

## Factors Affecting Pre-Purchase Psychological Behavior of Sustainability Conscious Consumers

Pooja Tripathi<sup>1</sup>, Dr. Shirin Alavi<sup>2</sup>, Dr. Sujata Kapoor<sup>3</sup>

Received: 20- March -2023

Revised: 27- April -2023

Accepted: 21-May-2023

1. Research Scholar, Jaypee Business School, JIIT, Sector 55, Noida, 201309.

Email id:- [tripathipooja019@gmail.com](mailto:tripathipooja019@gmail.com),

Orcid id: - 0000-0003-4750-5375.

2. Associate Professor, Jaypee Business School, JIIT, Sector 55, Noida, 201309.

Email id:- [shirin.alavi@jiit.ac.in](mailto:shirin.alavi@jiit.ac.in),

Orcid id: - 0000-0001-8743-6701.

3. Assistant Professor (Sr. Grade), Department of Humanities and Social Sciences, JIIT, Sector 62, Noida, 201309.

Email id:- [sujata.kapoor@jiit.ac.in](mailto:sujata.kapoor@jiit.ac.in),

Orcid id: - 0000-0002-0498-9755.

### Abstract

**Purpose:** The main purpose of this study is to identify the factors affecting Pre-Purchase behavior of Sustainability Conscious Consumers

**Theoretical framework:** Sustainability Conscious Consumers (SCC) are those who are conscious about issues related to environment, society and economy while making a purchase decision. They make conscious effort to avoid unsustainable offerings and/or are willing to pay extra for sustainable value propositions. SCCs are focal point of any sustainability business campaign and therefore it is important to understand their decision process.

**Design/methodology/approach:** The sample consisted of 120 sustainability conscious consumers who were surveyed using questionnaire. Snowball sampling technique was used to select the samples.

**Findings:** This paper's key finding was that five elements, a perception of retribution, availability to information, labelling and peer pressure, worry for health, and crisis situations influence the pre-purchase behaviour of sustainability-conscious consumers.

**Conclusion and recommendation:** This study concludes that pre-purchase judgements are heavily influenced by a sense of punishment, availability to knowledge, branding and peer influence, and worry about health and crisis situation. These dimensions are antecedents to SCC which influence their pre purchase behavior too.

**Keywords:** Sustainability conscious Consumers, Sustainability, Pre-purchase behavior, Purchase decision

“We hold the future in our hands, together, we must ensure that our grandchildren will not have to ask why we failed to do the right thing, and let them suffer the consequences”.

(UN Secretary-General Ban Ki-moon (2007)).

### 1. Introduction

Sustainable Growth, since its formal introduction in year 1987 gained huge importance across the world. (Gidding *et al.*, 2001). Majority of top companies in developed nations like USA and Europe agree on importance of sustainable growth. The concept of sustainable growth was more elaborately taken up in a research project sponsored by UN in year 2005. The report concluded that economic growth that took place in last couple of decades has resulted in irreversible damages to the planet. (World Resources Institute, 2005). Thus, it is important for all to start taking corrective measures to avoid future destructions.

1987's Brundtland survey outlined sustainable growth as "filling the demands of the present without sacrificing the ability of future generations to satisfy their own needs."The concept was highly unclear, which led to numerous interpretations (Cairncross, 1991) Three pillars underpin the idea of sustainable growth: the business, the ecosystem, and community. (Hardi and Zdan 1997; West Mid-lands Round Table, 2000). Sustainable growth is only possible if it results into economic growth along with preservation of the environment and protection of society. Such growths demand for equal opportunity across the globe and for all the generations. (Belz, 2015).

Many definitions of sustainable growth present in previous studies were endowed with serious limitations. The concept was highly unclear, which led to numerous interpretations (Cairncross, 1991) Three principles underpin the idea of sustainable growth: the business, the ecosystem, and community.(Gidding *et al.*, 2001).Instead, these three components should be integrated for sustainable growth. The past definitions had also prioritized human needs over other species instead of treating everyone equally.The preceding studies suggested many remedies of damages to environment or society but practically it is impossible to revert any damage done in past.(Neumayer,1999; Wackernagel and Rees, 1996).This is crucial to comprehend that Sustainable growth is a concept that should be integrated and treated with holistic view (Gidding *et al.*, 2001). Sustainable growth must provide equal opportunity throughout all the generations and across the globe, social justice for all, people should be treated fairly, and equal importance should be given to all species of biodiversity (Haughton, 1999). The best factors that can help characterize past marketing research on sustainability have been proposed (Easwar&Reczek, 2017).

Sustainability and sustainable growth are frequently used interchangeably. Sustainability is a lengthy notion, whereas sustainable growth relates to the numerous steps as well as actions done to attain sustainability.Sustainable growth is a pathway of sustainability. (Jeronen E., 2013; Sidiropoulos, 2014). Elkington (1999) introduced similar concept known as triple bottom line. That triple bottom line includes the environment, persons, and gains. The triple bottom line is the limit beyond which we should not venture. This threshold can be explained by the rising "carrying capacity" of the earth through time. (Naess, 1973).

