART-PLS software

In Figure-2, Environmental knowledge, subjective norm, Environment concern, and perceived behavioural control with the purchasing buying behaviour by circles since they are the latent constructs used by the researcher in the study. Environmental knowledge is measured through three statements codes as environmental knowledge 1 to 3, subjective norm is measured through three statements codes as subjective norm 1 to 2, Environment concern is measured through two statements codes as environment concern 1 to 2, perceived behavioural control is measured through three statements codes as perceived behavioural control 1 to behaviour 3, factor effecting buying customer support represented through codes as factor effecting buying 1 to 6, and Green product buying behaviour represented through codes as Green product buying behaviour 1 to 9. “The factor loading values are shown near the arrows pointing to the respective items/constructs”.

Table 4. Mean, Standard Deviation and Factor Loading

Construct	Item	Mean	SD	Loading
Perceived Behavioral Control	Perceived Behavioral Control1	2.61	0.627	0.757
	Perceived Behavioral Control2	2.273	0.610	0.662
	Perceived Behavioral Control3	3.10	0.768	0.681
Subjective Norms	Subjective Norms1	3.220	0.679	0.714
	Subjective Norms2	3.413	0.775	0.891
Environmental Concern	Environmental Concern1	3.620	0.823	0.804
	Environmental Concern2	4.032	0.811	0.741
Environmental Knowledge	Environmental Knowledge1	3.786	0.773	0.805
	Environmental Knowledge2	4.065	0.812	0.718
	Environmental Knowledge3	3.704	0.701	0.802
Factors affecting the buying behavior (FABB)	FABB1	4.009	0.702	0.770
	FABB2	3.713	0.682	0.904
	FABB3	2.998	0.845	0.693
	FABB4	3.313	0.725	0.844
	FABB5	3.087	0.652	0.852
	FABB6	3.690	0.750	0.731
Green Products Buying Behavior	Green Products Buying Behavior1	3.824	0.707	0.694
	Green Products Buying Behavior2	4.021	0.872	0.668
	Green Products Buying Behavior3	3.712	0.909	0.776
	Green Products Buying Behavior4	3.090	0.898	0.761
	Green Products Buying Behavior5	3.048	0.689	0.823
	Green Products Buying Behavior6	4.065	0.721	0.910
	Green Products Buying Behavior7	2.956	0.801	0.698
	Green Products Buying Behavior8	3.729	0.702	0.793

Source: Compiled from primary data

Table 4 represents the mean values of all the items in each construct; greater than 3 indicates the positive response towards Green Products Buying Behavior. In this research, the five-point Likert scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (5) has been used by the researcher. The factor loadings of all the items in each construct are greater than the prescribed limit of 0.70. So, it indicates that all the statements clearly explain their respective theoretical assumptions.

Convergent Validity and Reliability Result

The Cronbach Alpha, Rho, and convergent validity of the measurement model results of the present study are shown in Table 5 given below.

Table 5. Convergent Validity Result

Constructs	Cronbach's Alpha	Rho-A	Composite Reliability (C.R)	Average Variance Explained (AVE)
Perceived Behavioural Control	0.817	0.818	0.921	0.764
Subjective Norms	0.823	0.822	0.924	0.752
Environmental Concern	0.876	0.877	0.901	0.762
Environmental Knowledge	0.912	0.911	0.929	0.751
Factors affecting the buying behavior (FABB)	0.745	0.745	0.876	0.787
Green Products Buying Behavior	0.806	0.807	0.896	0.843

Source: Compiled from primary data

Table 5 clearly shows that all eight constructs satisfy the prescribe limit as the value of Composite Reliability (C.R) was more than 0.7 and "Average Variance Extracted (AVE)" surpassed 0.5 (Ventre & Kolbe, 2020). The value of "Cronbach's Alpha" and "rho-a" value was confirming internal consistency as the value obtain greater than 0.7. Hence, the convergent validity of the constructs was proved (Khanifar et al., 2012).

Discriminant Validity Result

The Fornell-Larcker and cross-loading criteria were used to verify the discriminant validity. Discriminant validity shows "how well the measure is different from other things in the nomological net."

