

RESEARCH ARTICLE

Green marketing practices and green consumer behavior: Demographic differences among young consumers

Danish Mehraj¹  | Ishtiaq Hussain Qureshi²  | Gurmeet Singh³ |
Nazir Ahmed Nazir⁴ | Shakeel basheer⁵ | Viqar u Nissa¹

¹Department of Management Studies, North campus, University of Kashmir, Srinagar, India

²Department of Management Studies, University of Kashmir, Srinagar, India

³School of Business and Management, The University of the South Pacific, Suva, Fiji

⁴School of Business Studies, University of Kashmir, Srinagar, India

⁵Department of Hotel Management and Tourism, Lovely Professional University, Jalandhar, India

Correspondence

Danish Mehraj, Department of Management Studies, North campus, University of Kashmir, Srinagar 190008, India.

Email: khandanish11@gmail.com

Abstract

The research was undertaken to study the influence of demographics, especially gender, age, education, and income, on the green purchase decisions of Indian consumers. The structured close-ended questionnaire was distributed among millennials (graduate, post-graduate, and doctorate students) in educational institutions in the UT of Jammu and Kashmir. A total of 700 students participated in this study employing stratified random sampling. ANOVA and t-tests were used to analyze the data. The study results show that education and income significantly influence while Age and gender do not significantly influence the green consumer behavior of young Indian consumers. The insights in this study will be helpful to green marketers as they develop strategies for Indian consumers of various genders, age groups, educational backgrounds, occupations, and socioeconomic levels. Future academics and researchers might adopt this work as a starting point to further explore the idea of green marketing in India.

KEYWORDS

green brand positioning, green consumer behavior, green marketing, green purchase intention

1 | INTRODUCTION

Environmental problems due to industries continue to increase, and the issue has become a resolute public concern in developed countries and has awoken emerging countries, such as India, for the environmental protection movement (Kautish et al., 2020; Mehraj & Qureshi, 2022). This understanding of ecological problems requires sincere solutions like green manufacturing, the use of technology that emits no harmful gases/solid wastages, and the promotion of sustainable products and services (Chahal et al., 2014; Khare, 2015; Mehraj & Qureshi, 2020; Sharma & Iyer, 2012). Additionally, promoting the concept of reusing and recycling can reduce the emission of harmful gases/solid waste produced during the production of new products. As such, recycling decreases the number of greenhouse gases released while solid harmful waste decay in landfills (Bridges & Wilhelm, 2008; Prakash, 2002; Tiwari et al., 2011). To address these serious environmental issues, various laws have been imposed

worldwide (Dangelico, 2015; Fraj et al., 2011; Khare & Kautish, 2021). Keeping in line with the global trend, India also extended its environmental protection laws as Environment (Protection) Act 1986, which grants autonomy to the regional government to implement regulations to protect and improve the environment and to prevent, control, and decrease environmental pollution (Qureshi & Mehraj, 2022). Besides strict regulations regarding the use of greener technologies and recycling, there is high pressure from the competitive market landscape and the demand for green products from consumers and other stakeholders (Scott & Vigar-Ellis, 2014; Sharma et al., 2022). These rising government ecological values and increasing consumer demand on businesses to protect the environment quickly push businesses to explore sustainable practices (Nguyen et al., 2018; Wang, 2017a). Many businesses are shifting toward an environmental conversion process to diminish adverse environmental effects through their marketing and industrial practices (Chahal et al., 2014; Cronin et al., 2011; Kautish & Sharma, 2018).

As environmental issues are rising in India, consumers have begun to demonstrate environmental interest by preferring environment-friendly products (Wilson & Schmansky, 2019). A majority of Indians, while shopping, prefer to make decisions based on the impact of their purchases on the environment and sustainability (Wilson & Schmansky, 2019). According to Nielsen's sustainability report (2019), 86% of Indian consumers surveyed placed faith in energy-efficient products and appliances, followed by 79% in recyclable packaging (Wilson & Schmansky, 2019). In line with this, 67% of digitally connected Indian consumers identify as environmentally conscious or eco-friendly, and they tend to favor natural, organic, and recyclable products when making purchases, according to Euromonitor International's lifestyles survey (2019). As such, Indian consumers are most likely shifting toward sustainable and trustworthy brands (Shridhar, 2019).

Similarly, according to AT Kearney's report (2019), over 70% of Indian respondents to the company's survey were looking for dependable and sustainable brands. The report further suggests that consumers in India are willing to pay more for environmental-friendly brands across categories such as automobiles, apparel, personal care, and fresh and packaged foods. In conformance to it, millennials and Gen Z are the most willing to pay among other cohorts for green brands in India (Mukherjee et al., 2019).

Henceforth it becomes imperative to study green consumer behavior in the context of Indian consumers. While as the literature suggests that academics scholars have made several contributions toward green consumer behavior likewise: to examine consumers' attitudes toward green brands and their behaviors; to classify the market for green brands/products; to stratify the green market into different segments based on the consumers' needs, and to formulate a green marketing mix program (Chan, 2001; Dai & Sheng, 2022; Eze & Ndujisi, 2013; Laroche et al., 2001; Tan et al., 2010). However, limited studies have investigated green marketing practices and behaviors through the prism of demographic perceptual differences (Cronin et al., 2011; Gleim et al., 2019). As such, only some studies have focused on the relationship between green marketing strategies and green purchase decisions (Chen, 2010; Kautish & Sharma, 2020). Likewise, researchers have also assessed the role of demographic factors, apart from environmental, non-environmental, and green marketing practices, after an in-depth analysis of the literature on green customer behavior. 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 consumer decisions (Awad, 2011; D'Souza et al., 2007; Lee, 2008, 2009; Mourad & Ahmed, 2012; Oerke & Bogner, 2010; Patel et al., 2017; Shiel et al., 2020; Sun et al., 2019; Xiao & Dunlap, 2007; Zavala & Theodoropoulou, 2018; Zhao et al., 2014).

Most of these studies on green consumer behavior among the demographic variables have been carried out extensively in Western nations, but the findings are inconsistent, so these studies are unclear if they are transferable to other countries (Nguyen et al., 2019; Shahsavari et al., 2020; Shiel et al., 2020). Similarly, due to their

propensity to be knowledgeable about social and environmental issues, young consumers represent a powerful force in the growth of an environmentally conscious populace. According to several studies, younger adults exhibit greater environmental awareness and concern and are more likely to purchase green products (Jain & Kaur, 2006). So, millennials provide an enormous market opportunity for products manufactured with sustainable materials (Lee, 2008). Nevertheless, contrary data suggests that younger consumers favor environmental restrictions at lower rates and that these laws have less of an impact on their environmental attitudes. Also, compared to older people, these consumers pay less attention to eco-labeling (D'Souza et al., 2007).