### 1.1 Sustainability Business

Sustainability concept has gained so much importance that every discipline started to be adopting it. Business was considered to be a discipline contradicting with concept of sustainability. (Rettie *et al.*, 2014)It was notorious for instigating unsustainable consumptions, deceptive promises, business gimmicks etc. (Abela, 2006; Sheth & Parvatiyar, 1995; Stearns, 2001; Environment Project of the United Nations, 2005; Van Dam & Apeldoorn, 1996). It has been criticized for misguided advertising activities (Peattie and Crane, 2005) and 'green wash'(Brennan and Binney, 2008; Grant, 2007). But it had evolved over the period and incorporated sustainability in various ways (Peattie and Belz, 2010).First phase consisted of macro-business, societal business, ethical business, green business, environmental business, and ecological business. (Peattie and Belz,2010). All these types of business addressed some specific issues and created niche in the market. These evolved business concepts provided solutions to several social, economic and environmental problems but it was unsuccessful in addressing core issues of sustainability (Peattie and Belz,2010). To address long term solutions, focus of marketers shifted from simple transactional relation with customers to long-term relationship with consumers(Gronroos',2007). Eventually, both business and sustainability were integrated, and a holistic concept evolved referred to as sustainability Business. Peattie and Belz (2009) defined Sustainability business as "the business which endures eternally by providing answers to client demands which are environmentally sustainable, feasible, moral, and correlation-based."Accordingance to Charter *et al.*, (2002), "Sustainability business is creation, production and delivery of sustainability solutions with higher net sustainable value, while continually satisfying customers and stakeholders". Sustainability business is a holistic concept (Rakic& Rakic, 2015) that requires integration of social, economic and environmental aspects.

Peattie and Belz (2010) studied four innovations that transformed business and skewed it towards sustainability. These innovations include, beginning business process from identifying socio-ecological problems and providing

solutions to it rather simply including sustainability on later stage for fulfilling compliances, increasing focus on consumer behavior, restructuring business mix, and enhancing long-term relationship with consumers. Out of these four innovations, consumer behavior is an important aspect of business because all consumer decisions and business strategies revolve around it. (Leonidou, Katsikeas, and Morgan, 2013). Consumers' consciousness towards sustainability helps in motivating and designing appropriate strategies for companies (Balderjahn, 2013). Therefore, understanding sustainability conscious consumers is extremely important for sustainability business endeavors.

### 1.2 Sustainable Consumption

Sustainability aspect in consumption of consumers have been discussed at several occasions by using terminologies like Aware Users (Lim, 2017; Sheth, Sethia, and Srinivas, 2011) Responsible Users (Auger, Devinney, Louviere, & Burke, 2008; Carrington, Neville, & Whitwell, 2011) Voluntary Simplifiers (Iwata, 2006) Worried Users (Connolly and Shaw 2006) and Citizen Consumer (Webster and Lusch 2013). Research studies lack in capturing all the three dimensions of sustainability. Phipps *et al.*, (2013) defined sustainable consumption as "consumption that simultaneously optimizes the environmental, social, and economic consequences of acquisition, use and disposition in order to meet the needs of both current and future generations". Balderjahn *et al.*, in year 2013 explained cognition for sustainable consumption (CSC). CSC is a situation of alarm "to consume in a way that enhances the environmental, social and economic aspects of quality of life". Therefore, sustainability conscious consumers are concerned about environment, society and economic while their consumption. Environment concerns were portrayed by demanding for green and environment friendly products. Social concerns were like concern for workers, their rights, their working conditions, remunerations, child labor etc. Economic concerns were displayed when consumer chooses to consume or not to consume keeping sustainability in mind; voluntary simplified, debt-free consumption and collaborative consumption. Thus, sustainability conscious consumers are concerned for dimensions of sustainability. (Balderjahn *et al.*, 2018).

### 1.3 Pre-purchase Behavior

As defined by Al Balqa, (2018) pre-purchase behavior is part of buying process that include searching information about a product which a customer intending to purchase to fill in their need gap. According to Solomon, (2013) consumer purchase decision is a complete process that includes various steps. These processes include need identification, information search, appraisal of alternatives, alternative selection, buy, and post-purchase assessment. Each step of decision-making process is very crucial in sustainable consumption but current study is focusing on steps before undertaking purchase i.e., need recognition, searching information, evaluating alternatives and selecting alternative. At each step sustainability consciousness can play an important role hence influence the pre-purchase behavior. The current study is focusing on influence of five factors that trigger sustainability consciousness in consumers on pre-purchase of these consumers.

