

Relational Study Between Green Self-Concept (GSC) And Green Consumer Behaviour

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Abstract

Consumers in developing countries are starting to care more about the planet. That's why there's so much pressure on businesses to improve the environmental friendliness of their wares and procedures. Numerous researchers have attempted to use established ideas to explain the connection between eco-friendly consumption and consumer behaviour. Therefore, it is challenging to forecast consumers' behaviour towards buying products which are categorized under the category of environmental friendly or green products without comprehending the role of the Green Self Concept (GSC). This study constructed some links to evaluate the connection between self-concept, identity and purchasing behaviour. The Partial Least Squares (PLS) approach to analyze the survey's data shall be used in this study. The scholar examined the latent variable's direct and indirect mediating influence on consumer behaviour and the measurement model findings by surveying consumers. This study's outcome will develop a Green Buying Intentions (GSI) model. The GSI model will identify how GSCs shape consumer purchasing behaviour towards green products and services. The GSI also mediated the measuring framework. The study's findings may inform the creation of new strategies and policies for the producer, marketers and institutional practices of developing countries by helping us better comprehend the ecologically responsible actions of their consumers.

Keywords: PLS, GSI, Green Products, GSC

1. Introduction

The green economy is seen as a viable solution to global issues such as climate change discussions, the need to create 500 million additional employments, and the financial crash. However, it is important to prevent the spread of these issues by embracing green protectionism and anti-growth and marginalizing sustainable development ideas and practices. Some have advocated for more effort into defining the green economy, but it should be emphasized to trace the historical advancements in the conception (Khor, 2011).

People are becoming more interested in buying eco-friendly or green items because of the problems that our planet is facing. In addition, in recent years, customers' attention has shifted from avoiding dangerous things to green ones (Michaud & Llerena, 2011). The environmental problems of the industrialized world have become a source of widespread concern. It is becoming more common for customers in emerging countries to respect the environment (Sadiq, Paul, & Bharti, 2020). People in a developing nation like India are more conscious of environmental issues and eager to buy environmentally friendly goods. In addition, the implementation of the agreement according to Kyoto protocol and coverage of greenhouse gas pollution in the media have raised awareness of the need to be green. They altered how consumers saw the company's operations and product line regarding global warming (Downie & Stubbs, 2012). In addition, businesses have taken note of customers' concerns about the environment, shifting gears to better accommodate greener methods of operation. Companies have gone above and beyond environmental rules as the demand from stakeholders and customers for environmental sustainability has grown (Mir, 2008). They initiated the release of green and environmentally friendly goods and services (Sprengel & Busch, 2011). Also, the market stressed green packaging, procedures, and promotion.

Nonetheless, the provision could have improved businesses' capacity to comprehend eco-friendly consumption. It's also difficult to gauge how people will respond to eco-friendly goods (Patel, Modi, & Paul, 2017). Problems arose for businesses when trying to target certain demographics with their green product strategies in light of such developments in the market. Other challenges, such as product branding, price, and assessing the greenness of the items, made it difficult to discern the purchasing intention of green products and their personalities (Sharma & Lal, 2020). In addition, the consumer's green purchasing intention (GPI) is affected by various variables, including product preference, self-perception, and identity. Motivated by this, the authors constructed a green environment friendly analysis model to examine the links between consumers' green purchasing intentions and their actual green purchase behaviour (GPB). It

has been the focus of several researches to determine how to increase customer interest in green goods by improving their packaging in terms of method, strategy, material, effect, and company contributions. In contrast to other research, this one investigates how one's sense of self and one's behaviour and buying habits influence the likelihood that one will make a purchase (Chamorro, Rubio, & Miranda, 2009).

2. Literary Review

2.1 Interpretation of Planned behaviour and actions

The Theory of Action with Reasoning (TRA), the popular Theory of Planned Behavior (TPB) (Ajzen & Fishbein, 2005) is used in the present investigation (1975). TRA and TPB are often used to theoretically investigate associations between attitudes and behaviours by focusing on the elements that ultimately influence an individual's overt actions (Leone, Perugini, & Ercolani, 1999). In addition, both theories were extensively operationalized since they were straightforward, usable, and appropriate for studying various behavioural events. Nevertheless, Ajzen and Madden (1986) created TPB by including another component in the model, namely, perception and control of behaviour, since the premise of TRA had become too limiting owing to the clause of control with options.