Moreover, they appear reluctant to buy eco-friendly goods (Ahmed et al., 2021). The widespread financial constraints that young customers, particularly those who are students or unemployed, suffer could be one explanation for this phenomenon (Barbarossa & De Pelsmacker, 2016). Greater knowledge of the demographic variables influencing young consumers' green purchase behavior would add to the growing body of literature and have practical implications for encouraging ecologically sustainable behavior in light of the aforementioned discrepancies. Such knowledge is especially crucial for emerging markets to focus on their dynamic, youthful population and the significance of environmental challenges (Aertsens et al., 2011; Barbarossa & De Pelsmacker, 2016; Lee, 2011). There is a research gap in the understanding of the demographic differences among young consumers in relation to their attitudes and behaviors toward green marketing practices and green consumer behavior. While previous studies have investigated the factors that influence consumers' green attitudes and behaviors (Kautish et al., 2019), there is a lack of research that examines how these factors vary across different demographic groups.

Some potential research questions that could be explored in this area include:

1. What are the differences in green attitudes and behaviors among young consumers based on demographic factors such as age, gender, income, and education?
2. To what extent do green marketing practices influence young consumers' purchasing decisions, and how do these practices differ across demographic groups?
3. How do young consumers perceive the environmental impact of different products and services, and how does this perception vary across demographic groups?

By addressing these research questions, scholars can gain a more comprehensive understanding of the complex relationship between green marketing practices, green consumer behavior, and demographic factors among young consumers. This knowledge can inform the development of more effective green marketing strategies that are tailored to specific demographic groups and ultimately promote more sustainable consumption practices among young consumers. Given the above, this research attempts to provide a clearer view of the role of demographics for investigating the green marketing

practices and green consumer behaviors through the prism of demographic perceptual differences.

2 | THEORETICAL FRAMEWORK

After reviewing the related literature of green consumer behavior, it was observed that the dominating approach has been to apply an attitude-intention-behavior paradigm. Most of the researchers have employed Ajzen's theory of planned behavior (Ajzen, 1991) to assess the attitude-intention paradigm (Arlı et al., 2018; Bong Ko & Jin, 2017; Chaudhary & Bisai, 2018; Emekci, 2019; Paul et al., 2016; Yadav & Pathak, 2016). More recently, researchers have argued that it is important to understand how consumers build the brand relationship and create brand communities in their personal lives (Buil et al., 2013; Kang & Hur, 2012; Wang, 2017b). Joshi and Rahman (2016) recommended further research to ascertain the impact of environmental knowledge on green purchase intentions in emerging countries. In order to build the framework of this research, this study integrates multiple research streams of the brand, green marketing, and green consumer behavior, and demographic variables (Gender, Age, income, and education). Thus, this study applies the paradigm of demographic-knowledge-attitude-intention to build a comprehensive model for examining the influence of green marketing practices and green consumer behavior. The proposed research model in line with Mehraj and Qureshi (2022) for the study is presented in Figure 1. The model establishes a direct relationship of demographic variables between green marketing practices and green consumer behavior. This relationship is supported by earlier studies (Huang et al., 2014; Mehraj & Qureshi, 2022; Mohd Suki, 2016).

2.1 | Green consumer behavior

Marketing research related to environmental issues has advanced through different stages since the 1960s, transcending by the ecology movement, have focused attention on pollution and energy conservation (Hart, 1995; Henriques & Sadosky, 1999; Russo & Fouts, 1997; Straughan & Roberts, 1999). Since then, concerns around environmental issues have augmented with each decade. Today, sustainability is a well-known concept and has become a critical concern, not just for governments and the public in general but also for marketers; addressing the green market (as a rapidly increasing market segment) is now seen as a source of competitive advantage and added value to the business (Sharma, 2021). The perception that the planet is reaching very high levels of pollution and degradation has contributed to the emergence and growth of the environmental protection movement (Hartmann & Apaolaza Ibáñez, 2006; Taghian et al., 2016). In parallel with the rapid growth of environmental concern among consumers, a new market segment, a segment of green consumers, is evolving at a higher rate and is likely to be engaged in green behavior (Paço & Raposo, 2010).

Therefore, the adoption of green behavior is a central aspect of achieving sustainability (Yang et al., 2015). Green behavior is generally associated with green consumption. Solomon (2012) refers, "Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires." While as Green Consumer Behavior is a process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires that do not cause damage to the natural environment and act with a sense of social consciousness

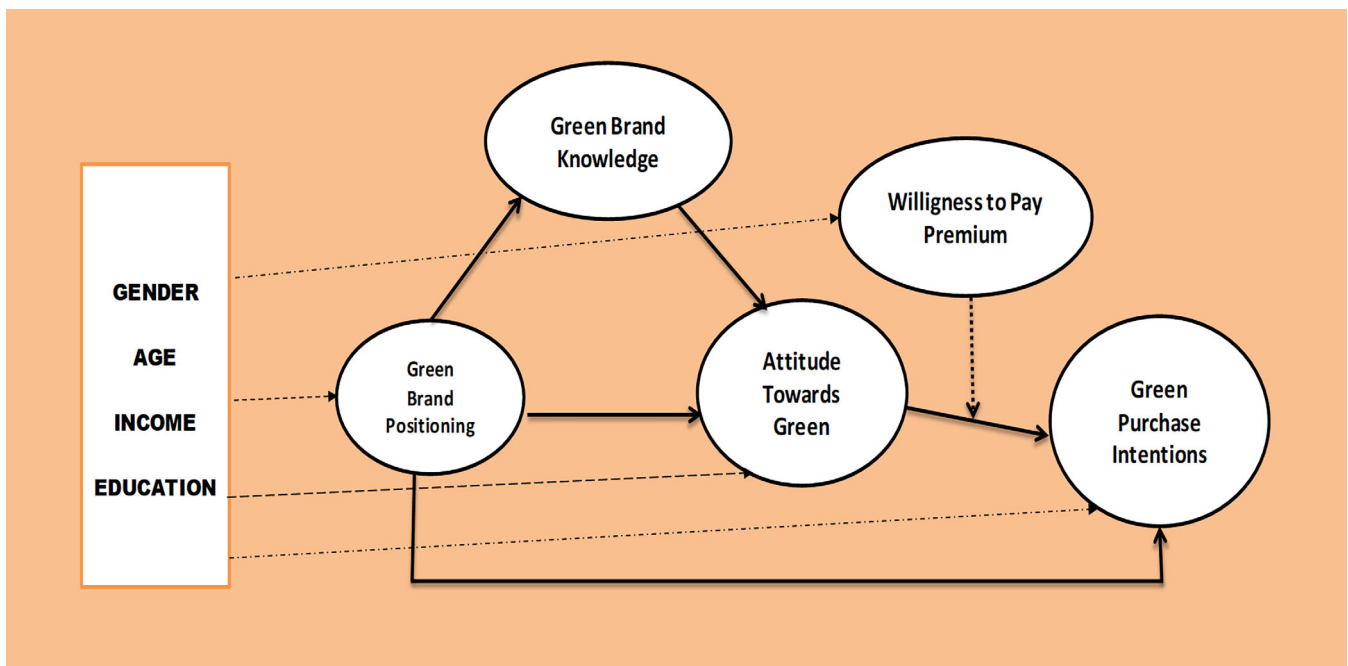


FIGURE 1 Theoretical research model.

