Asian Journal of Economics, Business and Accounting

22(23): 273-286, 2022; Article no.AJEBA.92693
ISSN: 2456-639X

Understanding the Impact of Situational Factors on Green Purchase Intention in Retailing: A Study of Young Consumers

Sheikh Basharul Islam [a*] and Mushtaq Ahmad Darzi [a]

[a] Department of Management Studies, University of Kashmir-190006, India.

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJEBA/2022/v22i23872

Open Peer Review History:
This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: https://www.sdiarticle5.com/review-history/92693

Original Research Article

Received 07 August 2022
Accepted 10 October 2022
Published 26 October 2022

ABSTRACT

Much research has been devoted to understanding sustainable consumption using factors from the theory of planned behaviour. However, very few researchers have studied the role of situational factors in this context. The present study is aimed to analyse the impact of preference of retail store and transportation mode on green purchase intention, which in turn affects sustainable consumption behaviour among retail consumers. A survey by questionnaire method was used to collect data from young Indian consumers from Mumbai, Kolkata, Bengaluru and Delhi. Due to the Covid-19 outbreak, data was collected through online mode from 280 respondents by adopting quota sampling. Linear regression analysis was performed to test the proposed hypotheses. The findings of the study reveal that the preference for retail stores have a significant positive effect on green purchase intention while transportation mode has a significant negative impact on green purchase intention. The two situational factors explain more than 27% of the variance in consumers' intention to purchase green products. The study also reported a significant positive impact of green purchase intention on sustainable consumption among young retail consumers. Finally, green purchase intention explained a 63% variance in sustainable consumption.

Keywords: Green purchase intention; retailing; sustainability; store choice; transportation mode; sustainable consumption.

**Corresponding author: E-mail: sbasharul.scholar@kashmiruniversity.net;*

1. INTRODUCTION

To achieve the sustainable development goal (SDG-12) of the 2030 UN agenda, sustainable consumption is indispensable [1,2]. The onus of sustainable consumption is placed on consumers [3] and it is argued that any nation's sustainable development will remain an imagination unless sustainable consumption is adopted as the new way of living [4]. Increasing population, rapid urbanization and disastrous economic goals have led to faster consumption of world resources and high waste disposal. The world's current consumption by humans has been reported as equivalent to1.7 earths [5]. It means 70% of extra resources are consumed by humans that earth can regenerate and by the end of 2030, humans will require 2 earths of renewable resources to meet their consumption demand [5]. One million plastic bottles are purchased every minute and five trillion plastic bags are thrown away each year [6]. Around 39% of total food waste in India is generated from food services and retail [7]. This consumption pattern has adverse social, economic and environmental consequences. Hence, individuals must exhibit sustainable consumption behaviour and discourage irresponsible consumption.

Sustainable consumption is described as fulfilling basic human needs and avoiding extravagant consumption of resources, besides caring for the demand of future generations and environmental good. Consumption is fundamental to all production activities and businesses can play a vital role in the transition toward virtuous consumption [2]. Researchers support that a modification is required in the way policies and priorities are set and executed [8]. New buying patterns encouraged by young consumers are rapidly evolving, who associate high value to the growth of sustainable arrangements of consumption [8]. Researchers advocate that young consumers in emerging markets exhibit a higher inclination toward protecting environmental degradation and have a sense of responsible consumption [9]. They possess a positive attitude towards the environment and display a higher tendency to purchase eco-friendly products [10,11]. Across the globe the combined purchasing power of young millennials between the age group 19 – 37 years was estimated at 2.5 trillion USD for the year ending 2020 and daily groceries constitute 83% of their total spending [12].

Ethical consumption involves wider characteristics of life. A plethora of research studies has witnessed the role of various behavioural, psychological and control factors to encourage sustainable consumption behaviour using TPB (Theory of Planned Behaviour) framework [13,14]. However, very few have advocated the role of situational or contextual factors in fostering green consumer intention and sustainable consumption [15,16]. Researchers such as Joshi & Rahman [17] and Kostadinova [15] have classified the factors affecting green behaviour into individual-related factors and situational or contextual factors. Situational factors are temporary external influencers of purchase, which are beyond the control of manufacturers, marketers and even retailers [18]. Various situational factors identified include the availability of retail stores (traditional retail, modern trade), availability of green product brands, recycling facilities, availability of money, store location, transportation facilities, etc. [19,15,20]. Besides psychological and behavioural determinants, place of purchase (retail stores) as a situational determinant of behaviour is becoming a community space for shoppers, where they develop social networks and exert pressure on changing patterns of buying by sharing preferences, knowledge and relationships [21]. Several researchers have argued that characteristics of retail stores such as store type, atmosphere, store proximity or traveling distance significantly influence consumers' purchase intention and consumption behaviour [22-25]. Moreover, the choice of transportation mode influenced by store proximity and availability of transportation is perceived as a vital indicator of green purchase behaviour [18,19]. For that reason, the role of retailers as a link between producers and final consumers is crucial [25,26] and a transition towards sustainability of the retailing industry is urgently called for. In this backdrop, the study is aimed to investigate the impact of two categorical variables namely preference for retail store and transportation mode on the green purchase intention. Further, the study also attempts to investigate the impact of green purchase intention on sustainable consumption among young Indian consumers.

2. LITERATURE REVIEW

In response to rising environmental issues, consumers' demand for products possessing eco-friendly attributes is also rising [14]. The customers' response to environmentally friendly

products is mostly attributed to their sustainability characteristics such as naturalness, nutritional value, taste, health benefits and environmental benefits [27, 28]. Consumers' indulgence in buying sustainable products as a means of contributing to cause of solving environmental issues is referred to as sustainable consumption [29, 14]. However, the sustainable consumption argument does not provide for the role of supply chains viz. retailers in fostering sustainable consumption behaviour in elements of society [30, 31]. Acting sustainably is a public discourse, wherein several like-minded groups interact and influence each other to further the sustainability agenda [32, 32].