Table 6. Discriminant validity–Fornell-Larcker criterion

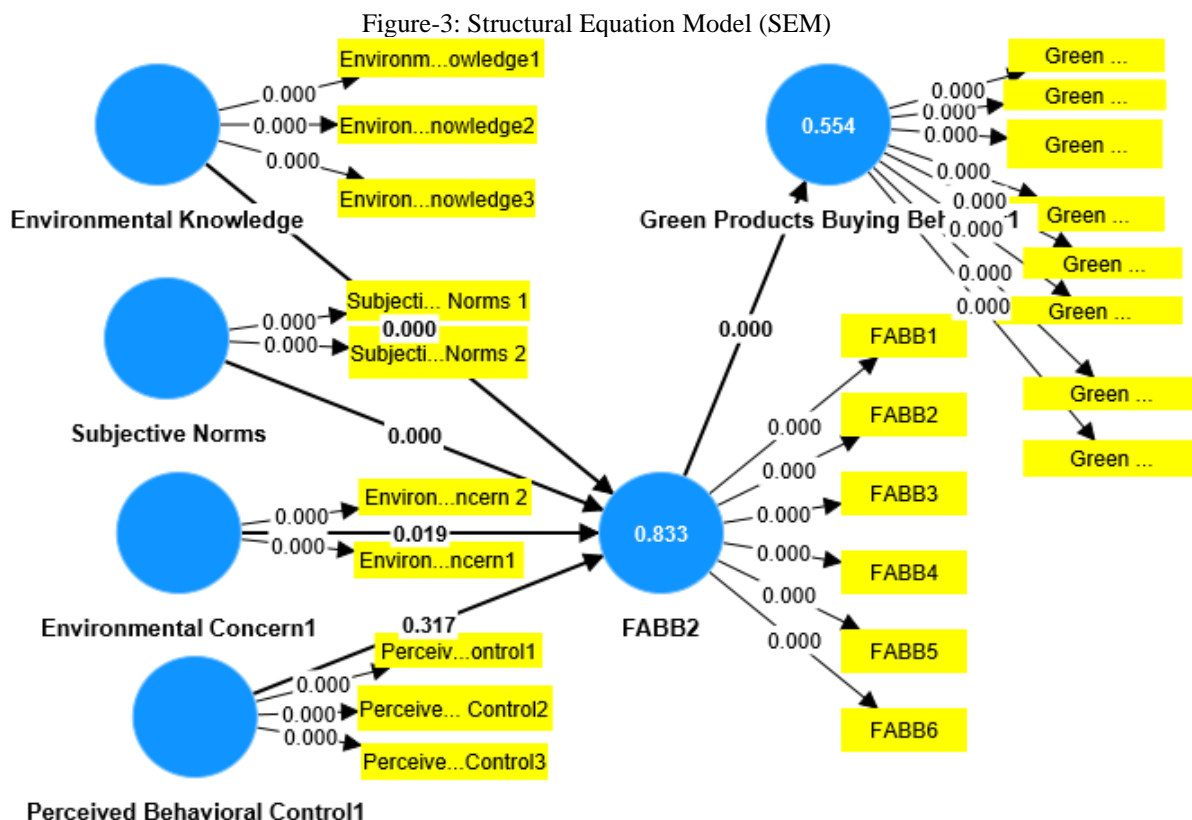
Constructs	Perceived Behavioural Control	Subjective Norms	Environmental Concern	Environmental Knowledge	Factors affecting the buying behaviour (FABB)	Green Products Buying Behaviour
Perceived Behavioural Control	0.877					
Subjective Norms	0.761	0.894				
Environmental Concern	0.813	0.786	0.835			
Environmental Knowledge	0.747	0.812	0.821	0.866		
Factors affecting the buying behaviour (FABB)	0.809	0.752	0.761	0.784	0.855	
Green Products Buying Behaviour	0.812	0.775	0.765	0.736	0.718	0.921

Source: Compiled from primary data

Table 6 represent Fornell-Larcker criterion, to achieve this result you taken the “square roots of Average Variance Extracted” of the available constructs. The values were as follows, Perceived Behavioural Control (0.877), Subjective Norms (0.894) , Environmental Concern (0.835) , Environmental Knowledge (0.866), Factors affecting the buying behaviour (FABB) (0.855), and Green Products Buying Behaviour (0.921), which were greater than the correlation values between each construct in addition to the other constructs. Hence, discriminant validity was obtained as per the Fornell-Larcker criterion (Fornell & Lacker, 1981).

Structural Equation Model

When looking at the structural model, multicollinearity must be checked to make sure the results are correct. VIF values ranged from 1.709 to 3.155, which means that the model did not have multicollinearity (Akinwande et al., 2015). Following that, the structural model was tested using the bootstrapping method (5000 resamples) to see whether the hypotheses of this study were true.



Source: Calculated from SMART-PLS software

According to this PLS-SEM model, if the regression weights have t values of more than 1.96, then each path is significant at the 5% level or better (i.e., the estimated path parameter is significant). The results of the SEM model are shown in the table below.

Table 7: Direct impact of Environmental Knowledge on Green Products Buying Behaviour

Hypothesis	Path	B	t-value	p-value	Result
H4	Environmental Knowledge → Green Products Buying Behavior	0.469	4.23	0.00	Supported

Source: Compiled from primary data

Table 7 shows that hypotheses Ho1 was supported, and that Environmental Knowledge was directly and positively related to Green Products Buying Behaviour ($\beta = 0.469$, t-value = 4.23, and $p < 0.001$).