(Joshi & Rahman, 2016; Khare, 2015; Wang, Wong, & Narayanan Alagas, 2020). Besides, it involves concerns about the sustainability of resources for future generations, avoiding excessive consumption by choosing recyclable products with high durability, high quality, and ecological labels, and reducing consumption of resources and energy (Adrita, 2020; Cheung & To, 2019; Lee, 2008; Pagiaslis & Krontalis, 2014; Taufique & Vaithianathan, 2018). While as Green purchasing behavior refers to the purchase of eco-friendly products and avoiding the use of harmful products to protect the natural environment (Chan, 2001). In green behavior research studies, green purchasing or buying is most frequently measured as green purchase intention and behavior.

Similarly, Green purchase intention refers to consumers' willingness to purchase green products. Intentions measure the motivational factors that affect consumers' green purchase behavior (Ramayah et al., 2010). Therefore, eco-friendly behavior represents a multifaceted form of ethical decision-making behavior and is considered a socially responsible behavior (Joshi & Rahman, 2016).

Unfortunately, the research evidence suggests that even when consumers express real concerns for the environment, such attitudes do not always influence their purchasing behavior (Barbarossa & Pastore, 2015). Although consumers are progressively worried about environmental worsening and are further eager to purchase green products, such empirical studies suggest that environmentally conscious consumers rarely translate "green" concerns and intentions into actual purchase behavior (Barbarossa & Pastore, 2015; Cronin et al., 2011). Few researchers have also shown that environmentally conscious consumers prefer green products but still cause damage to the environment (Fraj-Andrés & Martínez-Salinas, 2007; Juwaheer et al., 2012; Peattie, 2001; Peattie & Crane, 2005; Sharma & Foropon, 2019). Likewise, Pickett-Baker and Ozaki (2008) argues that environment-conscious consumers do not necessarily behave ecologically. Consumers purchasing decisions on environmental grounds are highly debatable as it is suspected that claims of strong views on environmental issues are not necessarily translated into direct actions relating to purchasing behavior of green products and services (Cleveland et al., 2005; Ottman et al., 2006). Empirical evidence from past studies has also shown that despite pro-environmental attitudes, intention to recycle, and willingness to pay more for environmentally friendly products, few consumers have translated these attitudes into regular green buying behavior (Akehurst et al., 2012). In some cases, there is evidence to suggest that individuals who are more concerned about environmental issues will have the disposition to buy more green products (Chan & Lau, 2000). A study by Laroche, et al., (2001) argues that many consumers will only act according to their environmental concerns if that action does not involve personal expenses such as changes and /or significant sacrifices in lifestyles. Further, some studies show a weak attitude-behavior relationship (Hini et al., 1995), which is in sharp contrast to other research (e.g. Emekci, 2019; Kumar et al., 2017; Rana & Paul, 2017) where a strong connection between the variables is demonstrated. It is important to note, however, that, for the most part, studies attempting to explain the gap between attitudes and buying behavior have been

rooted in the field of consumer psychology (Rex & Baumann, 2007). As consumers become aware of how their consumption influences the environment, there is some evidence to suggest that they do try to change their attitudes and behaviors for the benefit of future generations (Urien & Kilbourne, 2011). Although sustaining personal needs appears to be a vital factor, environmental conservation and social consciousness are lately a primary concern (Paul et al., 2016).

Furthermore, this study finds that researchers have assessed the role of demographic factors, apart from environmental, non-environmental, and green marketing techniques, after an in-depth analysis of the literature on green customer behavior. Similarly, Green consumer behavior studies have been extensively studied among the demographic variables, but the findings could be more consistent, as discussed in the following sections.

2.1.1 | Gender and green consumer behavior

There is empirical evidence that significant differences exist between male and female consumers with respect to green buying decisions (Erdogan et al., 2012; Laroche, et al., 2001; Luo & Deng, 2008; Mainieri et al., 1997; Oerke & Bogner, 2010) and women have demonstrated greater participation in environmental behaviors (Hunter et al., 2004; Xiao & Hong, 2010). Also, a study found that 57 percent of female consumers, in contrast to only 40 percent of male consumers, are willing to pay a premium to purchase green products (Laroche, et al., 2001). In a study on Indian consumers, Jain and Kaur (2006) examined socio-demographics' role in green buying behavior and found that women are more attracted toward green brands. Likewise, Lee (2009) also found that male consumers are less worried about environmental degradation than female consumers. Similarly, Erdogan et al. (2012) found that male consumers are less inclined toward the environment than female consumers. For actual green buying behavior, Smith (2010) and Smith and Brower (2012) found that male consumers are less willing to spend for green products. Likewise, Shiel et al. (2020) also found that male consumers are comparatively less attracted toward green products. On the other hand, few studies have found that female consumers are less environmentally concerned than male consumers (Balderjahn, 1988; Mostafa, 2007; Patel et al., 2017). For example, Patel et al. (2017) found that males display higher green behavior than their female counterparts. Mostafa (2007) observed that male consumers are more inclined toward green purchases than female consumers. MacDonald & Hara (1994) have also suggested that male consumers' concern about the environment is higher than that of female consumers. On the contrary, a significant number of researchers have observed that male and female consumers have no perceptual difference as their green consumer behavior is concerned (Akehurst et al., 2012; Awad, 2011; Khare, 2015; Mourad & Ahmed, 2012; Paço & Raposo, 2010; Rice, 2006; Samdahl & Robertson, 1989; Shamdasani et al., 1993; Suplico, 2009).