The term "attitude" refers to a positive/negative assessment of a given behaviour of an individual (Ajzen & Fishbein, 1980), while "subjective norm" indicates the community expectations analyzed to participate in the behaviour (i.e., the relative comfort with which a specific behaviour is exhibited by a consumer while buying a product which is environment friendly in the consumer market). In addition, it is claimed to take place because of people's perspective regarding consequences according to behaviour and their result assessments, while the behaviour is moulded by observing the intentions, perception and thinking of a consumer while buying a green environment friendly product and behaviour or attitude towards a product. The direct link between intents and actions is subjective, so TPB is the dominant theoretical model to investigate consumer behavioural intention.

In this study, the TPB framework (Ajzen, 1991) was used to construct the parameters to explain and comprehend the role that self-concept while buying a Green product (GSC) and self-identity analysis of Green product (GSI) play in predicting the purchasing intention of a green product and how it affects consumer behaviour. This idea suggests that an individual's purpose in completing a task ultimately determines that person's behaviour. In addition, the theory allows for the inclusion of additional factors, such as self-identity, in the investigation of the TPB. In light of this information, the current study investigates the role of variables like concept of self while buying an environment friendly green product and self-concept related to the products (PSC) in the purchase intention of buying a green product. The TPB method was used to extract the necessary variables for the investigation. The authors also did a comprehensive literature study to track down previous studies that used the suggested variable and investigated its effect on the GPI.

2.2 Analysis of Self-concept image

Self-concept is "the sum of a person's mental and emotional representations of himself as an object," as one definition puts it. A person's self-concept is the defining factor in how they see themselves and relate to others (Dogan & Yaprak, 2017). The theory of self-perception, the attitude and value construction theory (Rokeach, 1973), and the theory of self-efficacy are just a few of the self-concept ideas that have been studied throughout the years (Bandura, 1977). The consensus among academics shows that our sense of who we are, both in our public and private lives, is not a fixed quality but a dynamic, complex one that evolves through time (Larsen McClarty, 2007). Factors associated with the individual's sense of identity, as predicted by White, Habib, and Hardisty (2019), may substantially impact purchasing decisions. Researchers focusing on consumers are concerned with the notion of self-concept, and they look to brand-related elements to convey self-concept attributes (Ortinou, & Stock, 2013). Seeing as how one's sense of self impacts one's outlook, it also affects one's general spending habits. Hence, customers' conceptions of themselves influence their propensity to shop. That's why marketers consider customers' preferences and actions when deciding where to place their merchandise.

2.3 Green self-image

One definition of self-identity is "the prominent aspect of an actor's self that pertains to certain behaviour". Psychologists and sociologists have shown that a person's sense of self significantly impacts their propensity to act in a certain way. According to research on environmentally responsible behaviour, a person's sense of self is linked to their propensity to buy environmentally benign (EF) goods. Self-identification is related to identity theory, which demonstrates how one's perspective on what constitutes role-appropriate behaviour may be put into practice in light of that person's social standing. In this study, we set out to develop the identity of self-measure from the perspective of green consumers, considering people's sensitivity to being linked to 'green concerns. According to these principles, the study's authors hypothesized a buyer who valued their uniqueness highly would also place a premium on GSI. Consumers that care about the planet often make environmentally friendly purchases (Goncalves, 2012). Further researchers used the concept of self-identity, action reasoning theory, and prior behaviour and consumer buying of products with their use to identify the customer's propensity

to buy organic food in the market which is environment friendly. Respondents' perceptions of GSI are a robust predictor of their future purchasing behaviour, particularly about green items. Perceived consumer and satisfaction levels (GSI) pertains to customers' attitudes and views concerning their identity relating to the product.

In addition, consistent with prior research, green consumer self-identity influences consumer intentions (Bartels & Hoogendam, 2011). Using the theories of identification that have been established, it becomes clear that people's sense of who they are as individuals are intrinsically tied to the things they buy. According to Belk's extended self-theory, buyers subconsciously or consciously incorporate their material things into their sense of themselves. As a result, consumers may better align their identities with the goods and services they purchase.