## 2. Literature review and Research Questions

There are various reasons for which a consumer turns out to be sustainable and look for alternatives in market that are sustainable. Sense of retribution is one important dimension of sustainability consciousness in consumers (Barbara *et al.*, 2015.) Awareness spread compels consumers to introspect their own actions (Maiteny, 2002). This sense of retribution is spread among consumers through governmental awareness programs that motivate public to contribute their own bit to bring sustainability. (Myers & Macnaghten, 1998). Thus, sense of retribution is one antecedent to SCC. The sense of retribution led to three types of reactions; rejection of unsustainable products, contributing in some way to reduce the effect, and an increase in connectedness with social responsibilities (Carvalho, B. L. D., 2015). As a social responsible participants preferred products that were produced without any harmful chemicals and were not tested on animals. (Carvalho, B. L. D., 2015; Myers and Macnaghten, 1998)

**Research Question 1: Whether sense of retribution influences pre purchase decision of sustainability conscious consumers?**

Access to information led to increased sustainability consciousness in consumers (Barbara *et al.*, 2015). Proliferation in mediums of information like internet has given lot of exposure to consumers and ability make better consumption decisions (Navas, Sabater *et al.*, 2001). In addition, information can motivate a consumer to take on the spot decisions in the stores (Testa *et al.*, 2015), helps in stirring emotions (Kemp *et al.*, 2012) and developing favorable attitudes towards sustainability (Cornelissen *et al.*, 2008). Information plays important factor in user conduct (Polonsky *et al.*, 2012; Tafique *et al.*, 2016). Thus, access for knowledge is one important factor that increases consumers' consciousness towards sustainability. Exposure to information is not limited these innovative and digital technologies rather certification too play an important role in communicating several relevant attributes and enabling consumers to take quicker and guilt free decisions (Carvalho, B. L. D., 2015).

**Research Question 2: Whether access to information influences pre purchase decision of sustainability conscious consumers?**

SCC looks for sufficient information to be sure about the purchase made. They retrieve add on information through peers and labels (Barbara *et al.*, 2015). Peers plays important role in consumer decision making by providing information related to their experience with the product. (Wang *et al.*, 2013; Zheng *et al.*, 2013; Cheung *et al.*, 2014). Therefore, peers play crucial role on sustainability conscious consumers (Barbara *et al.*, 2015). The label serves a crucial part in the judgement call procedure (Thogersen *et al.*, 2012). Labels help in verifying promises made by marketers (Ottoman *et al.*, 1995). It is also used by marketers to differentiate themselves from competitors (D'Souza, 2002). Labels help in reiterating benefits promised to the consumers (Morris *et al.*, 1995). Labeling provides more information, better transparency, and more trust towards product (Barbara *et al.*, 2015). Thus, Labeling and peer pressures is also an important dimension of SCC.

**Research Question 3: Whether labeling and peer pressure influences pre purchase decision of sustainability conscious consumers?**

Concern for health is another reason for sustainability consciousness among consumers. Changes in environment due to human interaction and activities have impacted human health across the globe. (Brown *et al.*, 2005). To improve living quality, maintenance of health and preventing illness, consumers have become conscious towards their health and purchasing products which can help them in this goal. (Gould, 1988; Plank and Gould, 1990; Kraft and Goodell, 1993; Newsom *et al.*, 2005; Johnstone *et al.*, 2015). Enough research is available that claims that health concerns push consumers towards sustainability. (Grankvist and Biel, 2001; Lockie *et al.*, 2002). Sautron *et al.*, during 2015 identified that wellbeing and sustainability are correlated on several dimensions and found high order factor that brings health and sustainability together. It can be concluded that consumers who value health also values sustainability (Verian *et al.*, 2014) and therefore health is important antecedent to SCC.

**Research Question 4: Whether concern for health influences pre purchase decision of sustainability conscious consumers?**

Crisis Scenario has two aspect, first is consumers become conscious in spending money so as to conceal themselves from any financial crisis and secondly, to prefer local product to contribute to economic growth. (Barbara *et al.* 2015). Consumers with crisis scenario on mind purchase only when there is real requirement of a product to save money for financially difficult times. Consumers also make local purchase to contribute to economy wealth (Carvalho, B. L. D., 2015).

### **Research Question 5: Whether Crisis scenario influences pre purchase decision of sustainability conscious consumers?**

#### **3. Methodology**

The study was done to address the aforementioned study queries. The impact of feeling of retribution, availability to knowledge, branding and peer influences, concern for wellness, and emergency situation on the pre-purchase choices of sustainability-conscious customers was investigated using a quantitative survey. A fourteen-item existing scale was adopted to study these constructs (Barbara *et. al.* 2015). Survey used five-point Likert scale where 3 = No response, 1= strongly disagreed, 2 = disagreed, 4= agreed and 5 = strongly agreed.

Inside this study, a test of 120 sustainability-minded Delhi-NCR residents who have eaten a sustainable item at minimum one participated in an online survey(filter query suggested in Barbara *et. al.* 2015 was used). Age group selected for study was between 20-50 years as this age group knew concept of sustainability and also make purchase decisions individually(Verian *et al.*, 2014). Final analysis included 97 valid and completed responses.