While as Nath et al. (2015) have also observed that male and female consumers are on the same footing as far as the green attitude is concerned. Recently, Nguyen et al. (2019) also found gender has no



role in determining green consumer behavior. At the same time, Shahsavar et al. (2020) found the role of gender in determining green consumer behavior. Given differences in the results among previous studies, the following hypothesis was framed:

H₀₁. *Young male and female consumers do not differ significantly with respect to green consumer behavior.*

2.1.2 | Age and green consumer behavior

Research studies have indicated that consumers of different age groups have a different attitude toward green consumer behavior (Awad, 2011; D'Souza et al., 2007; Lee, 2008, 2009; Mourad & Ahmed, 2012; Oerke & Bogner, 2010; Patel et al., 2017; Shiel et al., 2020; Sun et al., 2019; Xiao & Dunlap, 2007; Zavali & Theodoropoulou, 2018; Zhao et al., 2014). On the other hand, researchers have also ruled out that age does not play a significant role in the green purchase decisions of consumers (Akehurst et al., 2012; Khare, 2014, 2015; Nguyen et al., 2019; Shamdasani et al., 1993; Tilikidou & Delistavrou, 2014). Some of the previous studies have also found that younger consumers score higher on green parameters. These studies have suggested that young consumers are easier to be induced into green purchasing (Lee, 2008, 2009; Mourad & Ahmed, 2012). According to (Lee, 2008, 2009), young consumers display a promising market opportunity for environment-friendly products. This finding is corroborated by (Mourad & Ahmed, 2012). The model tested by Patel et al. (2017) and Mourad and Ahmed (2012) was significant in the case of the younger age group but insignificant in the case of the older age group. Additionally, Mourad and Ahmed (2012) have also highlighted that younger consumers have more trust in green offerings, and hence, they are more satisfied with the green products. Similarly, D'Souza et al. (2007) and Xiao and Dunlap (2007) have also suggested that older consumers are more likely to be engaged in recycling behavior. Along similar lines, Paço and Raposo (2010) and Patel et al. (2017) have revealed that the Age of consumers who have a favorable attitude toward eco-friendly products is between 25 years to 54 years. While as Sun et al. (2019), Shiel et al. (2020), Wang, et al., (2020), and Zavala and Theodoropoulou (2018) recently found that age has a significant influence on green consumers' behavior. Because of differences in the results among previous studies, the present study proposes the following hypothesis:

H₀₂. *The Young consumers of different age groups do not differ significantly with respect to green consumer behavior.*

2.1.3 | Education and green consumer behavior

Researchers have indicated that education positively influences the green preferences of consumers (Awad, 2011; Balderjahn, 1988; Mourad & Ahmed, 2012; Nath et al., 2015; Nguyen et al., 2019; Patel

et al., 2017; Rice, 2006; Sun et al., 2019; Wang, et al., 2020; Zavala & Theodoropoulou, 2018). For instance, Rice (2006) has suggested that the high educational qualifications of consumers result in their pro-environmental behavior. Zavala and Theodoropoulou (2018) supported Rice (2006) and indicated that the post-graduate consumers are greener than the consumers with less qualification. Similarly, Paço and Raposo (2010) have hinted that the greener segment of consumers is relatively more educated than other segments. Supporting Paço and Raposo (2010), Awad (2011) has also suggested that green consumers are highly educated. These findings are further reinforced by Nath et al. (2015), who have suggested that education is the driving force to spread the message of environmental sustainability. Corroborating the findings of previous researchers, Nittala (2014), in her study on Indian consumers, has hinted that educated consumers are comparatively more willing to pay a premium for green products. In contradiction to it, some studies also exist that suggest a negative role of education in consumers' green preferences (Mourad & Ahmed, 2012; Straughan & Roberts, 1999).

In this regard, Straughan and Roberts (1999) have observed that education does not have a positive relationship with a green attitude. Similarly, Mourad and Ahmed (2012) found that consumers' attitude toward green purchases is significant in consumers of low educational qualifications but insignificant in the case of highly educated consumers. Simultaneously, it has also been observed in some studies that *education* plays an insignificant role in the green decisions of consumers (Akehurst et al., 2012; Shamdasani et al., 1993; Tilikidou & Delistavrou, 2014). Khare (2014, 2015) has also hinted that consumers across the educational groups do not differ significantly in their green preferences. While as Patel et al. (2017), Sun et al. (2019), Shahsavar et al. (2020), Shiel et al. (2020), Wang, et al., (2020), and Zavala and Theodoropoulou (2018) recently found that education has a significant influence on green consumer behavior. In view of the difference in the results among previous studies, the present study proposes the following hypothesis:

H₀₃. *The Young consumers of different educational qualification groups do not differ significantly with respect to green consumer behavior.*

2.1.4 | Income and green consumer behavior

The literature on green behavior suggests that there is a relationship between income and green consumer behavior (Akehurst et al., 2012; Shamdasani et al., 1993; Suplico, 2009; Tilikidou & Delistavrou, 2014). Thus, Paço and Raposo (2010) have indicated that high-income group consumers are more inclined toward the green initiatives than the low-income group consumers. Likewise, Khare (2014) has also indicated that people in high-income brackets are likely to be more responsive to green marketing initiatives. In this regard, Shamdasani et al. (1993) have also suggested that ecologically concerned and ecologically unconcerned consumers do not differ significantly in their income levels. Bringing more clarity on the subject, Akehurst et al.

(2012) have suggested that income does not affect consumers' green purchase considerations. Similarly, Suplico (2009) and Zhao et al. (2014) have indicated that the income of consumers does not correlate significantly with their green purchasing decisions. Along similar lines, Akehurst et al. (2012) hinted that income is irrelevant in explaining ecologically conscious consumer behavior. Contradictory to it, Shahsavari et al. (2020), Verma (2017), Wang, et al., (2020), and Zavala and Theodoropoulou (2018) recently reported that income has a significant influence on green consumer behavior. In view of the difference in the results among previous studies, the present study proposes the following hypothesis:

H₀₄. *Young consumers of different income groups do not differ significantly with respect to green consumer behavior.*

3 | METHODOLOGY

3.1 | Participants and procedure

The respondents in this study were Indian students aged between 18 and 34 years who had been involved in purchasing tech brands and were interested in tech-brand appliances. This ensured that respondents had a certain level of knowledge and interest relating to the product category, thus improving the power of the self-report method in predicting actual purchase behavior. The survey instrument was administered to undergraduate, post-graduate students and doctoral scholars from nine state universities of UT of Jammu & Kashmir in India. It can be inferred from the previous studies that student samples have long been the preferred respondents/sample in such studies (Adnan et al., 2017; Amalia et al., 2020; Bedard & Tolmie, 2018; Chaudhary, 2018; Chaudhary & Bisai, 2018; Cheah et al., 2015; Waris & Hameed, 2020; Yadav & Pathak, 2016; Yu et al., 2017). Students usually comprise a demographic segment of individuals between the ages of 18 and 34 years, also known as the millennial generation. They are often termed Generation Y or Echo Boomers in the 21st century. Millennials are said to be extremely diverse, educated, and technologically savvy. The research found that this consumer group is the most environmentally conscious (Vermillion & Peart, 2010).