3. Methodology

3.1 Relationship between self-concept characteristics and GSI

Self-concept and self-identity have been used synonymously in the literature. Nonetheless, these ideas are distinct from one another. Different from one's self-identity, which is the labels one uses to describe oneself, one's analysis of self-concept is related to the cognitive ability, emotional, and acquired qualities one perceives in him or herself (Bailey, 2003), such as whether or not one thinks they are handsome or pretty, cool, or good. Asserting one's identity does double duty by affirming and distinguishing one's structural role from competing roles. Moreover, self-identity is a multidimensional notion that answers the question "Who am I?" People build their identities from their current selves, their past selves, and their future selves. Individuals develop a sense of self via introspection and self-awareness at the cognitive level (Leary & Tangney, 2003). Based on the TPB, the authors isolated criteria for judging GPB.

Identity theory, which views one's sense of self as dependent on one's conformity to social norms and behaviour, is often credited for elevating the notion of self-identification to the forefront of academic discourse. Because of its sociological viewpoint, in which an individual's behaviour is not just the result of their own free will but also of societal institutions, Burke characterized it as deliberate and purposeful in identity theory. So, people's actions must be shown in ways consistent with their connections and the roles they are expected to play within the social system. Since identity theory is broader than attitude theory, Sparks and Shepherd (1992) broadened the TPB to include it. They argued against using the self in highlighting people's best qualities because when people feel good about themselves, they act well. Yet, Burke (2003) argued that identity, as a concept with a defined meaning with reference to self, leads to behaviour in a particular setting, acting as a reference point or standard. In light of this, the current research considers the connection between self-concept while buying a green product and self-identity while buying a green product and proposes the assumption that customers with a strong concept analysis would also have a more robust satisfaction intention of buying a green product in the market.

H1. GSC has a favourable and considerable influence on GSI.

H2. PSC has a good and considerable influence on GSI.

3.2 The effect of self-concept qualities on GPI

The process of making decision amongst the consumers is complicated and incorporates several constructs. In the present climate, where customers see environmental degradation and pollution, a plan to embrace a green lifestyle is preferred (Sharma & Keshwani, 2015). Scholars have emphasized the notions of values of concept in self-person, concept viewpoint of self, concept through self-image and Green satisfaction levels in the green product purchasing choice (Khare, 2015). Unfortunately, relatively little study has been conducted expressly to investigate consumer self-concept and purchasing behaviour for buying a green environment friendly product.

Moreover, the notion of self-concept is still in its infancy in the green marketing literature. As a result, it is critical to identify the impact of self-concept on green product purchasing thinking and intention. Consumer ability to make decisions is complicated and multidimensional, and in the present circumstances, when consumers see environmental degradation and terrible pollution in the surrounding environment, they plan to embrace a green lifestyle. The present study's key contribution is to broaden the scope of self-concept into Green concept of self-analysis. Moreover, the research connects the self-concept while buying a product and explores its connection with satisfaction intention while buying a green product to understand the qualities of self-concepts and how they influence consumer purchasing choices while buying an environment friendly green product.

Similarly, PSCs assess customers' perceptions of the product decisions they make. Previous research categorized items based on their exploration, comprehension, and believability (Girard & Dion, 2010). Yet, when customers observe serious environmental degradation, static product taxonomies are very little to be regarded. As a result, while purchasing a product, buyers consider the environmental implications of the product. Moreover, it is feasible to infer that when customers regard themselves as green or exhibit a good behaviour towards green products, they prefer purchasing green items.

H3. GSC has a good and considerable influence on GPI.

H4. PSC has a good and considerable influence on GPI.

3.3 Effect of GSI on GPI

The TPB framework used the construct with identification of identity of self and comprehends consumer behaviour patterns. Identity theory deconstructs consumer behaviour using the two-way relationship between the individual and society. An individual's sense of who they are is not fixed but rather fluid and based on their participation in society and compliance with its norms (Mostafa, 2009). Research shows that GSI strongly predicts customers' intentions to purchase environmentally friendly goods. A person's GSI may also be reflected in their opinion of the importance of environmental variables like environmental ideals and societal norms. According to one of these research, GSI is a major factor in buying eco-friendly clothing.

Researchers have shown that people's identities affect their propensity to try new things. The literature has developed the notion of a satisfying intention to buy a green product and characterized it as a sense of the self as a person who acts-environmental friendly while buying environment friendly products. The respondents' GPI, a crucial determinant of purchasing behaviour, is predicted by the GSI. It has also been shown that customers' self-identity as "green" strongly indicates their behaviour. This discovery emphasized the significance of eco-based education in fostering a sense of green consumerism among Indian consumers (Akehurst et al., 2012).