Consumers' shopping behaviour is affected by cognitive and affective attributes [33]. Several researchers while applying TPB have identified various factors that influence consumers' sustainable consumption behaviour and classified these factors into individual-related factors and situational factors [34, 14, 35, 15]. Factors linked to a consumer as an individual include environmental attitude, environmental consciousness, environmental knowledge, green purchasing, recycling behaviour and money availability [36, 37] while, situational factors contain innovation, green marketing/ advertising, trust in eco-labelled brands, marketing capabilities, accessibility and availability of eco-friendly brands [38, 14, 16, 39]. Although rigorous efforts have been made to understand consumers' disposition toward environmentally friendly products based of psychological and behavioural determinants [40] however, very few research studies have considered understanding the role of physical attributes such as the preference for retail stores and mode of transportation in securing green purchase intention. It is vital to understand that factors related to a consumer may not be sufficient to explain sustainable buying behaviour [40]. Besides factors related to individuals, green consumption can be influenced by product-related factors and factors related to retail stores. Swoboda et al. [41] also argued that physical attributes play a significant role in the consumer buying process.

2.1 Preference for Retail Store

Preference for a retail store is described as the well-organized prioritization of retail stores for shopping [42]. It is defined as individuals' subjective tastes, likes or dislikes and reflects consumers' proclivity to a specific store over others [42, 43]. Researchers such as Rieke et al. [44] deciphered that store preference has a significant impact on purchase intention. The preference for a retail store is influenced by the brand selections offered by retailers [45, 44]. Atulkar and Kesari [46] signify that modern retail formats such as supermarkets, malls, etc. influence consumers' buying intention directly and indirectly through wider product assortment, large retail space, store atmosphere, brand communication and customer involvement. Peattie [19] while studying green consumption behaviour argued that it is important to establish the right habitat for the promotion of intention to perform green consumption and retail stores provide the right habitat for the consumption of eco-friendly products. Retail stores serve as consumption junctions where suppliers and consumers gather, share information and understanding related to changing consumption patterns and redefine sustainable consumption mutually [47, 30]. Lehner [32] while studying the influence of retail stores in promoting green consumption argued that, retailers are strong influencers of physical exchange and can better change routine consumption into green consumption intention. Lehner [30] believed that consumer behaviour is highly influenced by retail stores and retailers entertain a strong position to encourage intention to perform eco-friendly consumption. Therefore, enhancing the assortment of eco-friendly products in retail setup and utilizing retailers' referral power can facilitate cultivating green purchase intention in consumers [32, 48]. Furthermore, retail stores with the help of marketing artifacts provide valuable communication of green consumption to consumers which enables generating positive intention toward performing green consumption [49]. Based on the above discussion, the following hypothesis is proposed:

H1: Preference for retail stores has a significant impact on green purchase intention

2.2 Transportation Mode

The increasing population and rate of urbanization in developing countries have resulted in high demand for transportation services for varied purposes such as visiting the office or work locations, shopping and other recreational activities [50, 51]. It has consequently led to high emissions of heat and other harmful gases resulting in environmental degradation [52, 53]. In the context of shopping, the use of transport facilities depends on the

store distance, store accessibility and availability of public transportation facilities [24]. Individuals who prefer shopping from nearby shopping centres or retailers (within 3kms) prefer walking or cycling which are termed as sustainable modes of transport [54, 23, 55]. Curtailing harmful use of transportation is imperative for the promotion of environmental sustainability. Roundtable [56] has already stressed making transport carbon neutral as a means of achieving environmental sustainability. The use of the sustainable mode of transport by consumers such as walking, cycling or public transport indicates a high concern for socially responsible consumption [55]. Hume [57] and Behrendt [58] also argued that consumers who prefer cycling as mode of transport for shopping are referred to as ethical consumers and exhibit green consumption intention. Khangembam [24] deciphered that transportation mode has a significant impact on purchase intention and consumers traveling by bus exhibit low purchase intention because of availability of less time for shopping. Researchers such as Stastna [54] and Molina [23] also argued that walking/cycling affects the frequency of visits to retail stores. People who live in close proximity prefer walking to the store and therefore reflect high intention to purchase. Based on the above literary findings, the following hypothesis is proposed:

H2: Transportation mode has a significant impact on green purchase intention.

2.3 Green Purchase Intention

Green purchase intention is described as the consumers' wish to purchase environmentally safe products. Describing sustainable consumption necessitates identifying aspects of purchase intention toward eco-friendly products and services [59]. The intention is the probability that a person will behave in a certain way [60]. Consumers' positive intention indicates a stronger urge to purchase behaviour. The intention is considered as an immediate precursor of behaviour in TPB framework [61, 62] and 70% of the variance in consumption behaviour towards sustainable products is accounted for by purchase intention [34]. The results are reinforced by the findings of Mataraci and Kurtulus [63] who corroborated that intention is the strongest predictor of eco-friendly consumption behaviour of Turkish consumers. Hasan [64] propounded that product and store attributes have a significant positive impact on consumers' intention to perform responsible consumption. The study lays that store attributes explained a 35% variance in behavioural intention. Based on the above discussion, the following hypothesis is proposed:

H3: Green purchase intention has a significant impact on sustainable consumption.

3. CONCEPTUAL FRAMEWORK

The current study lays its conceptual frame on TPB framework propounded by Icek Ajzen in 1985. TPB is the most widely applied framework to explore consumer buying behaviour [65, 14]. TPB lays down that attitude, subjective norms and behavioural control form intention which subsequently results in consumption behaviour. However, several studies claimed TPB as inconsistent in predicting behaviour, as it does not take into consideration other situational factors that have a significant role in shaping buying intention [66, 67]. For example, Yadav and Pathak [65] claimed that the inclusion of other factors such as environmental knowledge and concern has improved the prognostic power of TPB. Taking into consideration the inclusion of situational factors, the study identifies two factors such as the preference for retail stores and transportation mode as independent variables. Sustainable consumption and purchase intention are taken as dependent variables. The conceptual framework is proposed in Fig. 1 below:

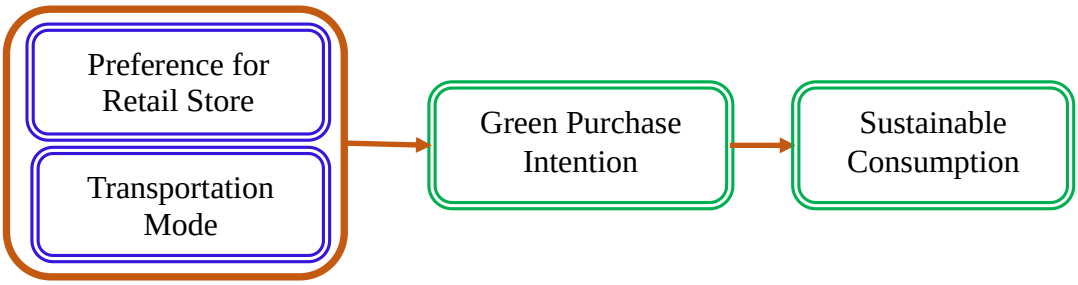

Fig. 1. Conceptual framework

4. MATERIALS AND METHODS

4.1 Population and Data Collection

The population of the research study consisted of young Indian consumers belonging to the age group of 16 - 40 years. The young consumer cohort is the key driving force of the Indian consumer market [68-70]. Several researchers have also argued that young consumers have a positive attitude toward social and environmental awareness and sustainable consumption [62, 63] and hence, are perceived as an ideal population for studying intention to perform green consumption for environmental good [71]. Moreover, studying young consumers can pave way for examining the transition of green consumption behaviour in their older age. The area was divided into four major zones East, West, North and South, and one highest populous city from each zone i.e. Kolkata, Mumbai, Delhi and Bangalore was targeted [72]. Due to the COVID-19 outbreak, an online questionnaire survey method was adopted to collect data for the current study [73]. The online survey is considered an effective and acceptable mode for the collection of data [36]. The questionnaire consisted of two sections – section I captured information related to demographic characteristics viz. gender, age, marital status, education and income of respondents and section – II captured information related to two categorical variables viz. preference for retail store and transportation mode and two continuous variables viz. purchase intention and sustainable consumption.

4.2 Sample Size and Sampling Technique

Itemized sampling criteria were adopted for sample size determination, which lays that minimum 10 respondents for each item are required to test the hypothesis [74, 36]. Based on the above-mentioned criteria, the sample size of 70 is sufficient as the research instrument consisted of 07 items for two continuous variables. However, researchers have argued that higher accuracy in results can be obtained by taking large sample sizes [75, 76]. Therefore, a sample size of 280 respondents was taken for the current study. However, 13 and 21 responses from the survey belonged to age groups ‘below 16’ years and ‘above 40’ years respectively and were dropped following the sampling criteria of age. The final sample size considered for the study was 248 respondents, which is sufficient for conducting various statistical analyses such as regression, SEM, ANOVA, etc. [77,78].

Quota sampling was adopted to select a proportionate sample from each city based on its contribution to the total population belonging to the age group 16 – 40 years [73]. The percentage proportion of four major cities to the total young population of the above age group was 39 percent, 29 percent, 22 percent and 10 percent for Delhi, Mumbai, Bengaluru and Kolkata respectively [79]. Therefore, a sample size of 109 was assigned to Delhi, 82 was assigned to Mumbai, 62 was assigned to Bengaluru and 27 was assigned to Kolkata.

4.3 Operationalization of Variables

The variables in this study consist of two categories based on the type of measurement scale. Category – 1 includes two variables such as the preference for retail store and transportation mode were operationalized as categorical variables. Preference for retail store consists of 02 categories adopted from the study of Terano et al. [80] and transportation mode consists of 04 response categories taken from the studies of Juremalani and Chauhan [50] and Zhang et al. [51]. The inclusion of categorical variables is consistent with the existing research studies in retailing [80, 24, 51]. Category – 2 includes two variables green purchase intention and sustainable consumption that were operationalized as continuous variables and measured on a 05-point Likert scale ranging from 01 (Strongly disagree) to 05 (Strongly agree). Green purchase intention consists of 03 statements taken from Francis and white [81] and Das [82]. Statements were tailored to fit the operational definition of the constructs under study. E.g. I intent to buy some products from the retailer was changed into ‘I intent to buy eco-friendly products from the retailer’. Sustainable consumption is measured with the help of 04 items adapted from existing research studies available in the context of consumer behaviour and retailing [82, 39, 83]. Statements such as – I purchase products from retailers with eco-labels and I purchase from retailers whose products can be disposed-off in an eco-friendly manner, were used to measure sustainable consumption.

Additionally, information related to consumer demographics such as gender, age, marital status, education and income was collected to account for the heterogeneity of the population understudy [84]. Demographic characteristics were operationalized as categorical variables viz. gender, marital status, education, age and income [73]. *Gender* consists of 02 response

categories male and female [73]. *Age* consists of 05 mutually exclusive response categories such as Below 15, 16-24, 25- 32, 33-40 and Above 40 years [73, 76]. *Marital* status consists of 02 response categories single and married [85, 73]. *Education* consists of 04 response categories such as Hr. Secondary & Below, Graduation, Post-Graduation and Above Post Graduation [40]. *Income* was measured as a monthly income and consists of 05 response categories such as Below 10000, 10001-30000, 30001-50000, 50001-70000 and Above 70000 indicating different income classes to which a respondent belongs [73].

4.4 Measurement Model (Validity and Reliability)

To measure the fitness of the measurement model confirmatory factor analysis (CFA) was conducted using AMOS 22. Reliability and validity of the measurement model were assessed with the help of Average Variance Extracted (AVE), Composite Reliability (CR), Cronbach Alpha (CA) and Discriminant Validity (DV) coefficients [74]. CFA was conducted using a maximum-likelihood approach [86]. Table 1 depicts the results of CFA, AVE, CR, CA and DV. CFA loading of all items is above standard threshold of 0.70 [87] and values of CMIN/DF = 1.402 (Sig. at <0.001), GFI = .981, CFI = .997, RMR = 0.011 and RMSEA = .040 indicate overall acceptability with excellent fit [77, 88,89].