Similarly, a study found that most of the college students surveyed favor socially and environmentally friendly brands (Spehar, 2006). Additionally, studies have also shown that educated consumers are increasingly worried about the long-term effects of products on their health, community, and environment (Spehar, 2006). Furthermore, among all the available sampling elements, students are assumed to be more amenable to new and innovative ideas, and they are also expected to influence the purchase decisions of their families and friends in favor of these ideas (Lee, 2008). Similarly, millennials have a stronger preference for green products and a willingness to buy eco-friendly products (Rogers, 2013; Smith, 2010). Besides, millennials are considered

better educated, connected to information and the world (Stanley, 2017). Therefore, India, with the world's largest number of millennials (400 million), who constitute more than one-third of the working population (Stanley, 2017), becomes a market to understand for green marketers. Therefore, it was decided to generate data from millennials (graduate, post-graduate, and doctorate students) enrolled in educational institutions in the UT of Jammu and Kashmir. Therefore, 700 students participated in this study employing stratified random sampling. The number of returned surveys was 530. Hence the response rate was 75.7%. However, the total number of valid cases for the data analysis was 494 after the complete data examination process, including 296 females (59.9%) and 198 males (40.1%). The demographic profile of the final sample comprising 494 respondents is presented in Table I. The demographic variables of the sample studied were gender, Age, education, and family monthly income.

3.2 | Research instrument

The questionnaire is divided into two sections. The first section intends to generate demographic information of respondents. This section also includes questions related to the research subject, such as the respondents were asked to choose among green tech brands/products they use or prefer to purchase. To test the formulated hypothesis, this study used "green tech brands" as a research subject. The green tech brands include brands such as Apple, Samsung, Hewlett-Packard (HP), Dell, Phillips, Lucky Goldstar (LG), Nokia, Xiaomi, Huawei, and Lenovo (Cook & Jardim, 2017). This research deliberately used green tech brands as a research subject for being energy-efficient brands. Researchers suggest that promoting energy-efficient products effectively

TABLE I Demographic profile of respondents

Characteristics	Frequency	%age
Gender		
Male	198	40.1
Female	296	59.9
Age		
18–22 years	170	34.4
23–28 years	246	49.8
29–34 years	78	15.8
Education		
Graduate	197	39.8
Post-graduate	255	51.6
Doctorate	42	8.6
Monthly family income		
<25,000₹	108	21.9
25,000–50,000₹	243	49.2
>50,000₹	143	28.9

reduces greenhouse gas emissions globally (Nguyen et al., 2019; Wang, 2017c). Besides, the Indian government systematically encourages purchasing and consuming energy-efficient appliances. Additionally, the substantial increase in electricity prices would increase consumer interest and demand for green tech brands (Greig, 2019; Wilson & Schmansky, 2019).

The items in the second section of the questionnaire intended to capture consumers' perceptions about variables of green marketing practices (Green Brand Positioning, Green Brand Knowledge) and green consumer behavior (Attitude toward Green Brands Willingness to pay a premium and Green Purchase Intention) such as with respect to green tech brands/products they use or prefer to purchase. These statements were based on a five-point Likert scale (five-point- Likert scale: 1 = strongly disagree; 5 = strongly agree) used to assess attitudes.

3.3 | Measures

3.3.1 | Green brand positioning

This study attempts to expand the research of Hartmann et al. (2005) and enlarge the Green Brand Positioning to include three dimensions: functional, green, and emotional positioning, as suggested by Huang et al. (2014) and Mohd Suki (2016). Measurement of Green Brand Positioning includes 18 items which were adapted from Hartmann et al. (2005); Huang et al. (2014); Mohd Suki (2016); Wang (2017c) and adopted from Mehraj and Qureshi (2022) research studies.

3.3.2 | Green brand knowledge

Following the suggestion of Keller (1993); Huang et al. (2014), this study divides Green brand Knowledge into two dimensions, green brand awareness and green brand image. "Green brand awareness" refers to "the strength of the green brand node in memory, i.e., how easy it is for the consumer to recall the green brand." Besides, "Green brand image" refers to "a set of perceptions of a brand in a consumer's mind linked to environmental commitments and concerns." Measurement of Green Brand Knowledge includes 12 items which were adapted from the research of Keller (1993), Huang et al. (2014), Mohd Suki (2016), and adopted from Mehraj and Qureshi (2022) research studies.

3.3.3 | Attitude toward green brands

Measurement of Attitude toward Green Brands comprises six items which were modified from the research of Chaudhary and Bisai (2018); Huang et al. (2014); Mohd Suki (2016); Paul et al. (2016) and adopted from Mehraj and Qureshi (2022).

3.3.4 | Willingness to pay premium

Willingness to pay premiums comprises three items which were modified from the research of Chaudhary and Bisai (2018), Kirmani and Khan (2018), Wei et al. (2018) and adopted from Mehraj and Qureshi (2022).

3.3.5 | Green purchase intention

Green Purchase Intention is measured using a four-item scale adapted from Chan (2001); Chaudhary and Bisai (2018); Huang et al. (2014); Mohd Suki (2016) and adopted from Mehraj and Qureshi (2022).

4 | RESULTS

4.1 | Analysis of gender

An Independent sample t-test was used to compare dimensions of green marketing practices and green purchase behavior between the male and female respondents. The study performed Levene's test to check for the homogeneity of the responses before proceeding with analysis based on *gender*. Levene's test results can be observed in Table 2. If Levene's test was significant at a significance level of $p < .05$, the test of equal variance not assumed was used else, equal variance assumed was used (Field, 2009). The results of the independent samples t-Test are presented in Table 2. It becomes clear from the table that there are insignificant differences in mean scores of young male and female consumers with respect to factors of green marketing practices and green consumer behavior ($p > 0.05$). Hence, H_01 stands supported.

4.2 | Analysis based on age

The respondents were grouped into three categories based on their Age. The first group comprised green consumers belonging to the age group between 18 and 22 years; the second group of green consumers was from the 23 to 28 years age group, and the third group comprised green consumers belonging between 29 and 34 years. To determine the differences between the three groups with respect to the various factors, One-way ANOVA was used.

The results have been discussed in Table 3. It can be observed from Table 3 that there exists an insignificant difference in the mean values on the factor of green marketing practices and green consumer behavior among consumers from different age groups ($p > .05$). Therefore, it can be said that consumers from different age groups do not differ significantly with respect to the factors of green marketing practices and green consumer behavior. Hence, H_02 stands supported.

TABLE 2 Analysis of gender

Constructs	Gender	Mean	Std. deviation	Levene's test for equality of variances		t	Sig. (2-tailed)
				F	Sig.		
Green brand positioning	Male	3.78	.592	.147	.701	.207	.836
	Female	3.77	.587				
Green brand knowledge	Male	3.89	.652	.846	.358	.750	.453
	Female	3.85	.696				
Attitude toward green brands	Male	3.81	.851	.596	.440	.092	.927
	Female	3.80	.889				
Willingness to pay premium	Male	3.98	.781	.016	.900	-.248	.804
	Female	4.00	.794				
Green purchase intention	Male	4.03	.754	.026	.873	.409	.683
	Female	4.00	.766				

Note: (Researcher's calculations) (* $p < .05$, ** $p < .01$, *** $p < .001$).

