### CHAPTER 3: THEORETICAL FRAMEWORK

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CHAPTER 3: THEORETICAL FRAMEWORK

3.1 Chapter Overview

This chapter commences with a discussion on need for the present study. This is followed by listing of research objectives and discussion on rationale behind the selection of research variables in the present study. The theories on which proposed model in the present study is based have also been discussed. Then, proposed model of this study has been presented. This is followed by a detailed discussion on hypotheses formation and rationale behind proposed relationships. The hypotheses related to demographics have also been listed. At the end, chapter summary has been provided.

3.2 Need for the Study

As already discussed earlier in Chapter 2, there have been several studies exploring green preferences of consumers (Schlegelmilch, 1996; Chan, 2000; Bamberg, 2003; Kim & Choi, 2005; Jain & Kaur, 2006; Mostafa, 2007; Lee, 2008; Chai & Chen, 2009; Lee, 2009; Mostafa, 2009; Smith, 2010; Albayrak et al., 2011; Cheah & Phau, 2011; Cho et al., 2012; Raska & Shaw, 2012; Smith & Brower, 2012; Tan & Lau, 2011; Borin et al., 2013; Khare, 2014; Khan & Kirmani, 2014; Tang et al., 2014; Khare, 2015; Khan & Kirmani, 2015; Kirmani & Khan, 2016a, b; Uddin & Khan, 2016). These studies have examined the linkage of several variables such as EC\(^1\) (Laroche et al., 2001; Bamberg, 2003; Nittala, 2013; Hassan et al., 2014), EL\(^2\) (Laroche et al., 2001; Cheah & Phau, 2011), religiosity (Rice, 2006; Kalamas et al., 2013; Hassan, 2014), collectivism (Laroche et al., 2001; Cheah & Phau, 2011; Kim, 2011; Cho et al., 2012), IPI\(^3\) (Lee, 2008; Lee, 2009, Khare, 2014) and/or PCE\(^4\) (Ellen et al., 1991; Jain & Kaur, 2004; Cho et al., 2012; Nath et al., 2014) with green purchase decisions of the consumers. Similarly, the studies have also explored the role of demographic variables such as age (Dunlap, 2007; D’ Souza et al., 2007; Zhao et

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\(^1\) EC: Please refer to page number 46 in Chapter 2.
\(^2\) EL: Please refer to page number 45 in Chapter 2.
\(^3\) IPI: Please refer to page number 42 in Chapter 2.
\(^4\) PCE: Please refer to page number 47 in Chapter 2.
al., 2013), gender (Lee, 2008; Lee, 2009; Smith & Brower, 2012), educations (Nath et al., 2014) and income (Paco et al., 2010; Khare, 2014) in green purchase decisions of the consumers.

Previous studies have been performed across the globe, commonly in countries such as USA (Laroche et al., 2001; Park & Lee, 2014; Larson et al., 2015), UK (Shlegelmilch, 1996; Kalafatis et al., 1999; Diamantopoulos et al., 2003; Baker & Ozaki, 2008), Australia (Cheah & Phau, 2011), Germany (Bamberg, 2003), New Zealand (Gan et al., 2008), Hong Kong (Tang & Chan, 1998; Lee, 2010), Portugal (Paco et al., 2010; Luzio & Lemke, 2013), Lithuania (Baynte et al., 2010). But one rarely comes across studies in the Indian context that probe in-depth green purchasing decisions of consumers. Though there have been studies in India on consumer response to green initiatives but they have been limited only to a few factors. For example, Khare (2014, 2015) examined the influence of IPI only on green purchase decisions of Indian consumers. The studies of Nittala (2013) and Chaudhary (2014) are confined only to gauging the awareness of consumers about green products. Khan et al. (2013) have examined the differences in green purchase decisions of consumers across various categories of consumer demographics. However, an in-depth analysis of linkage of variables such as collectivism, religiosity and PCE with green purchase decisions is missing in the Indian context. Further, especially in the Indian context, previous researchers have not attempted to take into account the interactions of referred variables in one single comprehensive model. The contradictions in findings of the earlier studies has also created confusion as to which variables play a significant role in stimulating a positive response from consumers of green products.