Validity was assessed through AVE and DV measures. Results in Table 1 reveal that both values of AVE are above the acceptable threshold of 0.50 [89, 36], which indicates good convergent validity of the measurement model. DV was examined following Fornell-Larcker's criterion, which advocates that correlation between variables must be less than the square root of AVE [90]. The results reveal that the correlation between constructs is lower than the square root of AVE indicating good discriminant validity [91]. Reliability was examined through both CR and CA measures. The results reveal that the value of CR and CA for both constructs is above 0.70, which is deemed satisfactory for internal consistency and CA [89, 86].

4.5 Common Method Bias

A common method bias is a well-known issue in self-reported surveys. Harman's single-factor test was used to examine the common method bias [92]. In Harman's single-factor test exploratory factor analysis is performed and all the scale items are loaded in a single unrotated factor to obtain the amount of variance explained. The variance explained by the single factor should be less than 50% [93]. The results of the factor analysis presented in Table 2 reveal that the cumulative percentage of variance explained by the single-factor solution is less than 50 percent, which indicates that the results of the current study are not influenced by the issue of common method bias.

5. RESULTS AND DISCUSSION

5.1 Sample Characteristics

Table 3 describes the sample characteristics in the form of respondents' demographic profiles. The results reveal that majority of the respondents who participated in the survey belonged to the male category (70.6 percent) and the rest belonged to the female category (29.4 percent). Respondents' age considered for the study consists of 03 categories: 16 – 24, 25 – 32 and 33 – 40 years. The highest percentage of respondents belong to the age group of 16 – 24 years (45.6 percent) and the lowest percentage belongs to 33 – 40 years (21.4 percent). Sample results of marital status reveal that the percentage of respondents who are single (60.1 percent) is higher than married ones (39.9 percent). The demographic characteristic of education depicts that the highest percentage of respondents have studied post-graduation (56.5 percent) and the lowest percentage (1.6 percent) has pursued education of Hr. secondary and below. Income consists of 5 response categories ranging from Below 10,000 to Above 70,000 income group. The results related to income reveal that the highest percentage of respondents (26.6 percent) earned income of 10,001 – 30,000 rupees per month and the lowest percentage of respondents (13.7 percent) belonged to the 30,001 – 50,000 income group.

5.2 Regression Results

Linear regression was used to test the proposed hypotheses. Results in Table 4 reveal that there is a significant positive impact of preference for retail stores on green purchase intention with β = 0.262 significant at <0.05 level of confidence. Hence, **H1** is supported. The results infer that as consumers start to shift from traditional retail formats toward modern trade the intention to purchase green products will improve. This finding is in line with the findings of Atulkar and Kesari [46], who deciphered that modern trade

retail formats induce consumers into buying more through an alluring store atmosphere, wider product assortment, large retailing space and customer involvement, while traditional retail formats are not capable of. The finding also finds support from the study of Terano et al. [80] who argued that consumers prefer to buy organic products from modern trade retail formats such as supermarkets where they can ensure quality and label of origin.

Table 1. Measurement model validity and reliability results

Constructs	Items	CFA Loadings	AVE	CR	CA	DV BIN	SCON
Purchase Intention (PIN)	PIN30	0.928	0.886	0.959	0.959	**0.941**	
	PIN31	0.947					
	PIN33	0.949					
Sustainable Consumption (SCON)	SCON42	0.941	0.827	0.950	0.949	0.261	**0.909**
	SCON43	0.940					
	SCON44	0.833					
	SCON45	0.919					

Source: AMOS output

Note: Bold characters shown diagonally represent Square root of AVE; AVE = average variance extracted, CR = composite reliability, CA = Cronbach's alpha, DV = Discriminant Validity

Table 2. Results of common method bias

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.720	49.149	49.149	3.441	45.154	45.154
2	2.134	34.484	83.633			
3	0.361	5.152	88.785			
4	0.300	4.293	93.078			
5	0.237	3.392	96.470			
6	0.139	1.987	98.457			
7	0.108	1.543	100.000			

Source: SPSS Output

Table 3. Respondents' demographic profile

Sample Characteristics	Frequency	Percentage	Cumulative Percentage
Gender			
Male	175	70.6	70.6
Female	73	29.4	100
Age			
16-24	113	45.6	45.6
25- 32	82	33.1	78.6
33-40	53	21.4	100
Marital Status			
Single	149	60.1	60.1
Married	99	39.9	100
Education			
Hr. Secondary & Below	4	1.6	1.6
Graduation	42	16.9	18.5
Post-Graduation	140	56.5	75
Above Post-Graduation	62	25	100
Income			
Below 10000	62	25	25
10001-30000	66	26.6	51.6
30001-50000	34	13.7	65.3
50001-70000	35	14.1	79.4
Above 70000	51	20.6	100

Source: SPSS Output

Table 4. Regression results

Dependent Variable: Green Purchase Intention					
Variables	**Coefficients**	**Std. Error**	**t**	**Sig.**	**Decision**
(Constant)	3.861	0.101	38.081	.000	
Preference for Retail Store (Dummy Variable)	0.262	0.123	2.130	.034	Supported
Transportation Mode					
Personal Conveyance (Dummy Variables)	-0.181	0.126	-1.981	.049	Supported
Auto/ Cab (Dummy Variables)	-0.456	0.224	-2.036	.043	Supported
Bus/ Train (Dummy Variables)	-0.621	0.278	-2.229	.027	Supported
F Value	3.533				
R Square	0.277				
Adjusted R Square	0.213				

Source: SPSS Output

Table 5. Results of linear regression

DV: Sustainable Consumption					
Variable	**Coefficients**	**Std. Error Coefficient**	**T-value**	**Sig.**	**Decision**
Purchase Intention	0.251	0.064	4.07	0.000	Supported
F-value	16.547				
R-square	0.63				
Adjusted R-square	0.59				

Source: SPSS Output

The results presented in Table 4 translate that mode of transportation preferred by a consumer for shopping has a significant negative impact on the consumer's intention to purchase green products. Therefore, hypothesis **H2** is supported. The movement of regression coefficients of different modes of transport (Personal Conveyance = -0.181, sig. – 0.049; Auto/ Cab = -0.456, sig.= 0.043; Bus/ Train = -0.621, sig.= 0.027) indicates the increasing negative impact on green purchase intention. It reflects the tendency of consumers to say no to green products increases with a shift from more personal and comfortable means of transport to buses/ trains. It may be due to the low disposable income of consumers who mostly prefer and afford to travel by bus/ train. The low income of consumers thus refrains them from spending on high-cost green products. Further, the negative regression scores also signify that with an increase in green purchase intent the preference for transportation will move towards zero (0) which refers to walking/ cycling.