Constructs	Age groups (years)	Mean	Std. deviation	F	Sig.
Green brand positioning	18–22	3.79	.593	1.34	.261
	23–28	3.73	.595		
	29–34	3.84	.568		
Green brand knowledge	18–22	3.86	.693	.621	.538
	23–28	3.84	.669		
	29–34	3.92	.685		
Attitude toward green brands	18–22	3.72	.938	1.96	.220
	23–28	3.76	.872		
	29–34	4.00	.781		
Willingness to pay premium	18–22	4.04	.822	1.29	.275
	23–28	3.94	.797		
	29–34	4.06	.731		
Green purchase intention	18–22	4.02	.808	.063	.939
	23–28	4.00	.735		
	29–34	4.02	.767		

Note: (Researcher's Calculations) (* $p < .05$, ** $p < .01$, *** $p < .001$).

TABLE 3 Analysis based on age

4.3 | Analysis of educational qualification

The respondents were arranged into three groups based on their *educational qualifications*. The first group comprised students pursuing Graduation, whereas post-graduates and doctorates were the second and the third group, respectively. To explore the differences between the three groups with respect to the various factors, One-way ANOVA was used. The results have been discussed in Table 4. It can be observed from Table 4 that there exists a significant difference in the mean values of the factors of green marketing practices and green consumer behavior among the consumers of different educational groups ($p < .05$). Therefore, it can be said that consumers from different educational groups differ significantly with respect to factors of green marketing practices and green consumer behavior. Hence, H_03 stands not supported.

4.4 | Analysis based on income

The respondents were grouped into three categories based on their monthly family *income*. The first group comprised consumers belonging to families whose monthly family income was less than INR 25,000; the second group of consumers was from the monthly income band of INR 25,000 and 50,000, and the third group comprised consumers belonging to INR 50,000 and above. To determine the differences between the three groups with respect to the various factors, One-way ANOVA was used. The results have been discussed in Table 5. It can be observed from Table 5 that there exists a significant difference in the mean values on the factors of green marketing practices and green consumer behavior among the consumers from different income groups ($p < .05$). Therefore, it can be said that consumers from different income groups differ significantly with respect to the

TABLE 4 Analysis of educational qualification

Constructs	Education	Mean	Std. deviation	F	Sig.
Green brand positioning	Graduate	3.66	.594	4.14	.005**
	Post-graduate	3.79	.589		
	Doctorate	3.86	.586		
Green brand knowledge	Graduate	3.77	.671	3.50	.043*
	Post-graduate	3.82	.671		
	Doctorate	3.95	.700		
Attitude toward green brands	Graduate	3.79	.819	3.63	.036*
	Post-graduate	3.86	.865		
	Doctorate	3.67	.971		
Willingness to pay premium	Graduate	3.96	.751	3.68	.032*
	Post-graduate	4.06	.777		
	Doctorate	3.85	.862		
Green purchase intention	Graduate	4.01	.760	4.55	.004**
	Post-graduate	4.40	.739		
	Doctorate	3.94	.824		

Note: (Researcher's calculations) (* $p < .05$, ** $p < .01$, *** $p < .001$).

TABLE 5 Analysis based on income

Constructs	Income	Mean	Std. deviation	F	Sig.
Green brand positioning	<25,000₹	3.79	.609	3.49	.044*
	25,000–50,000₹	3.87	.563		
	> 50,000₹	3.77	.620		
Green brand knowledge	<25,000₹	3.87	.694	4.03	.023*
	25,000–50,000₹	3.90	.670		
	> 50,000₹	3.87	.686		
Attitude toward green brands	<25,000₹	3.74	.878	4.46	.004**
	25,000–50,000₹	3.80	.852		
	> 50,000₹	3.86	.908		
Willingness to pay premium	<25,000₹	3.28	.766	3.74	.046*
	25,000–50,000₹	3.97	.783		
	> 50,000₹	4.01	.815		
Green purchase intention	<25,000₹	3.74	.775	4.26	.015*
	25,000–50,000₹	3.97	.749		
	> 50,000₹	4.05	.772		

Note: (Researcher's Calculations) (* $p < .05$, ** $p < .01$, *** $p < .001$).

factors of green marketing practices and green consumer behavior. Hence, H_04 stands not supported.

5 | DISCUSSION

In this study, the relationship between demographic characteristics (i.e., age, gender, income level, and education level) and green marketing practices and green consumer behavior was examined. This study used specific consumers' green purchase intentional questions related to green marketing practices. Consequently, the results are quite different from those of previous research in the green purchase research field.

5.1 | Gender

The results of the present study found that male and female consumers do not differ significantly with respect to green marketing practices and green consumer behavior. These findings have been backed by submissions in previous studies (Akehurst et al., 2012; Awad, 2011; Khare, 2015; Mourad & Ahmed, 2012; Paço & Raposo, 2010; Rice, 2006; Samdahl & Robertson, 1989; Shamdasani et al., 1993; Suplico, 2009). Nath et al. (2015) have also observed that male and female consumers are on the same footing as far as green behavior is concerned. Recently, Nguyen et al. (2019) also found gender has no role in determining green consumer behavior. While

Shahsavari et al. (2020) found a role of gender in determining green consumer behavior.

5.2 | Age

The results also depict that the consumers of different age groups do not differ significantly in their green marketing practices and green consumer behavior. The findings of the research are in line with (Akehurst et al., 2012; Khare, 2014, 2015; Nguyen et al., 2019; Shamdasani et al., 1993; Tilikidou & Delistavrou, 2014). While as Sun et al. (2019), Shiel et al. (2020), Wang, et al., (2020), and Zavala and Theodoropoulou (2018) recently found that Age has a significant influence on green consumers' behavior.

5.3 | Education

The results of the present study have indicated that education of consumers has a role to play in their green consumer behavior while agreeing with the findings of a significant number of previous studies (Awad, 2011; Balderjahn, 1988; Mourad & Ahmed, 2012; Nath et al., 2015; Nguyen et al., 2019; Patel et al., 2017; Rice, 2006; Sun et al., 2019; Wang, et al., 2020; Zavala & Theodoropoulou, 2018). This may be attributed to the fact that respondents in the present study were graduate, post-graduate students, and doctorates, and hence, they may have already crossed the threshold of educational qualifications required to understand the gravity of prevailing environmental problems and the importance of adjusting consumption habits in favor of the environment. Thus, it provides an important implication for future researchers to generate data from a set of respondents spread through diverse educational categories and explore the differences in environmental preferences across those categories.