Statistical tests:

The one t-test was undertaken to examine if the average answer for every one of the 14 questions evaluating the pre-purchase behaviour of SCCs significantly varies over 3 (no opinion) upon the five Likert measure. The one variance analysis (ANOVA) was conducted to determine if variations in the effect of five variables on the prepurchase behaviours of SCCs were age-related. Irrespective t-test was also done to determine if impact from these variables on prepurchase of SCCs were related to gender.

#### **4. Findings**

The purpose of the study was to determine if feeling of punishment, availability to knowledge, branding and peer influences, concern for wellness, and emergency situation impact pre-purchase choices of sustainable products. Cronbach coefficient alpha (Cronbach  $\alpha$ ) was adopted to study reliability of the instrument used to undertake the study. All Cronbach's values exceeded the acceptable threshold of 0.8, confirming sufficient reliability of instrument.

The study found 82.1% respondents consumed sustainable product on at least one occasion while 17.9% disagree to it. Out of all the respondents, 57.5% were males and 40.7% were females. Maximum respondents, i.e., 58 %, were between 19-30 time ranges, 27% were between 31-40 time ranges, 9.7% were between 41-50 age group and only 4.4% were above age of 50 years. Respondents had also varied on educational back grounds. 46.8% students were graduate students, 41.4% were full time professionals. Participants also included full time housewives (2.7%), part time employees (2.7%), and unemployed (5%) and retired (0.9%).

Table one shows influence of various factors on pre purchase behavior of sustainability conscious consumers. Majority of respondents (82.2%) expressed their agreement on ensuring environment friendliness of product before making a purchase. 89.0% respondents concurred that they can make difference by making environment friendly purchase. Majority of respondents (83.1%) showed their agreement for being careful about environment safety before discarding any product. Most respondents (68.6%) agreed for looking for certification like "Green", "Fair trade" on the product before making purchase. Further, 75.4 % respondents approved that they get influenced by awareness programs related to sustainability before making purchase. Majority of respondent (91.5 %) concurred to ensure good quality product (not made of harmful chemical, hazardous product) before making purchase. Very few respondents (0.8%) disagreed on it. 81.4 % respondents harmonized on gathering information about product from label of the product. Labels like "Eco friendly", "Biodegradable", "Recyclable" influence before making a purchase was agreed by maximum respondents (84.7 %). Concern for health was an important factor before making a purchase for most of the respondents (91.5%). There was no disagreement on this statement. More than fifty percent (53.4%) preferred to buy Indian products to support economic growth.

57.6% respondents expressed their agreement on consulting peers before making purchase. Majority of respondents (89.0) preferred products that can be recycled or reused. 82.2 % respondents preferred brands that helps in proper disposal of products. Most of the respondents (61.0 %) look for brands that work for social cause before making purchase.

Table 2 displays the results of an ANOVA conducted to determine whether there is a highly relevant difference between the effects of manner of punishment, availability of knowledge, branding and peer influences, concern for wellbeing, and emergencies situation on the prepurchase behaviour of SCCs across age groups at the  $P < 0.05$  level. As shown by the fact that all significance values are more than 0.05, there were not any precise significant variations between time ranges as evaluated by one-way ANOVA.

The third table displays the results of an independent t-test done to evaluate males as well as females feeling of retribution, knowledge availability, branding and peer influences, concern for wellness, and emergency situation responses. All values in the table are more than 0.05, indicating that there was not a precise significant variance among males as well as females.

**Table 1** Results of one sample t-test and Level of agreement of SCCs on pre-purchase behavior.

S.No	Statements	No. of respondents (n)	Strongly Agree (SA)	Agree	No Opinion	Disagree	Strongly Disagree	Mean	Std. Deviation	t-Values
1	I ensure that the purchase I make should be Environment friendly.	96	55.9	26.3	14.4	2.5	0.8	4.38	0.909	14.821
2	I think I can make a difference by purchasing Environment friendly product	97	61.0	28.0	9.3	1.7	0.0	4.47	0.779	18.650
3	I ensure safety of environment before discarding a product after use.	97	48.3	34.7	16.1	0.8	0.0	4.31	0.769	16.776
4	I Look for certifications like "Green" or "Fair trade" on the product before making a purchase	97	45.8	22.9	20.3	9.3	1.7	4.09	1.100	9.784
5	Awareness programs and		42.4	33.1	17.8	5.9	0.8			

	information regarding environment, social and economic issues influence me before making a purchase	95						4.13	0.948	11.580
6	I ensure good Quality of Product (like not made of chemicals, or any hazardous Product used) before making a Purchase	97	66.9	24.6	7.6	0.0	0.8	4.54	0.751	20.148
7	I gather information about product by reading label of the product	97	57.6	23.7	16.1	1.7	0.8	4.41	0.839	16.588
8	Labels like "Eco friendly", "Biodegradable", "Recyclable" influence me before making a purchase.	97	58.5	26.3	12.7	2.5	0.0	4.35	0.854	15.567
9	Concerns towards my health is important factor that influence me before making a purchase	97	68.6	22.9	8.5	0.0	0.0	4.63	0.618	25.968
10	I only buy product made in India to support economic growth of my country	97	31.4	22.0	28.0	14.4	4.2	3.65	1.217	5.258
11	I consult my peers before		28.8	28.8	32.2	5.9	4.2			

	making purchase.	97						3.73	1.104	6.529
12	I like products that can be recycled or reused.	97	54.2	34.7	7.6	0.8	2.5	4.37	0.893	15.114
13	I prefer brands that helps in proper disposal of products.	97	46.6	35.6	13.6	3.4	0.8	4.23	0.896	13.490
14	I look for Brands working for social cause before I make purchase	97	28.0	33.1	25.4	4.2	9.3	3.61	1.238	4.839