Moreover, the unavailability of shopping centres selling green products near consumers can also be attributed as a cause for traveling by cabs and buses subsequently to a lack of green purchase intention. The results are in confirmation with the findings of Herrmann-Lunecke et al. [55] who believed that walking and cycling are the modes of green transportation. The findings are also consistent with the results of Stastna et al. [54] and Molina [23], who reported that consumers who live in proximity to the store prefer walking/ cycling for commutation and have high purchase intention. Khangembam [24] has also reported that consumers who travel by bus or train exhibit lower intention to purchase because of less financial resources and shopping time. The results also present that data fits the linear regression model with F-value = 3.533 and R square = 0.277. It shows that the two situational factors explain more than 27 percent of the variance in consumers' intention to purchase green products.

Lastly, Table 5 depicts that purchase intention has a significant positive impact on sustainable consumption. Hence, hypothesis **H3** is supported with a standard regression coefficient of 0.251 at a < 0.001 level of significance. The R-square value of 0.63 indicates that purchase intention explains 63 percent of the variation in sustainable consumption. The finding is consistent with the findings of Kumar et al. [34], who argued that intention accounts for 70% of the variance in purchasing behaviour for sustainable products. The results also find support from the studies of Yadav and Pathak [61]. However, the findings of the current study contradict the findings of Mahardika et al. [62].

They argued that intention is a poor predictor of behaviour because it varies over time and respondents overrate their inclination towards purchasing eco-friendly products due to social pressure [94].

6. IMPLICATIONS

The ability of TPB to explain purchase intention was validated in light of situational factors. The study contributes to the literature by providing an empirical validation for the role of some select situational factors viz. preference for retail store and transportation mode in determining green purchase intention. The research study can help policymakers of the retailing industry to devise distinctive marketing and distribution strategies to permanently alter consumers' preference for shopping centers selling environmentally friendly products. The significance of retail store preference towards purchase intention indicates that a transition towards modern trade has already taken pace. Thus, manufacturers of eco-friendly products should work on marketing campaigns that foster sustainable consumption and also work on improving customer engagement inside stores. It is also suggested that retailers should actively engage in creating environmental awareness with the help of various marketing tools such as standees, pamphlets, posters, counter displays, shelf stickers and other in store branding material to cause a favourable change in consumers' attitude towards buying eco-friendly products.

As for the significance of transportation mode is concerned, consumers who prefer walking/ cycling are considered environmentally conscious consumers to consumers who prefer other modes of transportation. The policymakers of big retail organizations should choose locations that are convenient and easily accessible to consumers. The availability of stores selling green products near a consumer can facilitate enhancing their tendency to purchase and can also contribute to environmental welfare by reducing the usage of personal conveyance for shopping.

7. CONCLUSION AND LIMITATIONS

The study has concluded that consumers differ in their perception of traditional retail format and modern trade regarding green purchase intention. A significant positive impact of the preference for retail store reveals that the shift toward modern retailing will enhance consumers' green purchase intention. Retailers need to give more emphasis to the store atmospherics, customer involvement and wider product assortment. The results of another situational factor also decipher that green purchase intention is influenced by the mode of transport opted by consumers for shopping. Consumers who prefer walking/ cycling for shopping reflect favorable green purchase intention. Finally, it was observed that purchase intention has a significant positive impact on sustainable consumption. The study has found that 63 percent of the variance in sustainable consumption is explained by purchase intention.

The main limitation of the study is that it relies on consumers' self-reported behaviour. Consumers tend to report an amplified inclination toward consuming goods that are environmentally friendly or they make embellished claims while reporting their sustainable behaviour. Therefore, actual consumption data can be subjected to examination for identifying real sustainable consumption behaviour. The second limitation is that the study is conducted in four metropolitan cities of India, where there is a reasonable presence of modern trade and easy access to markets. Future research can be conducted in small cities where there is high dependence on traditional retail and negligible presence of modern retail for more generalizability of research results.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. United Nations. Transforming our world: the 2030 agenda for sustainable development; 2018.
2. Quoquab F, Mohammad J. A review of sustainable consumption (2000 to 2020): what we know and what we need to know. J. Glob. Mark. 2020;33(5):305–334. DOI: 10.1080/08911762.2020.1811441
3. Marzouk OA, Mahrous AA. Sustainable consumption behavior of energy and