5.4 | Income

The findings of the study found that the consumers of different income groups differ significantly in green marketing practices and green consumer behavior. The study findings are not in line with (those of Akehurst et al., 2012; Shamdasani et al., 1993; Suplico, 2009; Tilikidou & Delistavrou, 2014). While Paço and Raposo (2010) and Shahsavari et al. (2020) have indicated that high-income group consumers are more inclined toward the green initiatives than the low-income group consumers. Khare (2014), in the Indian context, has also indicated that people in high-income brackets are likely to be more responsive to green marketing initiatives.

The discussion, thus far, has revealed that the gender and age of young Indian consumers are not important in explaining their green consumer behavior. Thus, the present study supports the assessments of the previous researchers that the predictive power of gender and age is generally less in comparison to positioning and attitudes in explaining the green purchase intention of the consumers (Akehurst

et al., 2012; Awad, 2011; Diamantopoulos et al., 2003; Khare, 2015; Mourad & Ahmed, 2012; Paço & Raposo, 2010; Rice, 2006; Samdahl & Robertson, 1989; Shamdasani et al., 1993; Suplico, 2009). It can be concluded that green consumer behavior is difficult to define demographically because of the complexities involved in explaining eco-friendly consumer preferences.

5.5 | Implications for practice

5.5.1 | Practical implication

These research findings are quite different from previous results. Green marketers can use the unique outcomes of this study to make decisions in formulating green marketing strategies. The findings of the study can be used by marketers to select target consumers and to design appropriate marketing campaigns for green consumers. The findings suggest that environmental regulators and lawmakers should continue their efforts to provide economic incentives to encourage pro-environmental purchases among millennials. Additionally, marketers of green products may pursue self-directed targeting strategies in promoting green products among millennials. Similarly, the marketers should adopt the green skimming strategies and target only the highly educated and middle-income young consumer group. Likewise, they should design green marketing communications in such a way that influences the behaviors of such consumers. But the environment is not a problem that can be restricted to a small group of consumers. So, the marketers should adopt a penetration approach and should focus on other consumer categories once the green product has become well-known among the targeted consumers. They can organize seminars and workshops in educational institutes to make consumers more environmentally conscious and sensitive.

5.5.2 | Theoretical implications

There are theoretical implications associated with green marketing practices and consumer behavior, particularly concerning demographic differences among young consumers.

Firstly, companies need to recognize that young consumers tend to be more environmentally conscious than older generations. As such, companies should consider incorporating green marketing practices into their overall marketing strategies in order to appeal to this demographic. This may involve highlighting the environmental benefits of their products or services, using eco-friendly packaging, or implementing sustainable production methods. Secondly, there may be differences in green consumer behavior based on demographic factors such as Age, gender, and socioeconomic status. For example, younger consumers may be more likely to purchase products from companies that strongly commit to sustainability. In contrast, older consumers may be more focused on price and convenience. As such, companies should tailor their marketing efforts to different segments of the population in order to effectively target their desired audience. Thirdly, companies should be aware that young consumers are often

more willing to pay a premium for eco-friendly products. This may be due to their strong environmental values and desire to support companies that share them. Companies that prioritize sustainability may be able to charge a premium for their products among this demographic. Overall, the implications of green marketing practices and consumer behavior for young consumers highlight the importance of incorporating sustainability into business strategies to appeal to this environmentally-conscious demographic.

5.6 | Limitations and future research

The respondents were only selected from millennials (graduate, post-graduate, and doctorate students) enrolled in educational institutions located in the UT of Jammu and Kashmir in India. Although 700 questionnaires were used in data analysis, the results cannot represent overall Indian consumers' characteristics. Also, this study was only conducted in India, meaning the conclusions will only apply to this country and area. Results may vary across other areas and countries due to cultural differences, acceptance of green marketing conception, and many other factors. Thus, the results of this study should be replicated and tested in other areas or countries to confirm their validity and usefulness further. Furthermore, some researchers have argued that psychographic characteristics influence more than demographic characteristics toward green purchase behavior (Sun et al., 2021). Therefore, future research should combine demographic and psychographic variables.

FUNDING INFORMATION

None.

ORCID

Danish Mehraj  <https://orcid.org/0000-0001-8278-0335>

Ishtiaq Hussain Qureshi  <https://orcid.org/0000-0001-8891-9721>

REFERENCES

- Adnan, A., Ahmad, A., & Khan, M. N. (2017). Examining the role of consumer lifestyles on ecological behavior among young Indian consumers. *Young Consumers*, 18(4), 348–377. <https://doi.org/10.1108/YC-05-2017-00699>
- Adrita, U. W. (2020). Consumers' actual purchase behavior towards green product: A study on Bangladesh. *International Journal of Business Innovation and Research*, 21(3), 311–323.
- Aertsens, J., Mondelaers, K., Verbeke, W., Buysse, J., & van Huylenbroeck, G. (2011). The influence of subjective and objective knowledge on attitude, motivations, and consumption of organic food. *British Food Journal*, 113(11), 1353–1378. <https://doi.org/10.1108/00070701111179988>
- Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2021). Purchase intention toward organic food among young consumers using theory of planned behavior: Role of environmental concerns and environmental awareness. *Journal of Environmental Planning and Management*, 64(5), 796–822. <https://doi.org/10.1080/09640568.2020.1785404>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012). Re-examining green purchase behavior and the green consumer profile: New evidence. *Management Decision*, 50(5), 972–988. <https://doi.org/10.1108/00251741211227726>
- Amalia, F. A., Sosianika, A., & Suhartanto, D. (2020). Indonesian millennials' halal food purchasing: Merely a habit? *British Food Journal*, 122(4), 1185–1198. <https://doi.org/10.1108/BFJ-10-2019-0748>
- Arlı, D., Tan, L. P., Tjiptono, F., & Yang, L. (2018). Exploring consumers' purchase intention towards green products in an emerging market: The role of consumers' perceived readiness. *International Journal of Consumer Studies*, 42, 389–401. <https://doi.org/10.1111/ijcs.12432>
- Awad, T. A. (2011). Environmental segmentation alternatives: Buyers' profiles and implications. *Journal of Islamic Marketing*, 2(1), 55–73. <https://doi.org/10.1108/17590831111115240>
- Balderjahn, I. (1988). Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns. *Journal of Business Research*, 17(1), 51–56. [https://doi.org/10.1016/0148-2963\(88\)90022-7](https://doi.org/10.1016/0148-2963(88)90022-7)
- Barbarossa, C., & De Pelsmacker, P. (2016). Positive and negative antecedents of purchasing eco-friendly products: A comparison between green and non-green consumers. *Journal of Business Ethics*, 134(2), 229–247. <https://doi.org/10.1007/s10551-014-2425-z>
- Barbarossa, C., & Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products: A cognitive mapping approach. *Qualitative Market Research*, 18(2), 188–209. <https://doi.org/10.1108/QMR-06-2012-0030>
- Bedard, S. A. N., & Tolmie, C. R. (2018). Millennials' green consumption behavior: Exploring the role of social media. *Corporate Social Responsibility and Environmental Management*, 25(6), 1388–1396. <https://doi.org/10.1002/csr.1654>
- Bong Ko, S., & Jin, B. (2017). Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the USA and China. *Journal of Fashion Marketing and Management*, 21(1), 70–87. <https://doi.org/10.1108/JFMM-07-2014-0057>
- Bridges, C. M., & Wilhelm, W. B. (2008). Going beyond green: The “why and how” of integrating sustainability into the marketing curriculum. *Journal of Marketing Education*, 30(1), 33–46. <https://doi.org/10.1177/0273475307312196>
- Buil, I., Martínez, E., & de Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1), 62–74. <https://doi.org/10.1108/07363761311290849>
- Chahal, H., Dangwal, R., & Raina, S. (2014). Conceptualization, development, and validation of green marketing orientation (GMO) of SMEs in India a case of the electric sector. *Journal of Global Responsibility*, 5(2), 312–337. <https://doi.org/10.1108/JGR-02-2014-0005>
- Chan, R. Y. K. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology and Marketing*, 18(4), 389–413. <https://doi.org/10.1002/mar.1013>
- Chan, R. Y. K., & Lau, L. B. Y. (2000). Antecedents of green purchases: A survey in China. *Journal of Consumer Marketing*, 17(4), 338–357. <https://doi.org/10.1108/07363760010335358>
- Chaudhary, R. (2018). Green buying behavior in India: An empirical analysis. *Journal of Global Responsibility*, 9(2), 179–192. <https://doi.org/10.1108/jgr-12-2017-0058>
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798–812. <https://doi.org/10.1108/MEQ-02-2018-0023>
- Cheah, I., Phau, I., & Liang, J. (2015). Factors influencing consumers' attitudes and purchase intentions of e-deals. *Marketing Intelligence and Planning*, 33(5), 763–783. <https://doi.org/10.1108/MIP-05-2014-0081>
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Cheung, M. F. Y., & To, W. M. (2019). An extended model of value-attitude behavior to explain Chinese consumers' green purchase behavior.