Source: SPSS Output

Notes: This table displays the study results for SCCs' pre-purchase behaviour on 14 statements involving five variables. A feeling of revenge, Informational accessibility, branding, and peer influence, Pre-purchase sustainability choices are influenced by wellness-related and emergency-situation concerns. Aware consumers. On a five-point scale, strongly disagree (SD) equals 1, disagree (D) equals 2, no opinion (NO) equals 3, agree (A) equals 4, and strongly agree (SA) equals 5. The t-value indicates the outcome of evaluating the empty assumption that indeed the average answer matches 3 (zero judgment) at the 0.05 level of significance.

		Sum of Squares	df	Mean Square	F	Sig.
I ensure that the purchase I make should be Environment friendly.	Between Groups	0.293	1	0.293	0.353	0.554
	Within Groups	78.207	94	0.832		
	Total	78.500	95			
I think I can make a difference by purchasing Environment friendly product	Between Groups	0.441	1	0.441	0.721	0.398
	Within Groups	57.465	94	0.611		
	Total	57.906	95			
I ensure safety of environment before discarding a product after use.	Between Groups	0.016	1	0.016	0.027	0.870
	Within Groups	56.224	94	0.598		
	Total	56.240	95			



I Look for certifications like "Green" or "Fair trade" on the product before making a purchase	Between Groups	0.057	1	0.057	0.046	0.830
	Within Groups	116.099	94	1.235		
	Total	116.156	95			
Awareness programs and information regarding environment, social and economic issues influence me before making a purchase	Between Groups	0.265	1	0.265	0.294	0.589
	Within Groups	82.937	92	0.901		
	Total	83.202	93			
I ensure good Quality of Product (like not made of chemicals, or any hazardous Product used) before making a Purchase	Between Groups	0.758	1	0.758	1.340	0.250
	Within Groups	53.149	94	0.565		
	Total	53.906	95			
I gather information about product by reading label of the product	Between Groups	1.713	1	1.713	2.461	0.120
	Within Groups	65.443	94	0.696		
	Total	67.156	95			
Labels like "Eco friendly", "Biodegradable", "Recyclable" influence me before making a purchase.	Between Groups	0.370	1	0.370	0.512	0.476
	Within Groups	67.870	94	0.722		
	Total	68.240	95			
Concerns towards my health is important factor that influence me before making a purchase	Between Groups	0.000	1	0.000	0.000	0.986
	Within Groups	36.239	94	0.386		
	Total	36.240	95			
I only buy product made in India to support economic growth of my country	Between Groups	0.012	1	0.012	0.008	0.930
	Within Groups	141.947	94	1.510		
	Total	141.958	95			
I consult my peers before making purchase.	Between Groups	1.940	1	1.940	1.627	0.205
	Within Groups	112.060	94	1.192		
	Total	114.000	95			
I like products that can be recycled or reused.	Between Groups	0.038	1	0.038	0.047	0.829
	Within Groups	76.201	94	0.811		
	Total	76.240	95			
I prefer brands that helps in proper disposal of products.	Between Groups	2.605	1	2.605	3.360	0.070
	Within Groups					
	Total					

	Within Groups	72.884	94	0.775		
	Total	75.490	95			
I look for Brands working for social cause before I make purchase	Between Groups	1.433	1	1.433	0.927	0.338
	Within Groups	145.306	94	1.546		
	Total	146.740	95			

**Significance: p values less than 0.05**

Source: SPSS Output

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed )	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I ensure that the purchase I make should be Environment friendly.	Equal variances assumed	1.445	0.232	-0.594	94	0.554	-0.112	0.188	-0.485	0.262
	Equal variances not assumed			-0.606	91.700	0.546	-0.112	0.184	-0.478	0.255
I think I can make a difference by purchasing Environment friendly product	Equal variances assumed	0.319	0.574	0.849	94	0.398	0.137	0.161	-0.183	0.457
	Equal variances not assumed			0.853	87.465	0.396	0.137	0.161	-0.182	0.456
I ensure safety of environment before discarding a product after use.	Equal variances assumed	2.579	0.112	-0.164	94	0.870	-0.026	0.160	-0.343	0.291
	Equal variances not assumed			-0.169	92.956	0.866	-0.026	0.155	-0.334	0.282
I Look for certifications like "Green" or	Equal variances assumed	0.130	0.719	-0.215	94	0.830	-0.049	0.229	-0.505	0.406