water-efficient products in a resource-constrained environment. J. Glob. Mark. 2020;33(5):335–353.
DOI:10.1080/08911762.2019.1709005.
4. Farr D. Sustainable nation: urban design patterns for the future; 2018.
5. Global footprint network. Ecological footprint - global footprint network. EIA.gov; 2021.
6. UNEP. Beat plastic pollution; 2018. Available:https://www.unep.org/interactives/beat-plastic-pollution/.[Accessed: 01-Oct-2022].
7. India F. Food waste: how much food do we throw away every year? - Forbes India; 2021. Available:https://www.forbesindia.com/article/news-by-numbers/food-waste-how-much-food-do-we-throw-away-every-year/66869/1. [Accessed: 26-Sep-2022].
8. Nicolosi A, Laganà VR, Laven D, Marcianò C, Skoglund W. Consumer habits of local food: Perspectives from northern Sweden. Sustain. 2019;11(23):6715.
DOI: 10.3390/su11236715.
9. Kautish P, Sharma R. Value orientation, green attitude and green behavioral intentions: an empirical investigation among young consumers. Young Consum. 2019;20(4):338–358.
DOI: 10.1108/YC-11-2018-0881.
10. Wang Y, Tsai C. The relationship between brand image and purchase intention : evidence from award. 2014;8(2):27–40.
11. Uddin SMF, Khan MN. Young consumer's green purchasing behavior: opportunities for green marketing. J. Glob. Mark. 2018;31(4):270–281.
DOI: 10.1080/08911762.2017.1407982.
12. Ypulse. Millennials & gen z teens' combined spending power is nearly $3 trillion in 2020 – ypulse. Ypulse; 2020. Available:https://www.ypulse.com/article/2020/01/09/millennials-gen-z-teens-combined-spending-power-is-nearly-3-trillion-in-2020/. [Accessed: 01-Oct-2022].
13. Russell-Bennett R, Mulcahy R, Little JA, Swinton T. Money or mind? What matters most in influencing low-income earners to be energy efficient?. J. Soc. Mark. 2018;8(1):2–23.
DOI: 10.1108/JSOCM-08-2016-0039.
14. Chang HJ, (Tu) Watchravesringkan K. Who are sustainably minded apparel shoppers? An investigation to the influencing factors of sustainable apparel consumption. Int. J. Retail Distrib. Manag. 2018;46(2):148–162.
DOI: 10.1108/IJRDM-10-2016-0176.
15. Kostadinova. Sustainable consumer behavior: literature overview : EBSCO discovery service. Econ. Altern. 2016;2:224–234.
16. Chen Y, Ghosh M, Liu Y, Zhao L. Media coverage of climate change and sustainable product consumption: evidence from the hybrid vehicle market. J. Mark. Res. 2019;56(6):995–1011.
DOI: 10.1177/0022243719865898.
17. Joshi Y, Rahman Z. Predictors of young consumer's green purchase behaviour. Manag. Environ. Qual. An Int. J. 2016;27(4):452–472.
DOI: 10.1108/MEQ-05-2015-0091.
18. Severson D. Theories of situational factors that influence customers purpose for shopping trip; 2021.
19. Peattie K. Green consumption: Behavior and norms. Annu. Rev. Environ. Resour. 2010;35:195–228.
DOI: 10.1146/annurev-environ-032609-094328.
20. Nandha O, Andriani K, Edriana P. Hedonic consumption tendency on emotional states and its impact. Rjoas. 2017;3(63):72–78.
21. Wasserman S, Faust K. Social network analysis: methods and applications - stanley wasserman, katherine faust - google books. Appl. Netw. Sci.; 1994.
22. Kpossa MR, Lick E. Visual merchandising of pastries in foodscapes: The influence of plate colours on consumers' flavour expectations and perceptions. J. Retail. Consum. Serv. 2020;52:101684.
DOI: 10.1016/j.jretconser.2018.10.001.
23. Molina JA, Ignacio Giménez-Nadal J, Velilla J. Sustainable commuting: Results from a social approach and international evidence on carpooling. Sustain. 2020;12(22):1–12.
DOI: 10.3390/su12229587.
24. Khangembam V. Impact of e-commerce on speciality stores in categorised shopping centres. Griffith Research Online; 2019.
DOI: 10.25904/1912/1227.
25. Ehgartner U. Discourses of the food retail industry: Changing understandings of 'the consumer' and strategies for sustainability. Sustain. Prod. Consum. 2018;16:154–161.
DOI: 10.1016/j.spc.2018.08.002.
26. Paul J, Rana J. Consumer behavior and purchase intention for organic food. J. Consum. Mark. 2012;29(6):412–422.

DOI: 10.1108/07363761211259223.
27. Lee HJ, Yun ZS. Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. Food Qual. Prefer. 2015;39:259–267.
DOI: 10.1016/j.foodqual.2014.06.002.
28. Dean TJ, McMullen JS. Toward a theory of sustainable entrepreneurship: Reducing environmental degradation through entrepreneurial action. J. Bus. Ventur. 2007;22(1):50–76.
DOI: 10.1016/j.jbusvent.2005.09.003.
29. Wiese A, Kellner J, Lietke B, Toporowski W, Zielke S. Sustainability in retailing - a summative content analysis. International Journal of Retail and Distribution Management. Emerald Group Publishing Limited. 2012;40(4):318–335.
DOI: 10.1108/09590551211211792.
30. Lehner M. Translating sustainability: The role of the retail store. Int. J. Retail Distrib. Manag. 2015;43(4–5):386–402.
DOI: 10.1108/IJRDM-02-2014-0013.
31. van der Heijden A, Cramer JM, Driessen PPJ. Change agent sensemaking for sustainability in a multinational subsidiary. J. Organ. Chang. Manag. 2012;25(4):535–559.
DOI: 10.1108/09534811211239218.
32. Lehner M. Retail store influence on sustainable consumption behaviour. Int. J. Qual. Serv. Sci. 2015;7(4):404–423.
DOI: 10.1108/IJQSS-05-2014-0031.
33. Rose S, Hair N, Clark M. Online customer experience: a review of the business-to-consumer online purchase context. Int. J. Manag. Rev. 2011;13(1):24–39.
DOI:10.1111/j.1468-2370.2010.00280.x.
34. Kumar B, Manrai AK, Manrai LA. Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study. J. Retail. Consum. Serv. 2015;34:1–9.
DOI: 10.1016/j.jretconser.2016.09.004.
35. Borland H, Bhatti Y, Lindgreen A. Sustainability and sustainable development strategies in the U.K. plastic electronics industry. Corp. Soc. Responsib. Environ. Manag. 2019;26(4): 805–818.
DOI: 10.1002/csr.1722.
36. Bhat S, Islam SB, Lone UM. Antecedents and consequences of online buying behavior: a mediation study. South Asian J. Bus. Stud; 2021.
DOI: 10.1108/SAJBS-07-2020-0223.
37. Park HJ, Lin LM. Exploring attitude–behavior gap in sustainable consumption: comparison of recycled and upcycled fashion products. J. Bus. Res. 2017;117:623–628.
DOI: 10.1016/j.jbusres.2018.08.025.
38. Kamboj S, Rahman Z. Market orientation, marketing capabilities and sustainable innovation: The mediating role of sustainable consumption and competitive advantage. Manag. Res. Rev. 2017;40(6):698–724.
DOI: 10.1108/MRR-09-2014-0225.
39. Bhat SA, Darzi MA, Bhat SU. Sustainable business model in B2C online retailing in IGI Global. 2019;147–185.
Available:https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/978-1-5225-9940-1.ch009,
40. Hwang J, Chung JE. What drives consumers to certain retailers for organic food purchase: The role of fit for consumers' retail store preference. J. Retail. Consum. Serv. 2019;47:293–306.
DOI: 10.1016/j.jretconser.2018.12.005.
41. Swoboda B, Berg B, Schramm-Klein H, Foscht T. The importance of retail brand equity and store accessibility for store loyalty in local competition. J. Retail. Consum. Serv. 2013;20(3):251–262.
DOI: 10.1016/j.jretconser.2013.01.011.
42. Lin Thang DC, Tan BLB. Linking consumer perception to preference of retail stores: An empirical assessment of the multi-attributes of store image. J. Retail. Consum. Serv. 2003;10(4):193–200.
DOI: 10.1016/S0969-6989(02)00006-1.
43. Sandeep Kumar M, Narayana MS. A study on habits and preferences of customers towards shopping at modern retail stores. Glob. J. Commer. Manag. Perspect. 2018;7(1):7–14.
DOI: 10.24105/gjcmp.7.1.1802.
44. Rieke SE, Fowler DC, Chang HJ, Velikova N. Exploration of factors influencing body image satisfaction and purchase intent: Millennial females. J. Fash. Mark. Manag. 2016;20(2):208–229.
DOI: 10.1108/JFMM-12-2015-0094.
45. Gürhan Kök A, Xu Y. Optimal and competitive assortments with endogenous pricing under hierarchical consumer choice models. Manage. Sci. 2011;57(9):1546–1563.
DOI: 10.1287/mnsc.1110.1402.
46. Atulkar S, Kesari B. A review of customer preference towards organized retail stores.