H5. GSI has a favourable and considerable influence on GPI.

3.4 The Effect of GPB on GPI

An individual's readiness to carry out a certain behaviour is their intention. Due to the gravity of environmental sustainability problems, including climate change, pollution, and waste production, consumers are reorienting their spending habits and lifestyle choices towards more environmentally responsible pursuits. Positive ecological effects have been attributed to this behaviour, which has been defined using terms associated with reduced resource usage in several ways. Scientists have worked hard to identify the characteristics of "green" customers, including their level of environmental literacy and consciousness. A positive outlook on protecting the environment was the most important factor in making environmentally conscious purchases. The authors put forward the following theory:

H6. GPI has a favourable and considerable influence on GPB.

4 | MODEL ANALYSIS

We used online and offline channels to disseminate and collect responses to our questionnaire, testing our working hypothesis and our carefully crafted model. The questionnaire's content validity was first investigated in a pilot study involving application to subject-matter experts. Members of a green movement in India were selected because of their prospective expertise and awareness of green consumption. We started with 763 replies that were acceptable for the research and narrowed it down to 717 that met our criteria for completeness and usability. Table 1 displays the respondent's demographic information.

Variables	Classification	Sample (n = 717)	Percentage
Gender	Male	378	52.72
	Female	339	47.28
Age (in years)	18-23	311	43.38
	24-29	133	18.55
	30-35	111	15.48
	36-41	57	7.95
	42 and above	105	14.64
Education	Doctorate	31	4.32
	Graduation	321	44.77
	Postgraduation	330	46.03
	Professional course	35	4.88
Occupation	Business	96	13.39
	Government job	56	7.81
	Homemaker	48	6.67
	Others	1	0.14
	Private job	166	23.15
	Professional work	44	6.14
Income (family income/month)	Student/fresher	306	42.68
	10,000-30,000	94	13.11
	30,001-50,000	129	17.99
	50,001-70,000	178	24.83
	70,001-90,000	117	16.32

The results were calculated using SmartPLS's PLS-SEM 3.2.6 software. As the current research is both related to exploration and objective in its attempts to analyze the model, PLS-SEM is the most appropriate approach to examine the suggested theoretical model. PLS-estimate SEM's goal is also predictive modelling. Moreover, PLS-SEM operates on the intricate model which contains two first-order constructs, one second-order construct, and one third-order construct in our suggested model. PLS-SEM can handle massive models of numerous indicators and various constructs (Sarstedt, Ringle, & Hair, 2017). There are two stages to the grading process in PLS-SEM. The indicators' dependability, the model's internal consistency, convergent validity, and discriminant validity are all evaluated.

4.1 Evaluation of measurement models

The study's latent variable is exploratory. Hence we evaluate the model by calculating the factor loadings of all the components. Each of the latent variables has a factor loading of more than 0.7. For all items save GPB3, the alpha value using the Cronbach formula shows satisfactory reliability (0.697). The average variance extracted method (AVE) developed (1981) is also within an acceptable range as known in the previous statistical results, and the composite reliability is above the ideal value (0.7) for all matters. A positive relationship exists between the square root of AVE and discriminant validity for latent variables. This demonstrates the discriminant validity of the notions. The variance inflation of the internal and external components is well within the model's tolerance range. Furthermore, the model's path coefficient is calculated, and it is revealed that the latent variables (0.111), (0.605), and (0.354). The GSI, purchase behaviour for buying green product, and GPI's R2 and modified R2 values confirm the model's validity and acceptable range. This is a breakdown of the measuring models and their analyses:

4.1.1 Reliability analysis

Cronbach's alpha calculation and reliability values composite analysis should be more than 0.7 to prove the constructs' reliability. Cronbach's alpha scores for this study's various constructs range from 0.895 to 0.947, and the composite reliability ranges from 0.896 to 0.946, all of which are over the cut-off value of 0.890. Hence, it confirms the high consistency across the frameworks.