Table 8. Direct impact of Subjective Norms on Green Products Buying Behaviour

Hypothesis	Path	B	t-value	p-value	Result
H5	Subjective Norms → Green Products Buying Behaviour	0.281	3.028	0.00	Supported

Source: Compiled from primary data

Table 8 shows that hypotheses Ho2 was supported. Subjective Norms were directly and positively related to Green Products Buying Behaviour ($\beta = 0.281$, t-value = 3.028, and $p < 0.01$).

Table 9. Direct impact of Environmental Concern on Green Products Buying Behaviour

Hypothesis	Path	B	t-value	p-value	Result
H6	Environmental Concern → Green Products Buying Behaviour	0.150	2.613	0.019	Supported

Source: Compiled from primary data

Table 9 shows that hypotheses Ho3 was supported, and that Environmental Concern was directly and positively related to Green Products Buying Behavior ($\beta = 0.150$, t-value = 2.613, and $p < 0.01$).

Table 10. Direct impact of Perceived Behavioural Control on Green Products Buying Behaviour

Hypothesis	Path	B	t-value	p-value	Result
H7	Perceived Behavioural Control → Green Products Buying Behaviour	0.063	1.381	0.317	Not supported

Source: Compiled from primary data

Table 10 shows that hypotheses Ho4 was not supported, and that Perceived Behavioural Control was not directly and positively related to Green Products Buying Behaviour ($\beta = 0.063$, $t\text{-value} = 1.381$, and $p = N.S$).

Table 11. Direct impact of buying behaviour on Green product purchase

Hypothesis	Path	B	t-value	p-value	Result
H8	Buying behaviour → Green Products purchase	0.458	4.316	0.00	Supported

Source: Compiled from primary data

Table 11 shows that hypotheses Ho4 was supported, and that Buying Behaviour was directly and positively related to the green product purchasing ($\beta = 0.458$, $t\text{-value} = 4.316$, and $p = p < 0.01$).

Table 12. Impact of independent variables and mediator role of Buying behaviour on green product purchasing.

Hypothesis	Path	B	t-value	p-value	Result
H9	Environmental Knowledge → Buying behaviour → Green Products purchasing	0.286	2.818	0.002	Supported
H10	Subjective Norms → Buying behaviour → Green Products purchasing	0.2213	2.731	0.018	Supported
H11	Environmental Concern → Buying behaviour → Green Products purchasing	0.266	2.303	0.031	Supported
H12	Perceived Behavioural Control → Buying behaviour → Green Products purchasing	0.0128	0.910	0.066	Not supported

Source: Compiled from primary data

Table 12 shows that hypotheses H06, H07, H08 and H10 were supported, while H09 were not supported. Buying behaviour mediates the positive relationship between environmental knowledge and green product purchasing ($\beta = 0.286$, $t\text{-value} = 2.818$, $p < 0.001$). on the other hand, buying behaviour mediates the positive relationship between Subjective Norms and Green product purchasing Green Products Buying ($\beta = 0.2213$, $t\text{-value} = 2.731$, $p < 0.001$). similarly, buying behaviour mediates the positive relationship between environmental concern and green product purchasing Green Products Buying ($\beta = 0.266$, $t\text{-value} = 2.303$, $p < 0.001$). Buying behaviour mediates the positive relationship between Perceived behavioural Control and Green product purchasing ($\beta = 0.0128$, $t\text{-value} = 0.910$, $p = NS$).

FINDING AND CONCLUSION

The environment is deteriorating at an alarming rate in the modern period of development and expansion. Hence, it's better to worry now than to regret afterwards. Green products have the potential to lessen environmental damage and secure a long-term future for future generations. The findings of the study showed a correlation between consumers' educational attainment and other demographic characteristics including age, gender, and qualification when making purchases of environmentally friendly goods. In addition, the vast majority of consumers plan to buy such products to protect the environment, regardless of demographic factors. Researchers, according to Cherian and Jacob (2012), should look at what influences people to choose environmentally friendly products. The results of the current study show that, except for perceived behavioural control, customers are encouraged to utilize green products due to environmental sustainability and their own conscience towards the environment. Nevertheless, they don't use them since they aren't aware of them, or they can't find them.