IRC's Int. J. Multidiscip. Res. Soc. Manag. Sci. 2014;2(3):24–28.

47. Oosterveer P, Spaargaren G. Green consumption practices and emerging sustainable food regimes: the role of consumers. In Food Practices in Transition: Changing Food Consumption, Retail and Production in the Age of Reflexive Modernity, Taylor and Francis. 2013;131–152.
48. Islam SB, Bhat SA, Darzi MA. Determining the influence of private labels on sales of national brands: a qualitative approach. FIIB Bus. Rev. 2021;10(2):133–145.
DOI: 10.1177/2319714520968705.
49. Chatzidakis A, Hibbert S, Smith AP. Why people don't take their concerns about fair trade to the supermarket: The role of neutralisation. J. Bus. Ethics. 2007;74(1):89–100.
DOI: 10.1007/s10551-006-9222-2.
50. Juremalani J, Chauhan KA. Evaluation of use of non-motorized vehicles for shopping trips under mix traffic conditions. in academia.edu. 2018;688–696.
DOI: 10.1061/9780784482025.070.
51. Zhang Y, Zhao P, Lin JJ. Exploring shopping travel behavior of millennials in Beijing: Impacts of built environment, life stages, and subjective preferences. Transp. Res. Part A Policy Pract. 2021;147:49–60.
DOI: 10.1016/j.tra.2021.03.012.
52. Davis SJ, Caldeira K. Consumption-based accounting of CO2 emissions. Proc. Natl. Acad. Sci. U. S. A. 2010;107(12):5687–5692.
DOI: 10.1073/pnas.0906974107.
53. Banister D. Cities, mobility and climate change. J. Transp. Geogr. 2011;19(6):1538–1546.
DOI: 10.1016/j.jtrangeo.2011.03.009.
54. Šťastná M, Vaishar A, Zapletalová J, Ševelová M. Cycling: A benefit for health or just a means of transport? Case study Brno (Czech Republic) and its surroundings. Transp. Res. Part F Traffic Psychol. Behav. 2018;55:219–233.
DOI: 10.1016/j.trf.2018.02.006.
55. Herrmann-Lunecke MG, Mora R, Sagaris L. Persistence of walking in Chile: lessons for urban sustainability. Transp. Rev. 2020;40(2):135–159.
DOI: 10.1080/01441647.2020.1712494.
56. Roundtable SC. I will if you will: Towards sustainable consumption. Mind; 2006. [Online].
Available: https://research-repository.st-andrews.ac.uk/. [Accessed: 01-Oct-2022].
57. Hume M. Compassion without action: Examining the young consumers consumption and attitude to sustainable consumption. J. World Bus. 2010;45(4):385–394.
DOI: 10.1016/J.JWB.2009.08.007.
58. Behrendt F. Cycling the smart and sustainable city: Analyzing EC policy documents on internet of things, mobility and transport, and smart cities. Sustain. 2019;11(3):763.
DOI: 10.3390/su11030763.
59. Feil AA, da S. Cyrne CC, Sindelar FCW, Barden JE, Dalmoro M. Profiles of sustainable food consumption: Consumer behavior toward organic food in southern region of Brazil. J. Clean. Prod. 2020;258:120690.
DOI: 10.1016/j.jclepro.2020.120690.
60. Ajzen I, Fishbein M. Attitudes and the attitude-behavior relation: reasoned and automatic processes. Eur. Rev. Soc. Psychol. 2000;11(1):1–33.
DOI: 10.1080/14792779943000116.
61. Yadav R, Pathak GS. Determinants of consumers' green purchase behavior in a developing nation: applying and extending the theory of planned behavior. Ecol. Econ. 2017;134:114–122.
DOI: 10.1016/j.ecolecon.2016.12.019.
62. Mahardika H, Thomas D, Ewing MT, Japutra A. Comparing the temporal stability of behavioural expectation and behavioural intention in the prediction of consumers pro-environmental behaviour. J. Retail. Consum. Serv. 2020;54:101943.
DOI: 10.1016/j.jretconser.2019.101943.
63. Mataracı P, Kurtuluş S. Sustainable marketing: The effects of environmental consciousness, lifestyle and involvement degree on environmentally friendly purchasing behavior. J. Glob. Sch. Mark. Sci. 2020;30(3):304–318.
DOI: 10.1080/21639159.2020.1766988.
64. Hasan A. Impact of store and product attributes on purchase intentions: an analytical study of apparel shoppers in indian organized retail stores. Vision. 2018;22(1):32–49.
DOI: 10.1177/0972262917750236.
65. Yadav R, Pathak GS. Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. J. Clean. Prod. 2016;135:732–739.