4.1.2 Discriminant validity

The Fornell-Larcker criteria may be used to assess discriminant validity (Hair et al., 2011). Research states that "the AVE of each latent construct should be greater than the construct's greatest squared correlation with any other latent construct," The cross-loading criterion says that "an indicator's loadings should be higher than all of its cross-loadings," as seen in Table 3. Discriminant validity is proved using the elements presented in the diagonal matrix (a).

TABLE 2 Discriminant validity analyses of the different parameters.

Intercorrelation matrix					
	GPB	GPI	GSC	GSI	PSC
GPB	0.878 ^a				
GPI	0.333	0.865 ^a			
GSC	0.352	0.747	0.864 ^a		
GSI	0.344	0.539	0.587	0.881 ^a	
PSC	0.349	0.738	0.852	0.551	0.840 ^a

Average variance Extracted; abbreviated AVE. To abbreviate: GPB = Purchasing Behaviour analysis for buying a Green product; GPI = Intention of Purchasing for buying a Green product; GSC = Self-Concept for buying a Green product; GSI = Identity of self for buying Green products; PSC = Concept image of self-in a person according to the green product available in the market.

4.1.3 Problems with multicollinearity

Specifically, the variance inflation factor (VIF) across components was analyzed to rule out multicollinearity. The outside VIF values demonstrate item-level collinearity in a construct, whereas the inner VIF values demonstrate latent-variable-level collinearity. Further it is stated that the VIF value should be under five. All VIF values are less than five, and collinearity statistics for all constructions are shown in Table 4. See also Table 5 for outer VIF. This indicates that the buildings do not have any collinearity issues.

TABLE 3 Inner VIF values

Inner VIF values	GPB	GPI	GSC	GSI	PSC
GPB					
GPI	1.000				
GSC		3.936		3.652	
GSI		1.547			
PSC		3.706		3.652	

Purchasing behaviour according to Green (GPB), purchasing intension according to Green (GPI), concept of self-person for buying a Green product(GSC), identity of self-accordingly for buying a Green product (GSI), product analysis concept by self (PSC), and variance inflation factor (VIF) are all acronyms.

Table 4.

Items	VIF
GPB1	2.984
GPB2	3.249
GPB3	2.691
GPI1	2.683
GPI2	3.526
GPI3	2.589
GSC1	2.808
GSC2	3.874
GSC3	4.770
GSC4	4.264
GSC5	4.406
GSC6	3.723
GSI1	3.045
GSI2	3.315
GSI3	3.021
PSC1	2.975
PSC2	2.645
PSC3	2.438
PSC4	2.609

Green purchasing behaviour (GPB), purchasing intent for buying green product (GPI), concept of self for buying a Green product (GSC), identity of self according for buying a Green product (GSI), product self-concept (PSC), and analysis of the inflation factor of variance values (VIF) are all acronyms.

4.2 Structural model

To test the hypothesis and make predictions, we analyze the structural model. Calculating R2 and Q2 in PLS-SEM allows for model forecasting. Accordingly the predicted accuracy increases as R2 rises from 0 to 1. The variables' R2 (GPI) is 0.605, which is over the 10% threshold specified is thus excellent (2014). In British Pounds, the value is 0.1111, which is low. This means that the model explains the data well since 60.5% of the variation in GPI can be attributed to the independent variables.

The predictive learning of the model is evaluated using StoneGeisser's Q^2 . Predictive relevance is proposed by excluding a portion of the data matrix and utilizing the remaining data and outcomes to predict the missing information. Q^2 should be non-zero since a larger number indicates less discordance between predicted and actual results (see Table 6). According to a recommendation by Hair, Hult, Ringle, and Sarstedt (2016), minor effects are defined as Q^2 values of 0.02 or less, medium effects of 0.15 to 0.35, and big effects of 0.35 or more. In Q^2 , GPB is valued at 0.027, GPI is rather sizable at 0.413, and the impact of GSI is moderate.

TABLE 5 Q^2 values

Variables	Q^2	Effect size
GPB	0.072	Low
GPI	0.413	Large
GSI	0.250	Medium

4.2.1 f^2 Effects

R^2 values for the endogenous structure are significantly impacted by whether or not predictive elements are included (refer to Table 7). Researchers use f^2 to measure shifts in R^2 and hence provide an estimate of impact magnitude. According to Sarstedt et al. (2017), f^2 values between 0.02 and 0.15 have moderate impacts, whereas f^2 values of 0.35 and above are deemed to have big effects. Bootstrapping, t-values, and P-values are used to determine the route coefficients to test the hypothesized association between the constructs. We use GSI to look into the connection between GSC and PSC, and we use the findings of the bootstrap algorithm of a resampling approach (5,000 subsamples) to assess the impact of self-concept while buying a green product and self-concept of a product on the purchasing intention of buying a green product in the market.