Thus, based on the review of literature and arguments given above, following research gaps were identified:

1. Limited empirical research is available in the Indian context to understand the attitude of consumers towards green products.
2. Constructs such as collectivism, religiosity and PCE have been found to be significant in explaining the green purchase decisions of consumers elsewhere, but such studies have not been attempted by researchers in the Indian context.
3. No study is available which has attempted to include all important variables in one comprehensive model for the purpose of examining the nature of interaction among them.
4. The findings of the several earlier studies have been contradictory, especially in the context of demographic variables.
5. The findings of the majority of studies in the Indian context are based on simple statistical techniques. Therefore, there is a need of employing sophisticated statistical techniques to validate the proposed comprehensive model.

Hence, there is a pressing need for a study to better understand the complexities involved in exploring the response of Indian consumers toward green products.

3.3 Objectives of the Study

The present study had two broad objectives. First, to review literature on green preferences of consumers and identify the factors which are associated with consumers’ attitude towards green products (ATGP). Secondly, to propose and validate the comprehensive model mapping consumers’ ATGP. In the light of this, following sub-objectives were crystallized to have a clear understanding of the Indian consumers’ ATGP:

1. To review literature on green purchase decisions of consumers in the context of theories and models of consumers’ ATGP.
2. To investigate the factors that influence attitude of consumers towards green products.
3. To examine the nature of relationship between consumers’ ATGP and their WTP.
4. To propose and validate a model for mapping ATGP.
5. To examine differences in consumers’ perceptions with respect to demographic variables in the context of environment-related attitudes viz. EL, EC, ATGP and WTP.
3.4 Research Variables

After an extensive review of the extant literature on green preferences of consumers, several variables were identified, however, only a few were selected for inclusion in the proposed study model. The criteria for selection of variables are discussed below:

1. The studies examining the linkage of collectivism, religiosity and PCE with green purchase decisions are common elsewhere but such studies in Indian settings are missing. Hence, the researcher decided to explore the referred variables.

2. The decision to explore linkage of religiosity with green purchase decisions was also supported by the emphasis on environmental conservation in religious literature of all the major religions of the world. Researchers such as Dwivedi (1993), Rice (2006), Saxena (2013) and Hassan (2014) have provided evidence from religious scriptures that environmental conservation is the duty of mankind.

3. The other variables such as EC and IPI have been explored widely but the findings are contradictory. Hence, the researcher has chosen these variables in order to arrive at some conclusive findings.

4. The variables such as ATGP and WTP are the principal variables considered in the context of present study. In fact, the study would be incomplete without the inclusion of these two variables.

3.5 Theoretical Background

A significant number of theories on consumers’ attitude and behaviour have been posited by a large number of researchers. Some of the important theories have been discussed in this section. However, a special attention has been given to studies based on consumers’ green purchase decisions.

The Theory of Planned Behaviour (TPB)

TPB model has been presented in Figure 3.1. It is illustrated in the figure that each of the determinants of intention, i.e. attitude to behaviour ($A_B$), subjective norm (SN)
and perceived control (PBC) is, in turn, determined by underlying belief structures. These are referred to as outcome beliefs, normative beliefs and control beliefs.

![Figure 3.1: Theory of Planned Behaviour](Source: Kalafatis et al., 1999)

According to Kalafatis et al. (1999), TPB offers a clearly defined structure that allows the investigation of influence that attitudes, personal and cultural determinants and volitional control have on consumers’ intentions to buy eco-friendly products.

**Attitude-Behaviour-Values Model**

The model mapping the effect of *attitude-behaviour-values* on *WTP* was proposed and validated by Laroche, Bergeron and Barbaro-Forleo (2001). The model validated by Laroche et al. (2001) has been illustrated in Figure 3.2.

The study of Laroche et al. (2001) focussed on factors that affect consumers’ *WTP* for environment-friendly products. The factors are *values* (which include individualism, collectivism, security and fun/entertainment), *knowledge* (eco-literacy), *attitudes, behaviours* and *demographics* (age, gender, income, education).

Attitude, in this model, was a measure of perceived importance associated with the usage of green products, inconvenience caused by using green products, the severity of the environmental problem and level of responsibility of corporations.
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Figure 3.2: Attitude-Behaviour-Values Model

Attitude-Intention-Behaviour Model

Chan (2001) has emphasised on relationships of attitude, intention and behaviour towards green products. The model has been illustrated in Figure 3.3.

Figure 3.3: Attitude-Intention-Behaviour Model
Chan (2001) had observed, in his study, that ATGP lead to green purchase intention which results in green purchase behaviour. The ATGP was found to be influenced by ecological affect, ecological knowledge, man-nature orientation and collectivism.