DOI: 10.1016/j.jclepro.2016.06.120.
66. Mainieri T, Barnett EG, Valdero TR, Unipan JB, Oskamp S. Green buying: The influence of environmental concern on consumer behavior. J. Soc. Psychol. 1997;137(2):189–204.
DOI: 10.1080/00224549709595430.
67. Arvola A et al. Predicting intentions to purchase organic food: The role of affective and moral attitudes in the theory of planned behaviour. Appetite. 2008;50(2–3):443–454.
DOI: 10.1016/j.appet.2007.09.010.
68. Dutt R. After millennials, Gen Z is about to reshape businesses; 2018. [Online]. Available:https://www.businessinsider.in/after-millennials-the-gen-z-is-about-to-reshape-businesses/articleshow/65532677.cms. [Accessed: 08-Oct-2022].
69. Pomarici E, Vecchio R. Millennial generation attitudes to sustainable wine: An exploratory study on Italian consumers. J. Clean. Prod. 2014;66:537–545.
DOI: 10.1016/j.jclepro.2013.10.058.
70. Muralidharan S, Rejón-Guardia F, Xue F. Understanding the green buying behavior of younger Millennials from India and the United States: A structural equation modeling approach. J. Int. Consum. Mark. 2016;28(1):54–72.
DOI: 10.1080/08961530.2015.1056328.
71. Narula A. Shopping behaviours of young millennials and generation-Z: Implications for companies. Brand Equity; 2021. [Online]. Available:https://brandequity.economictimes.indiatimes.com/news/marketing/shopping-behaviours-of-young-millennials-and-generation-z-implications-for-companies/81487450. [Accessed: 08-Oct-2022].
72. G. of I. Census. Census; 2011. Provisional Population Totals Urban... - Google Scholar; 2011.
73. Bhat SA, Islam SB, Sheikh AH. Evaluating the influence of consumer demographics on online purchase intention: An E-Tail perspective. Paradigm. 2021;25(2):141–160.
DOI: 10.1177/09718907211045185.
74. Hair JF, Black WC, Babin BJ, Anderson RE, Tatham RL. Multivariate data analysis. New Jersey: Prentice Hall; 1998.
75. Delİce A. The sampling issues in quantitative research. Educ. Sci. Theory Pract. 2001;10(4):2001–2019.
76. Yeo VCS, Goh SK, Rezaei S. Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. J. Retail. Consum. Serv. 2017;35:150–162.
DOI: 10.1016/j.jretconser.2016.12.013.
77. Marsh HW, Balla JR, McDonald RP. Goodness-of-fit indexes in confirmatory factor analysis: the effect of sample size. Psychol. Bull. 1988;103(3):391–410.
DOI: 10.1037/0033-2909.103.3.391.
78. Jan SL, Shieh G. Sample size determinations for Welch's test in one-way heteroscedastic ANOVA. Br. J. Math. Stat. Psychol. 2014;67(1):72–93.
DOI: 10.1111/bmsp.12006.
79. Population U. India Population (2021/2022); 2021. [Online]. Available:https://www.populationu.com/india-population. [Accessed: 01-Oct-2022].
80. Terano R, binti Yahya R, Mohamed Z, Bin Saimin S. Factor influencing consumer choice between modern and traditional retailers in Malaysia. Int. J. Soc. Sci. Humanit. 2015;5(6):509–513.
DOI: 10.7763/ijssh.2015.v5.509.
81. Francis JE, White L. Pirqual: A scale for measuring customer expectations and perceptions of quality in internet retailing. Am. Mark. Assoc. 2002;13:263–269.
82. Das G. Understanding the role of regulatory focus in e-tailing activities. J. Serv. Mark. 2016;30(2):212–222.
DOI: 10.1108/JSM-10-2014-0358.
83. Quoquab F, Mohammad J, Sukari NN. A multiple-item scale for measuring 'sustainable consumption behaviour' construct: Development and psychometric evaluation. Asia Pacific J. Mark. Logist. 2019;31(4):791–816.
DOI: 10.1108/APJML-02-2018-0047.
84. Hunneman A, Verhoef PC, Sloot LM. The moderating role of shopping trip type in store satisfaction formation. J. Bus. Res. 2017;78:133–142.
DOI: 10.1016/j.jbusres.2017.05.012.
85. Richa D. Impact of demographic factors of consumers on online shopping behaviour : a study of consumers in India. 2012;3(1):43–52.
86. Hair JF, Black WC, Babin BJ, Anderson RE. Multivariate data analysis. Pearson Education; 2013.
87. Byrne BM. Structural equation modeling with EQS: Basic concepts, applications, and programming, second edition. Taylor and Francis; 2013.

88. Bentler PM. Comparative fit indexes in structural models. Psychol. Bull. 1990;107(2):238–246.
DOI: 10.1037/0033-2909.107.2.238.
89. Bagozzi RP. Causal Models in Marketing. New York: Wiley; 1980.
90. Fornell C, Larcker DF. Evaluating structural equation models with unobservable variables and measurement error. J. Mark. Res. 1981;18(1):39–50.
DOI: 10.1177/002224378101800104.
91. Ozkara BY, Ozmen M, Kim JW. Examining the effect of flow experience on online purchase: A novel approach to the flow theory based on hedonic and utilitarian value. J. Retail. Consum. Serv. 2017;37:119–131.
DOI: 10.1016/j.jretconser.2017.04.001.
92. Kock F, Berbekova A, Assaf AG. Understanding and managing the threat of common method bias: Detection, prevention and control. Tour. Manag. 2021;86:104330.
DOI: 10.1016/j.tourman.2021.104330.
93. Baumgartner H, Weijters B, Pieters R. The biasing effect of common method variance: some clarifications. J. Acad. Mark. Sci. 2021;49(2):221–235.
DOI: 10.1007/s11747-020-00766-8.
94. Nguyen TN, Lobo A, Greenland S. Pro-environmental purchase behaviour: The role of consumers' biospheric values. J. Retail. Consum. Serv. 2016;33:98–108.
DOI: 10.1016/j.jretconser.2016.08.010.

© 2022 Islam and Darzi; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (http://creativecommons.org/licenses/by/4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
https://www.sdiarticle5.com/review-history/92693