"Fair trade" on the product before making a purchase	assumed									
	Equal variance s not assumed			- 0.216	88.68 9	0.829	-0.049	0.228	0.501	0.403
Awareness programs and information regarding environment, social and economic issues influence me before making a purchase	Equal variance s assumed	2.98 0	0.08 8	- 0.542	92	0.589	-0.107	0.198	0.501	0.286
	Equal variance s not assumed			- 0.565	91.96 7	0.573	-0.107	0.190	0.485	0.270
I ensure good Quality of Product (like not made of chemicals, or any hazardous Product used) before making a Purchase	Equal variance s assumed	7.63 8	0.00 7	- 1.158	94	0.250	-0.180	0.155	0.488	0.128
	Equal variance s not assumed			- 1.238	90.86 2	0.219	-0.180	0.145	0.468	0.109
I gather information about product by reading label of the product	Equal variance s assumed	5.65 9	0.01 9	- 1.569	94	0.120	-0.270	0.172	0.612	0.072
	Equal variance s not assumed			- 1.612	92.87 1	0.110	-0.270	0.168	0.603	0.063
Labels like "Eco friendly", "Biodegradable", "Recyclable" influence me before making a purchase.	Equal variance s assumed	0.30 9	0.58 0	0.716	94	0.476	0.125	0.175	0.223	0.474
	Equal variance s not assumed			0.730	91.60 4	0.467	0.125	0.172	0.216	0.467
Concerns towards my health is important factor that influence me before making	Equal variance s assumed	0.76 1	0.38 5	0.017	94	0.986	0.002	0.128	0.252	0.257
	Equal variance s not			0.018	93.61 0	0.986	0.002	0.124	0.244	0.248

a purchase	assumed									
I only buy product made in India to support economic growth of my country	Equal variances assumed	3.849	0.053	-0.087	94	0.930	-0.022	0.254	0.526	0.481
	Equal variances not assumed			-0.090	92.423	0.929	-0.022	0.247	0.514	0.469
I consult my peers before making purchase.	Equal variances assumed	0.760	0.386	1.276	94	0.205	0.287	0.225	0.160	0.735
	Equal variances not assumed			1.255	80.608	0.213	0.287	0.229	0.168	0.743
I like products that can be recycled or reused.	Equal variances assumed	0.751	0.388	0.217	94	0.829	0.040	0.186	0.328	0.409
	Equal variances not assumed			0.222	91.827	0.825	0.040	0.182	0.321	0.402
I prefer brands that helps in proper disposal of products.	Equal variances assumed	0.396	0.531	1.833	94	0.070	0.333	0.182	0.028	0.694
	Equal variances not assumed			1.797	79.413	0.076	0.333	0.185	0.036	0.702
I look for Brands working for social cause before I make purchase	Equal variances assumed	3.201	0.077	-0.963	94	0.338	-0.247	0.257	0.756	0.262
	Equal variances not assumed			-0.988	92.710	0.326	-0.247	0.250	0.743	0.249
<b>Significance: p values less than 0.05</b>										

Source: SPSS Output

## 5. Discussions

The aforementioned findings indicate that all five variables, namely, feeling of retribution, availability to knowledge, branding and peer influences, health concern, and crisis scenario, impact the prepurchase behaviour of SCCs. These findings were well underlined with various previous finding. (Carvalho, B. L. D. 2015; Bala, Sescu, S. 2016; Dumea, A.C., Andrei, A 2017; Draghicietal.,2016). Results of analysis showed that pre-purchasebehavior of both male and female are equally influenced by these factors. These results synchronize with previous analysis conducted by Michael G. Luchs & Todd A. Mooradian (2012) and Tan Booi Chen Lau Teck Chai (2010). This study also revealedage too play no influence on these impacts.