**Attitude-Willingness Model**

Cheah and Phau (2011) proposed a model and validated the influence of ATGP on WTP. The model has been illustrated in Figure 3.4.

![Figure 3.4: Attitude-Willingness Model]

(Source: Cheah and Phau, 2011)

The model of Cheah and Phau (2011) has two parts. In the first part, the focus is on factors (such as eco-literacy, interpersonal influence and values) which affect attitude towards environment-friendly products. In the second part, Cheah and Phau (2011) have examined the relationship of attitude towards environment-friendly products and willingness to pay. Cheah and Phau (2011) have also suggested that perceived product necessity mediates the relationship of attitude towards green products and willingness to pay.

**3.6 Proposed Research Model**

The integration of theories and models from the previous studies has helped the researcher to develop a conceptual model to be tested in the present study in the Indian context. The prior development of a conceptual model helps in the formulation of the study hypotheses and subsequently, validation of these hypotheses for better
understanding of linkages between the variables of the study (Sekaran, 2003). The proposed model has been illustrated in Figure 3.5.

The proposed model can be visualised as comprising of three parts. In the first part, EL, collectivism and religiosity are independent variables while EC as the dependent variable. In the second part, independent variables are EC and IPI while ATGP is the dependent variable. In the third and the last part, ATGP and PCE are independent variables and WTP is a dependent variable.

3.7 Rationale of the Model and Hypotheses Framing

The in-depth review of the available literature has helped the researcher in framing the proposed research hypotheses that have been subsequently validated in the present study. The hypotheses, along with their justification, have been discussed in the subsequent sections:

3.7.1 Influence of Religiosity on Environmental Concern (EC)

“Excess in the use of water is forbidden, even if you have the resources of a whole river”.

*(Prophet Mohammed, PBUH)*

“Do not poison (pollute) water and do not harm or cut the trees”.

*(Yajurveda, 6.33).*
These references from the scriptures of Islam and Hinduism provide an idea of emphasis on environmental conservation in the religious teachings. Other such references from religious scriptures have been presented in Table 3.1.

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<th>Environmentally Related Discourse</th>
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<td>Islam</td>
<td>“And Heaven, He (Allah) raised it high, and established the Balance (saying), ‘Do not transgress the Balance and give weight with equity, and let the Balance not fall short’” (55:7-9 Adapted from Hobson, 1998).</td>
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<td>“Eat and drink but do not be excessive; He loves not the extravagant” (7:31 Adapted from Haleem, 1998).</td>
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<td>“Do not squander (your substance) wastefully, for the wasteful are the devil's brothers” (17:26 Adapted from Haleem, 1998).</td>
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<td></td>
<td>“And blessed it and measured therein its sustenance” (4:10 Adapted from Haleem, 1998).</td>
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<td></td>
<td>“If a Muslim plants a tree or sows seeds, and then a bird, or a person or an animal eats from it, it is regarded as a charitable gift (sadaqah) for him” (Sahih Bukhari, 513, Adapted from Hassan, 2014).</td>
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<td>Hinduism</td>
<td>“No persons should kill animals helpful to all” (Yajurveda 13.37); “The oceans are a treasure of wealth protect them” (Yajurveda 38.22); (Adapted from Renugadevi, 2012).</td>
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<td>“Whether we are in a rural area, in woods, on a battleground or in public meetings (wherever we are) we should always speak graciously about the Mother Earth and be respectful to her” (Atharva Veda, Kanda XII, Hymn I, verse 56; Adapted from Dwivedi, 1997).</td>
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<td>“Do not disturb the sky and do not poison the atmosphere” (Yajurveda. 5.43). (Adapted from Renugadevi, 2012).</td>
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<td>“He who plants even one tree goes directly to heaven and obtains Moksha” (Matsya Purana, 59.159; Adapted from Dwivedi, 1990)</td>
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<td>Christianity and Judaism</td>
<td>“When he created the world, God set aside a unique place, the Garden of Eden, and placed in it the first man, Adam (Gen.2:8-15) and instructed Adam to cultivate and guard the Garden (Genesis.2:15) to enhance its already great fruitfulness” (Adapted from Beisner et al., 2000 and Vogel, 2001).</td>
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<tr>
<td></td>
<td>“If you besiege a town for a long time, making war against it in order to take it, you must not destroy its trees”. (Deuteronomy 20:19; Adapted from Tucker, 1997)</td>
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(Source: Prepared by the Researcher)