Statistical analysis indicates a significant positive link between GSC and GSI ($H1$) ($= 0.428, t = 5.758, P 0.05$). This data reveals that customers who identify as eco-conscious see themselves as green and engaging in green activities, such as buying eco-friendly items and caring about environmental concerns. It was hypothesized in $H2$ that PSC has a beneficial effect on GSI, whereas in $H3$ and $H4$, it is suggested that PSC has less impact. Hypothesis 5 proposes that people's propensity to purchase environmentally friendly items is influenced by their estimation of how well they know about the environment, environmental concerns, and the products available. The cascading effect shows that consumers' green purchasing intentions directly relate to their actual green purchasing behaviour. Green consumer behaviour is favourably affected by customers' green purchasing aspirations, as shown by Emekci (2019).

TABLE 6 f^2 Effects

f^2	GPB	GPI	GSC	GSI	PSC
GPB					
GPI	0.125				
GSC		0.091		0.078	
GSI		0.026			
PSC		0.082		0.015	

Green purchasing behaviour (GPB), purchasing intent according to Green (GPI), concept of Self by Green (GSC), identity of self by Green (GSI), concept of self with satisfaction analysis (PSC), and variance inflation factor (VIF) are all acronyms.

5. COMPARATIVE STUDY OF MEDIATION

Research also suggested a mediating connection between green purchase intentions (GSI) and green satisfaction (GSS) levels, and PSC (through GSI). Green social norms have a larger impact on green buying intentions than PSC, as seen in Table 9, which displays the total, relationships in a direct and indirect sense among the components. Based on these results, a shift of one unit in satisfaction levels while buying a green product would impact customers' green purchase intentions by 0.431. This finding suggests that customers' preferences to purchase green items are influenced by their green identity, which is shaped by their green orientation. There is a link between self-concept while buying a product and purchase intention of buying a green product through identity of buying a green product. However, it is weak. It suggests that

customers get the impression that items do not conform to GSI standards and need help locating products corresponding to green taxonomy. Thus, there are no mediation effects or evidence that the same lead to environmentally conscious purchases.

TABLE 7 Standardized structural estimates of the variables used in the different hypothesis

Hypothesis	Path	Path coefficients (β)	t value	P values	Results
H1	GSC → GSI	0.428	5.758	0.000	Supported
H2	PSC → GSI	0.187	2.501	0.013	Supported
H3	GSC → GPI	0.377	4.619	0.000	Supported
H4	PSC → GPI	0.347	4.117	0.000	Supported
H5	GSI → GPI	0.126	2.964	0.003	Supported
H6	GPI → GPB	0.333	7.389	0.000	Supported

6. RESULTS AND DISCUSSION

As the globe grows increasingly concerned with sustainable practices, especially as poorer nations begin recognizing and adopting comparable practices, measuring green consumption has become vital. In addition, consumers' desire to invest in environmentally friendly goods has grown over time, especially in developing countries like India. The current research sought to clarify consumers' preferences for green goods. The authors looked into several theoretical frameworks before settling on the Theory of Action with Reasoning (TRA) and the Theory of behaviour according to planning. Rational action is what this theory is interested in studying. The idea also emphasizes the importance of an individual's commitment to a new endeavour.

Furthermore, the authors located the metric expressing the behaviour theory according to planning within the frameworks of self-concept and satisfaction levels according to Green. Given that these characteristics characterize an individual's actions, the authors tested them to determine how well they measure up to the purchasing behaviour and analysis. Yet, the scientists observed that purchasing behaviour is affected by several distinct factors. As a result of their exhaustive research, the authors uncovered two other dimensions similar to the GPI: the satisfaction level and the concept of self in a person. The authors used these factors to develop a theoretical model in which the GSI mediated the relationship between the satisfaction level and concept of self in a person. The suggested conceptual model was put through its paces using the modified Dillman's method, using 717 data points.