Bezençon and Blili (2010), Anderson and Cunningham (1972); Fraj and Martinez (2006)and Carvalho, B. L. D. (2015) advocated that awareness to consumers about irrevocable harmful effect of unsustainable actions forced people identify alternatives that can reduce such harmful effect henceforth making more sustainable purchase decisions. The current study too is coinciding with these studies. Besides, revolution in communication technologies had exposed people to information related to sustainability and other related issues. The current study suggests that exposure to various sustainability programs or such initiatives taken by governments, NGOs, private organization, media makes the consumers aware about harmful effects of unsustainable actions. This awareness compels them to think towards doing something to reduce it and through purchases they can contribute for it. Findings also describes that access to information plays important role in making pre-purchase decisions. This information helps in understanding products, building trusts etc. The findings closely accord with former studies. (Sungchul Choi Alex Ng 2010; Rajyalakshmi Nittala ,2014; Fraj and Martinez, 2006; Carvalho, B. L. D., 2015; Iman Khalid A. Qader and Yuserrie Zainuddin, 2010)The study also revealed that peer pressure influences pre-purchase behavior of sustainability conscious consumers. Peer are source of information which they can trust. This finding is concurring with theories given in past researches. (Clifford J. Shultz II and Morris B. Holbrook,1999; Scarlett C. Wesley a, Min-Young Lee a & Eun Young Kim b,2012)Furthermore, finding also confirms that sustainability conscious consumersrepurchasebehaviors are influenced by label. Sustainability conscious consumers explores more information related to product and they use labels for such information that provide more transparency hence making the decision process easy. Similar results were given by Rajyalakshmi Nittala ,2014; D'Souza et al. 2006; Fraj and Martinez, 2006. Next, interpretation is influence of health on pre-purchase behavior of sustainability conscious consumers. The study found that health played important role in pre-purchase behavior of sustainability conscious consumers. Many diseases like hypertension, diabetes, heart attacks etc. had become very common due to sedentary lifestyle and unsustainable practices. Hence making them conscious towards their choices and preferring sustainable purchases. Many researches in past had given similar theories. (Iman Khalid A. Qader and Yuserrie Zainuddin 2010; Camelia et. Al 2017, Carvalho, B. L. D., 2015; Fraj and Martinez, 2006) Finally, crisis scenario also plays crucial role in pre-purchase behavior of sustainability conscious consumers. Any socio-economic crisis directly impacts psychology of consumers making them conscious towards their choices. This finding too reiterates theories ofCarvalho, B. L. D. (2015).Therefore, all the five dimensions that lead to sustainability consciousness of consumers also influencepre-purchasebehavior of sustainability conscious consumers.Consequently, current study supportstheories given by Iris Vermeir and Wim Verbeke 2006; Iman Khalid A. Qader as well asYuserrie Zainuddin 2010;Sungchul Choi Alex Ng 201; Prashant Kumar Bhimrao M Ghodeswar,2015; Novera Ansar, 2013; Rajyalakshmi Nittala ,2014; Michael G. Luchs & Todd A. Mooradian, 2012; Carvalho, B. L. D., 2015. Besides, it might begin with one tigger to purchase sustainability but since all these five factors are so closely related that gradually all five factors would influence the prepurchase of a sustainably conscious consumer.

## 6. Conclusions

Five dimensions (Barbara *et al.*, 2015; Carvalho, B. L. D., 2015) of sustainability conscious consumers also influenced pre-purchase behavior of sustainability conscious consumers. Pre-purchase judgements are heavily influenced by a sense of punishment, availability to knowledge, branding and peer influence, and worry about health and crisis situation.These dimensions are antecedents to SCC which influence their pre purchase behavior too.

The study has two limitations. An understanding of sustainability concept by respondent was a necessary requirement of the study therefore gathering sample was difficult. Secondly, the study utilized students for their study who are considered to be less cognitive skills and reduced clarity of attitude (Balderjahn *et al.*, 2013). But Sears, 1986; Seegebarth *et al.*, 2015; Vermeir and Verbeke, 2006; Wang, 2017 advocated to use students as sample as they are the future consumers and had basic understandings of sustainability and they are willing to participate in the survey.

The study has several business implications. Marketers can run suitable campaigns and programs to influence pre-purchase behavior of consumers. Marketers should develop strategies for proper disbursement of information to its target SCC. Marketers can focus on peer pressure and labeling while building strategy. Concern for health can be another drive on which marketers can streamline their efforts. Marketers also need to understand there are conditions when consumers abstain from purchasing. These situations can be crisis scenario. Thus, strategies manage this situation.

The study has huge scope for future study. The future studies can test the findings on different culture. The studies may also be conducted to find which dimension among the five stated dimensions is most effective. Further, there could be study on moderating and mediating effect of this sustainability consciousness on post purchase behavior. Future studies may also find whether the influence of these factors on pre purchase behavior is mediated or moderated by any factors.

#### References:

1. Johnstone, M. L., & Tan, L. P. (2015). Exploring the gap between consumers' green rhetoric and purchasing behaviour. *Journal of Business Ethics*, 132, 311-328.
2. Iyer, E. S., & Reczek, R. W. (2017). The Intersection of Sustainability, Marketing, and Public Policy: Introduction to the Special Section on Sustainability. *Journal of Public Policy & Marketing*, 36(2), 246-254. <http://www.jstor.org/stable/44878339>.
3. Baker, W. E., & Sinkula, J. M. (2005). Environmental business strategy and firm performance: effects on new product performance and market share. *Journal of the academy of business science*, 33(4), 461-475.
4. Baldassarre, F., & Campo, R. (2016). Sustainability as a business tool: To be or to appear to be? *Business Horizons*, 59(4), 421-429.
5. Balderjahn, I., Buerke, A., Kirchgeorg, M., Peyer, M., Seegebarth, B., & Wiedmann, K. P. (2013). Consciousness for sustainable consumption: scale growth and new insights in the economic dimension of consumers' sustainability. *AMS review*, 3(4), 181-192.
6. Bang, H. K., Ellinger, A. E., Hadjimarcou, J., & Traichal, P. A. (2000). Consumer concern, knowledge, belief, and attitude toward renewable energy: An application of the reasoned action theory. *Psychology & Business*, 17(6), 449-468.
7. Bansal, P. (2005). Evolving sustainably: A longitudinal study of corporate sustainable growth. *Strategic management journal*, 26(3), 197-218.
8. Belz, F. M., & Schmidt-Riediger, B. (2010). Business strategies in the age of sustainable growth: evidence from the food industry. *Business strategy and the environment*, 19(7), 401-416.
9. Choi, S., & Ng, A. (2011). Environmental and economic dimensions of sustainability and price effects on consumer responses. *Journal of business ethics*, 104(2), 269-282.
10. Ciocci, R., & Pecht, M. (2006). Impact of environmental regulations on green electronics manufacture. *Microelectronics International*, 23(2), 45-50.
11. Cornelissen, G., Pandelaere, M., Warlop, L., & Dewitte, S. (2008). Positive cueing: Promoting sustainable consumer behavior by cueing common environmental behaviors as environmental. *International Journal of Research in Business*, 25(1), 46-55.
12. de Carvalho, B. L., de Fátima Salgueiro, M., & Rita, P. (2015). Consumer Sustainability Consciousness: A five-dimensional construct. *Ecological indicators*, 58, 402-410.

