# TABLE OF CONTENTS

CANDIDATE’S DECLARATION
CERTIFICATES
ACKNOWLEDGEMENT
PREFACE
LIST OF TABLES
LIST OF FIGURES
TABLE OF CONTENTS
LIST OF ABBREVIATIONS

## CHAPTER 1: INTRODUCTION
1.1 Chapter Overview
1.2 Research Background
  1.2.1 Environment: An Overview
  1.2.2 Environmental Issues Confronting India
  1.2.3 Efforts to Protect Environment
  1.2.4 Business Firms and Environmental Protection
1.3 Research Problem
1.4 Research Questions
1.5 Objectives of the Study
1.6 Significance of the Study
1.7 Scope of the Study
1.8 Chapter Schema
1.9 Summary of the Chapter

## CHAPTER 2: LITERATURE REVIEW
2.1 Chapter Overview
2.2 Introduction
2.3 Green Product
2.4 Marketing of Green Products
  2.4.1 History of Green Marketing
2.5 An Overview of Studies Based on Green Preferences of Consumers
CHAPTER 3: THEORETICAL FRAMEWORK

3.1 Chapter Overview
3.2 Need for the Study
3.3 Objectives of the Study
3.4 Research Variables
3.5 Theoretical Background
3.6 Proposed Research Model
3.7 Rationale of the Model and Hypotheses Framing
   3.7.1 Influence of Religiosity on Environmental Concern
   3.7.2 Influence of Collectivism on Environmental Concern
   3.7.3 Influence of Eco-literacy on Environmental Concern
   3.7.4 Influence of Environmental Concern on Attitude towards Green Products
   3.7.5 Influence of Interpersonal Influence on Attitude towards Green Products
3.7.6 Influence of Attitude towards Green Products on Willingness to Pay 70
3.7.7 Influence of Perceived Consumer Effectiveness on Willingness to Pay 71
3.8 Hypotheses Related to Demographics 72
  3.8.1 Gender 72
  3.8.2 Age 72
  3.8.3 Education 73
  3.8.4 Income 73
3.9 Summary of the Chapter 74

**CHAPTER 4: RESEARCH METHODOLOGY** 75-100
4.1 Chapter Overview 75
4.2 Research Process 75
4.3 Research Design 76
4.4 Research Instrument 77
  4.4.1 Pre-testing and Content Validity 79
  4.4.2 Pilot Survey and Scale Refinement 81
  4.4.3 Reliability 88
4.5 Sampling and Final Data Collection 89
  4.5.1 Sampling Element 90
  4.5.2 Sample Size 91
  4.5.3 Sampling Technique 92
  4.5.4 Final Data Collection 94
4.6 Data Screening 94
  4.6.1 Missing Data 94
  4.6.2 Outliers 95
  4.6.3 Normality (Skewness and Kurtosis) 95
4.7 Tools for Data Analysis 96
  4.7.1 Structural Equation Modeling (SEM) 96
  4.7.2 t-test and ANOVA 98
4.8 Limitations of the Study 99
4.9 Summary of the Chapter 99

**CHAPTER 5: ANALYSIS AND FINDINGS** 101-121
5.1 Chapter Overview 101
5.2 Demographic Profile of Respondents 101
5.3 Structural Equation Modeling (SEM) 102
  5.3.1 Measurement Model 102
  5.3.2 Structural Model 106
5.4 Analysis for Demographics 113
  5.4.1 Analysis for Gender 113
  5.4.2 Analysis for Age 115
  5.4.3 Analysis for Education 116
  5.4.4 Analysis for Income 118
5.5 Summary of the Chapter 121

CHAPTER 6: DISCUSSION, IMPLICATIONS AND FUTURE DIRECTIONS 123-134

6.1 Chapter Overview 123
6.2 Discussion 123
  6.2.1 Final Study Model 123
  6.2.2 Consumer Demographics 125
6.3 Theoretical Contribution of the Study 127
6.4 Implications for Managers 128
  6.4.1 Collectivism and ATGP Linkage 129
  6.4.2 EL and EC Linkage 129
  6.4.3 EC and ATGP Linkage 130
  6.4.4 ATGP and WTP Linkage 131
  6.4.5 Demographics 132
6.5 Future Research Directions 133
6.6 Summary of the Chapter 134

REFERENCES 135-160

APPENDIX 1: QUESTIONNAIRE
APPENDIX 2: RESEARCH PUBLICATIONS