Green marketing needs to become the standard rather than the exception as we race to address the growing threat of climate change. It's crucial that everyone learns how to recycle paper, metal, plastic, etc., in a way that doesn't hurt the environment. Lamps and other electrical appliances that use less energy should become the standard. The current level of consumption is too high and cannot be maintained. As a result, green marketing is essential, as is a change in consumer behaviour and perspective. Eco-Friendly Goods Consumerism and the Promotion of Eco-Friendly Ways of Life. Both practitioners and theorists interested in understanding environmentally conscious individuals will benefit from the current study. As this research may help green marketers craft a message that encourages customers to put the good of the group ahead of their own needs, it serves a dual purpose. The findings provide valuable information about the driving forces behind green product purchases, both positive and negative. Considerations like Consumers' perceived behavioural have no effect on green product purchasing whereas environmental concern, and environmental awareness, and subjective norms are seen as motivators. The goal is to have all types of consumers buy eco-friendly goods. On the other hand, it was discovered that gender, age, and educational qualification were the demographic variables that had a relationship with people's propensity to buy environmentally friendly products.

IMPLICATION OF THE STUDY

Marketers, customers, and producers all use the findings of this study to promote environmentally friendly products more effectively. The lack of familiarity with and access to green products is a barrier to their widespread adoption that must be overcome. Advertising and other forms of promotion should be used to raise public consciousness, with an emphasis on the environmental benefits that come from using green products. In addition to advertising, consumer awareness has been shown to play a role in driving purchase decisions. There has to be a simultaneous rollout of consumer education initiatives about environmental degradation and the merits of green products. Raising awareness of common environmental issues is an important strategy for green product marketers. For instance, the product packaging could highlight current environmental problems. In addition, advertisers can create visuals that show how the use of their eco-friendly products benefits the planet. Companies can use consumers' propensity for using social media by launching advertising efforts to convince people that buying green products is good for the planet. Marketers should target youngsters in particular considering this demographic has shown itself to be the most concerned about environmental issues and open to purchasing green products. In addition to offering affordable green products, marketers can increase their customer base by targeting specific demographics. Investment from environmentally responsible businesses should be a priority for government agencies. It's crucial to encourage further research and development of environmentally friendly items and to make it possible for people to purchase those things.

LIMITATIONS AND FURTHER RESEARCH

Like any other study, this study is evident with some limitations. It would be challenging to generalize the findings of this study to other cultural groups because Saudi Arabia and India have collectivist cultures where social influence is highly influential. Due to the fact that this research was conducted in a developing nation, caution must be exercised when attempting to explain green consumption behaviours in established markets using its findings. In the end, the use of a one-time questionnaire survey may not eradicate all concerns regarding common method bias. In addition, the compiled data cannot demonstrate a causal relationship between the variables. Worries about common method bias can be mitigated by: (1) requiring respondents to submit each section of the questionnaires at different times and (2) utilizing

distinct data sources for each variable. Green purchasing behaviour, for instance, can be tested using a self-report questionnaire, whereas green purchase intention behaviour can be tested using actual purchases made by respondents over a specified period. In the meantime, quasi-experimental or experimental research should be conducted to empirically indicate a causal effect and permit variations of the relationship between pertinent constructs.

Upcoming studies should use a multi-method approach to data collection and objective evaluation of these factors. In addition, other cognitive variables, such as green loyalty, should be used in future research account of the strong correlation between them and environmentally friendly goods. Future studies should assess consumer interest in further green products across Saudi Arabia and India. the present study examined consumer behaviour in this regard. Alternately, more research might be done in the future on specific countries of interest for eco-friendly items. In addition, this study may have overlooked some developments in the green consumer market considering the assessment items employed were adapted from prior research. New measurement tools that consider contemporary customer perception and behaviour could be developed as part of future study into the expanding field of green marketing. In addition, the empirical investigations can be supplemented with measurements besides questionnaire surveys. Environmental awareness quizzes, for instance, could be used to test students' environmental literacy.

RECOMMENDATIONS

Green marketing is an ongoing process that requires continuous participation from suppliers, the government, and the public. This is necessary to align a company's green marketing strategy with its target audiences and to obtain a sustainable comparative advantage. Here are the suggestions for green marketing companies founded on an analysis of data:

1 There is a requirement for increased efforts from businesses as research shows that consumers have a low degree of familiarity about green products and are unaware of green initiatives made by various businesses. Greater effort should be put into reaching out to customers about green products and practices via the Internet, as it is the most often reported information source among respondents. Businesses should make sure buyers are worried about the environmental problems and focus on its solution.

2 More environmentally friendly products are needed, and the benefits must be promoted to consumers. When consumers become more environmentally conscious, they may choose

"green" products over "traditional" ones. The fundamental parts of any marketing communication involving environmentally friendly procedures should be the message and theme. An increase in demand for environmentally friendly goods and services is a potential outcome of advertising campaigns that emphasize the benefits of going green.

3 For the company's green marketing plan to be successful, it must provide concrete evidence that it is truly implementing the ecologically beneficial practices in marketing relating to the product. These two requirements must be accomplished before a company can build the environmental credibility necessary for a green marketing effort to be successful.

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