The careful observation of references from religious scriptures on environmental conservation in Table 3.1 reveals that supreme importance across the religions has been given to care and respect for resources of earth and other living creatures. This has provided enough motivation to the researchers, around the world, to assume that religiosity as a construct can play a vital role in determining green preferences of consumers (Rice, 2006; Chai and Chen, 2009; Mohamad et al., 2012; Hassan, 2014) and thereby, explore the linkage between religiosity and EC of consumers. The researchers have unequivocally suggested that a positive linkage is present between religiosity and EC (Stern et al., 1999; Rice, 2006; Chai & Chen, 2009; Kalamas et al., 2014). In this regard, Granzin and Olsen (1991) have indicated that highly religious
consumers exhibit higher propensity to reuse an item or use a recycled item. Along the similar lines, Rice (2006) and Hassan (2014) have also hinted that religiosity influences concerns of consumers about the environment. Chai and Chen (2009) have also discovered that intrinsic religiosity of consumers is important in stimulating concerns for the environment. Therefore, it seems that the consumers high on religiosity also have high concerns for the environment. Thus, the following hypothesis was framed:

H01: Religiosity significantly and positively affects EC.

3.7.2 Influence of Collectivism on Environmental Concern

Welfare of Society (Hofstede, 1980; Laroche et al., 2001; Kim, 2011; Cho et al., 2012) and Preference to group goals over personal benefits (Sinha and Verma, 1987; McCarty and Shrum, 1994; Laroche et al., 2001; Gundlach et al., 2006; Zhao and Chen, 2008) are the two attributes related to collectivism that makes this construct worthy of interest to researchers in the domain of green marketing. The linkage of collectivism with consumers’ green preferences has been explored by a large number of researchers who have admitted that consumers high on collectivism values are also expected to be high on environmental concerns (Triandis, 1993; McCarty & Shrum, 1994; Chan, 2001; Laroche et al., 2001; Kim & Choi, 2005; Leonidou et al., 2010; Cheah and Phau, 2011, Cho et al., 2012). For instance, Leonidou et al. (2010) have indicated that individuals driven by collectivism values are more concerned about the environment. Similarly, Cho et al. (2012) have indicated that horizontal and vertical collectivism are positively related to the consumers’ environmental attitude. Akehurst et al. (2012) have also reiterated that the consumers concerned for societal welfare are also concerned about the environment. Hence, it can be assumed that a consumers driven by collectivism values will be concerned about the environment. Therefore, the following hypothesis was framed:

H02: Collectivism significantly and positively affects EC.
3.7.3 Influence of Eco-literacy on Environmental Concern

The belief that natural resources should be conserved develops from the knowledge that the resources provided by nature are exhaustible and hence, they are needed to be protected to keep this planet a safe abode for the present and the future generations (Alba and Hutchinson, 1987; Laroche et al, 1996; Laroche et al., 2001). This makes eco-literacy (EL) an important construct in studies exploring green preferences of the consumers (Vining and Ebreo, 1990; Amyx et al, 1994; Chan, 1996; Fraj & Martinez, 2006; Rios et al., 2006; Cheah & Phau, 2011; Nath et al., 2013). Chan (2001) observed that EL is one of the determinants of consumers’ green preferences. Similarly, Cheah and Phau (2011) and Nath et al. (2013) have also suggested that environmentally educated consumers have positive inclinations towards the environment. Thus, it seems that the sensitivity of consumers increases as their environmental knowledge improves. Consequently, the following hypothesis was proposed:

**H03: EL significantly and positively affects EC.**

3.7.4 Influence of Environmental Concern on Attitude towards Green Products

When individuals are sensitive to the environment, a slight variation in the natural state of environment can stimulate them to actively participate in the environmental conservation programmes (Dunlap & Jones, 2002; Kim & Choi, 2005; Hassan, 2014). In the present scenario of massive damage to the natural environment, the individuals are expected to be more concerned to the environment and thereby, more responsive to the green initiatives. Thus, it is expected that consumers’ high on EC will change their consumption patterns in favour of the environment (Bamberg, 2003; Kim & Choi, 2005; Gan, 2008; Kilbourne & Picket, 2008; Lee, 2008; Awad, 2011; Akehurst et al, 2012; Hasan et al, 2014; Tang et al., 2014). In this regard, researchers such as Kim and Choi (2005) and Kilbourne and Picket (2008) have suggested that rising environmental concerns of the consumers have resulted in upsurge in consumption of ecologically sound products and a decline in overall consumption. In fact, researchers have observed that desire of consumers to conserve natural resources reflects in their product selection (Awad, 2011; Tang et al., 2014). Thus, in the context of green
products, it is possible that \( ATGP \) could be influenced by \( EC \). Hence, the study proposes the following hypothesis:

**H\( _{04} \): EC significantly and positively affects ATGP.**

### 3.7.5 Influence of Interpersonal Influence on Attitude towards Green Products

*Friends, family, teachers, etc.* forms the core group that can influence the behaviour of an individual (Lee, 2008; Cheah and Phau, 2011; Hasan *et al.*, 2012; Iravani *et al.*, 2012; Eze & Ndubisi, 2013; Khare, 2014). In the context of green purchasing also, this core group is expected to have a bearing on decisions of consumers (Hasan *et al.*, 2012; Iravani *et al.*, 2012; Eze & Ndubisi, 2013). Thus, the linkage of *interpersonal influence* (IPI) with consumers’ green purchase decisions has been explored by notable researchers. Bandura (1986) has suggested that IPI is an important predictor of green purchase intentions of consumers. Lee (2008, 2010) has also observed that the peer group often exerts the positive influence on green purchase intentions of consumers. The findings of some of the recent studies such as Khare (2014) and Wang (2014) have also supported this view and indicated that IPI has a positive linkage with consumers’ green purchase decisions. On the other hand, Khare (2014) has explored this linkage in greater detail and has indicated that normative and informational susceptibility has a positive bearing on the ecologically conscious consumer behaviour. Therefore, a positive linkage between IPI and \( ATGP \) was presumed in the present study.

**H\( _{05} \): IPI significantly and positively affects ATGP.**

It should be noted that this hypothesis was deleted at the later stage of analysis as the referred linkage failed to comply with the linearity criterion required for performing multivariate data analysis.

### 3.7.6 Influence of Attitude towards Green Products on Willingness to Pay

*Theory of Reasoned Action* and *Theory of Planned Behaviour* have suggested that an individual’s behaviour is determined by his intention to perform the behaviour and this intention is, in turn, a function of his attitude towards the behaviour (Ajzen & Fishbein, 1969; Ajzen & Fishbein, 1980; Ajzen, 1991). Thus, in the context of green
products, these two theories suggest that a favourable attitude towards the purchase of green products is needed for developing a willingness among consumers to pay a premium for the purchase of these products. This linkage of *attitude towards green products (ATGP)* and *willingness to pay (WTP)* has been explored by the previous researchers (McCarty & Shrum, 1994; Robert & Bacon, 1997; Meneses & Palacio, 2006; Cheah & Phau, 2011). Cheah and Phau (2011) have indicated that the consumers who are more favourable towards environment-friendly products are more willing to shelve out extra for the purchase of these products. The above arguments have helped in framing the following hypothesis:

**H06:** ATGP significantly and positively affects WTP.

### 3.7.7 Influence of Perceived Consumer Effective on Willingness to Pay

“*Unless a consumer is sure of desired consequences from his actions, he has little motivation to engage in those actions*” (Cheah & Phau, 2011).

This quote from Cheah and Phau (2011) is quite pertinent in the context of green purchasing. Researchers have indicated that consumers’ belief of their effectiveness in solving existing environmental problems affects their decision to purchase the green products (Weiner & Doescher, 1991; Berger & Corbin, 1992). Similarly, Kim and Choi (2005) have also observed that greater perceived self-efficacy enhanced the chances of consumers’ involvement in green behaviour. Albayrak *et al.* (2011) supported the results of Kim and Choi (2005) by suggesting that *PCE* is the most important predictor of green behaviour. Nath *et al.* (2013) have also revealed that *PCE* is an important enabler of the green behaviour of consumers. Thus, the following hypothesis was framed:

**H07:** PCE significantly and positively affects WTP.

At the stage of SEM analysis (discussed in Chapter 5), the high values of modification indices suggest a possibility of linkage between *collectivism* and ATGP. Thus, the following hypothesis was proposed and subsequently validated:

**H08:** Collectivism significantly and positively affects ATGP.
3.8 Hypotheses Related to Demographics

A significant number of green marketing researchers have indicated that consumer demographics (gender, age, education and income) can play a vital role in their green preferences (D’Souza et al., 2007; Awad, 2011). The findings of the previous researchers (detailed discussion is provided in Chapter 2) have helped in framing the hypotheses related to demographics and environmental characteristics.