After that, PLS-SEM analysis was used to check the hypotheses and forecast the GPI's result based on the created model. According to the assessment of the measurement model conducted by the authors, the validity and reliability of the acquired data fell within the appropriate range, making them suitable for future examination. Collinearity was also checked for by assessing the inner and outer models' multicollinearity. In addition, the CMB was used by the authors to examine the question of whether or not the variances are common to all of the constructs.

The authors used a combination of single-factor test according to Harman's and the matrix with correlation procedure to evaluate CMB. One component accounts for 35.63 per cent (less than half) of the overall variation, proving no widespread bias technique exists. We then made use of the 0.9-valued correlation matrix. This confirms that CMB does not exist. The suggested model's compatibility was verified by measurements assessment. We used PLS-SEM analysis to check our underlying structural model hypothesis about GPB. In this case, we measure the reliability of the model predictions using R2 and Q2.

The exogenous variables (GPI) have a high explanatory power, with an R2 of 0.605, meaning that all the factors account for 60.5% of the total variation in the product intention to buy a green product. When looking at the exogenous variable purchase behaviour for buying a green product, however, the R2 is just 0.111. This suggests that factors other than consumers' good intentions influence consumer behaviour towards green goods. Nevertheless, PSC and GSC only account for 35.4% of the entire Variance in GSI (because the R2 of GSI is 0.354). The Q2 value may be used to establish the model's orientation and prediction, and the number of predictive indices (0.02, 0.15, and 0.35) indicates modest medium, and significant impacts, respectively.

The current Q2 value for GPB is 0.027, suggesting that GPI has a significant role in forecasting variations in consumer behaviour concerning green items. The GPI's Q2 result is statistically significant at 0.413, and the GSI impacts the GPI. All of the f2 values for the variables are less than 0.15, indicating a negligible impact size when used to estimate the effect size on R2. Coefficient Path analysis is also computed using the software bootstrap approach, t-values, and P-values to evaluate the proposed model's hypotheses and examine the association between the components. Table 8 displays the resampling approach bootstrapping findings (5,000 subsamples) that investigate the impact of self-concept by Green and product self-concept on GPI. The GSI has also been used as a mediator in studies examining the connection between the self-concept by Green, satisfaction levels of a person, product intention and product satisfaction levels.

The tests verified all predictions, and the experimental results corroborated the theoretical model. H1 testing showed that those who consider themselves environmentally aware are more likely to behave as green customers and make environmentally conscientious purchases. According to H2, PSC has a beneficial effect on satisfaction levels but a smaller effect on GSC. Consumers' H3 and H4 concerns about the environment and associated problems are validated, as is the correlation between GSI and GPI (H5). Consumers' green purchasing intentions were shown to correlate directly with their actual green purchasing behaviour via the H6 cascading effect.

In total, direct and indirect, the association between the constructs is 0.431, indicating that GSCs have a larger impact on green purchase intentions than PSCs. This means customers with a green orientation are more likely to identify as environmentally conscious shoppers. Customers only sometimes locate eco-friendly items and perceive products that do not fit with self-identity of Green since the association between self-concept and intention of product through GSI needs to be stronger. Customers' green purchasing intentions favourably impact green consumer behaviour.

7. CONCLUSION

The research project's primary objective was to assess the GPI in developing countries. Authors conceived of research variables in light of strategical action and analysis approach. The authors also did a detailed review and offered six hypotheses to test the purchasing behaviour efficacy of Green products. To put the GPI's theoretical underpinnings to the test, the authors recommended survey research. The suggested model's distinguishing features include the public self-concept, self-identity analysis with satisfaction and intention levels according to Green. In this case, GSI serves as a moderating factor. The authors then adapted Dillman's method to survey the Indian setting to gauge people's interest in and propensity to purchase green goods. To put the theoretical framework to the test, the survey received 717 replies. The authors used the partial least square calculation method to verify and extrapolate from the suggested model's assumptions. The research showed that green goods were more popular with buyers. Also, there is a huge market for eco-friendly goods. Nevertheless, this is different from the product itself.

The individual's sense of self-identity further influences green consumerism and the purpose of purchasing eco-friendly items as a green consumer. Information is gathered with an eye on the user already well-versed in eco-friendly goods and methods. Therefore, extrapolating the relationship's causation may not benefit the researcher. In addition, the research was limited to developing nations (India). Hence, this provides the way for further study of this concept in other developing economies.

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