13. First, I., & Khatriwal, D. S. (2010). Exploring the relationship between environmental orientation and brand value: is there fire or only smoke? *Business Strategy and the Environment*, 19(2), 90-103.
14. Jain, S. K., & Kaur, G. (2004). Green business: An attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5(2), 187-205.
15. Kinnear, T. C., & Taylor, J. R. (1973). The effect of ecological concern on brand perceptions. *Journal of business research*, 10(2), 191-197.
16. Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of consumer business*, 18(6), 503-520.
17. Leonidou, C. N., & Leonidou, L. C. (2011). Research into environmental business/management: a bibliographic analysis. *European Journal of Business*, 45(1/2), 68-103.
18. Lim, W. M. (2016). A blueprint for sustainability business: Defining its conceptual boundaries for progress. *Business theory*, 16(2), 232-249.
19. McKenzie-Mohr, D. (2011). *Fostering sustainable behavior: An introduction to community-based social business*. New society publishers.
20. Menon, A., & Menon, A. (1997). Enviropreneurial business strategy: the emergence of corporate environmentalism as market strategy. *Journal of business*, 61(1), 51-67.
21. Milfont, T. L., & Markowitz, E. (2016). Sustainable consumer behavior: A multilevel perspective. *Current Opinion in Psychology*, 10, 112-117.
22. Mohr, D. (2000). Promoting sustainable behavior: An introduction to community based social business. *Journal of Social Issues*, 56(3), 543-554.
23. Moisander, J. (2007). Motivational complexity of green consumerism. *International journal of consumer studies*, 31(4), 404-409.
24. Oates, C., McDonald, S., Alevizou, P., Hwang, K., Young, W., & McMorland, L. A. (2008). Business sustainability: Use of information sources and degrees of voluntary simplicity. *Journal of Business Communications*, 14(5), 351-365.
25. Peattie, K. (2001). Towards sustainability: the third age of green business. *The Business Review*, 2(2), 129-146.
26. Peattie, K. (2011). Towards sustainability: achieving business transformation-a retrospective comment. *Social Business*, 1(1), 85-104.
27. Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: business influence on consumer purchase decision. *Journal of consumer business*, 25(5), 281-293.
28. Prothero, A. (1990). Green consumerism and the societal business concept: business strategies for the 1990's. *Journal of Business Management*, 6(2), 87-103.
29. Qader, I. K. A., & Zainuddin, Y. (2010). Intention to Purchase Green Electronic Products: The Consequences of Perceived Government Legislation, Media Exposure and Safety & Health Concern and the Role of Attitude as Mediator. *International Journal of Innovation, Management and Technology*, 1(4), 432.
30. Rakic, B., & Rakic, M. (2015). HOLISTIC MANAGEMENT OF BUSINESS SUSTAINABILITY IN THE PROCESS OF SUSTAINABLE GROWTH. *Environmental Engineering & Management Journal (EEMJ)*, 14(4).
31. Roberts, J. A., & Bacon, D. R. (1997). Exploring the subtle relationships between environmental concern and ecologically conscious consumer behavior. *Journal of business research*, 40(1), 79-89.
32. Seretny, M., & Seretny, A. (2012). Sustainable business-a new era in the responsible business growth. *Foundations of management*, 4(2), 63-76.
33. Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Business Science*, 39(1), 21-39.
34. Shultz, C. J., & Holbrook, M. B. (1999). Business and the tragedy of the commons: A synthesis, commentary, and analysis for action. *Journal of Public Policy & Business*, 18(2), 218-229.
35. Tanner, C., & Wölfling Kast, S. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & Business*, 20(10), 883-902.

36. Van Dam, Y. K., & Apeldoorn, P. A. (1996). Sustainable business. *Journal of macrobusiness*, 16(2), 45-56.
37. Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer “attitude–behavioral intention” gap. *Journal of Agricultural and Environmental ethics*, 19(2), 169-194.