3.8.1 Gender

The findings from a large number of studies have suggested that gender plays an important role in the preferences for green products (Reizenstaien et al., 1974; Balderjahn, 1988; Laroche et al, 2001; Mostafa, 2007; Banyte et al, 2010; Erdogan et al, 2012; Uddin & Khan, 2016). Thus, the following main hypothesis was framed:

$$H_{09} : \text{The male and female consumers differ significantly in their environment-related attitudes.}$$

The above main hypothesis can be a precursor to following four sub-hypothesis:

- $$H_{09a} : \text{The male and the female consumers differ significantly in their level of EL.}$$
- $$H_{09b} : \text{The male and the female consumers differ significantly in their level of EC.}$$
- $$H_{09c} : \text{The male and the female consumers differ significantly in their ATGP.}$$
- $$H_{09d} : \text{The male and the female consumers differ significantly in their WTP.}$$

3.8.2 Age

Researchers have also indicated a significant role of age of consumers in their green purchase decisions (Rice, 2006; D’ Souza et al., 2007; Xiao & Dunlap, 2007; Baker and Ozaki, 2008; Gan et al., 2008; Lee, 2008; Lee, 2009; Baynte et al., 2010; Paco et al., 2010; Awad, 2011; Akter, 2012; Mourad & Ahmad, 2012; Zhao et al., 2014). Hence, the following hypothesis was framed:

$$H_{10} : \text{The consumers of different age groups differ significantly in their environment-related attitudes.}$$
The main hypothesis can be a precursor to following four sub-hypothesis:

- **H\textsubscript{10a}:** The consumers of different age groups differ significantly in their level of EL.
- **H\textsubscript{10b}:** The consumers of different age groups differ significantly in their level of EC.
- **H\textsubscript{10c}:** The consumers of different age groups differ significantly in their ATGP.
- **H\textsubscript{10d}:** The consumers of different age groups differ significantly in their WTP.

### 3.8.3 Education

The role of education in consumers’ green purchase decisions has been studied by a large number of researchers around the globe (Balderjahn, 1988; Straughan & Roberts, 1999; Rice, 2006; Gan, 2008; Banyte \textit{et al}, 2010; Paco \textit{et al}., 2010; Awad, 2011; Mourad and Ahmed, 2012; Nath \textit{et al}., 2013). The rigorous review of the findings of these researchers resulted in the framing of the following main hypothesis:

- **H\textsubscript{11}:** The consumers of different educational levels differ significantly in their environment-related attitudes.

The above main hypothesis can be a precursor to following four sub-hypothesis:

- **H\textsubscript{11a}:** The consumers at different educational levels differ significantly in their level of EL.
- **H\textsubscript{11b}:** The consumers at different educational levels differ significantly in their level of EC.
- **H\textsubscript{11c}:** The consumers of different educational levels differ significantly in their ATGP.
- **H\textsubscript{11d}:** The consumers of different educational levels differ significantly in their WTP.

### 3.8.4 Income

The general assumption that environmental conservation initiatives, especially green products, are expensive (Banyte \textit{et al}., 2010; Paco \textit{et al}., 2010; Awad, 2011; Khare, 2014) led the researcher to frame the following main hypothesis:

- **H\textsubscript{12}:** The consumers of different family income levels differ significantly in their environment-related attitudes.

The above main hypothesis can be a precursor to four sub-hypothesis.
**H12a:** The consumers of different family income levels differ significantly in their level of *EL*.

**H12b:** The consumers of different family income levels differ significantly in their level of *EC*.

**H12c:** The consumers of different family income levels differ significantly in their *ATGP*.

**H12d:** The consumers of different family income levels differ significantly in their *WTP*.

### 3.9 Summary of the Chapter

There was a need for a study which covered all important variables linked with green purchase decisions in a single model so as to better decode the mind of the Indian consumer. In this regard, a conceptual model for the present study was proposed covering the constructs *religiosity, collectivism, EL, EC, IPI, ATGP, PCE* and *WTP*. The hypotheses related to demographic variables such as *age, gender, education* and *family income* were also framed. The methodology to validate these hypotheses and to achieve the objectives of the present study has been discussed in detail in the next chapter on ‘Research Methodology’.