- Journal of Retailing and Consumer Services*, 50, 145–153. <https://doi.org/10.1016/j.jretconser.2019.04.006>
- Cleveland, M., Kalamas, M., & Laroche, M. (2005). Shades of green: Linking environmental locus of control and pro-environmental behaviors. *Journal of Consumer Marketing*, 22(4), 198–212. <https://doi.org/10.1108/07363760510605317>
- Cook, G., & Jardim, E. (2017). Greenpeace guide to greener electronics. <https://www.greenpeace.org/usa/wp-content/uploads/2017/10/Guide-to-Greener-Electronics-2017.pdf>
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Dawn Martinez, J. (2011). Green marketing strategies: An examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158–174. <https://doi.org/10.1007/s11747-010-0227-0>
- Dai, J., & Sheng, G. (2022). Advertising strategies and sustainable development: The effects of green advertising appeals and subjective busyness on green purchase intention. *Business Strategy and the Environment*, 31(7), 3421–3436. <https://doi.org/10.1002/BSE.3092>
- Dangelico, R. M. (2015). Improving firm environmental performance and reputation: The role of employee green teams. *Business Strategy and the Environment*, 24(8), 735–749. <https://doi.org/10.1002/bse.1842>
- Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R., & Bohlen, G. M. (2003). Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *Journal of Business Research*, 56(6), 465–480.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatko, R. (2007). Green decisions: Demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31(4), 371–376. <https://doi.org/10.1111/J.1470-6431.2006.00567.X>
- Emekci, S. (2019). Green consumption behaviors of consumers within the scope of TPB. *Journal of Consumer Marketing*, 36(3), 410–417. <https://doi.org/10.1108/JCM-05-2018-2694>
- Erdogan, M., Akbunar, S., Asik, U. O., Kaplan, H., & Kayir, C. G. (2012). The effects of demographic variables on students' responsible environmental behaviors. *Procedia-Social and Behavioral Sciences*, 46, 3244–3248. <https://doi.org/10.1016/j.sbspro.2012.06.044>
- Eze, U. C., & Ndubisi, N. O. (2013). Green buyer behavior: Evidence from Asia consumers. *Journal of Asian and African Studies*, 48(4), 413–426. <https://doi.org/10.1177/0021909613493602>
- Field, A. (2009). *Discovering Statistics using SPSS*. 3rd Edition, Sage Publications, Ltd, London.
- Fraj, E., Martínez, E., & Matute, J. (2011). Green marketing strategy and the firm's performance: The moderating role of environmental culture. *Journal of Strategic Marketing*, 19(4), 339–355. <https://doi.org/10.1080/0965254X.2011.581382>
- Fraj-Andrés, E., & Martínez-Salinas, E. (2007). Impact of environmental knowledge on ecological consumer behavior: An empirical analysis. *Journal of International Consumer Marketing*, 19(3), 73–102. https://doi.org/10.1300/J046v19n03_05
- Gleim, M. R., Smith, J. S., & Cronin, J. J. (2019). Extending the institutional environment: The impact of internal and external factors on the green behaviors of an individual. *Journal of Strategic Marketing*, 27(6), 505–520. <https://doi.org/10.1080/0965254X.2018.1454498>
- Greig, J. (2019). The 5 greenest tech companies in 2019. TechRepublic. <https://www.techrepublic.com/article/the-5-greenest-tech-companies-in-2019/>
- Hart, S. L. (1995). A natural-resource-based view of the firm. *The Academy of Management Review*, 20(4), 986. <https://doi.org/10.2307/258963>
- Hartmann, P., & Apaolaza Ibáñez, V. (2006). Green value added. *Marketing Intelligence & Planning*, 24(7), 673–680. <https://doi.org/10.1108/02634500610711842>
- Hartmann, P., Apaolaza Ibáñez, V., & Forcada Sainz, F. J. (2005). Green branding effects on attitude: Functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9–29. <https://doi.org/10.1108/02634500510577447>
- Henriques, I., & Sadosky, P. (1999). The relationship between environmental commitment and managerial perceptions of stakeholder importance. *Academy of Management Journal*, 42(1), 87–99. <https://doi.org/10.2307/256876>
- Hini, D., Gendall, P., & Zane, K. (1995). The link between environmental attitudes and behaviour. *Marketing Bulletin*, 6, 22–31. <https://www.researchgate.net/publication/237768306>
- Huang, Y. C., Yang, M., & Wang, Y. C. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence & Planning*, 32(3), 250–268. <https://doi.org/10.1108/MIP-10-2012-0105>
- Hunter, L. M., Hatch, A., & Johnson, A. (2004). Cross-national gender variation in environmental behaviors. *Social Science Quarterly*, 85(3), 677–694. <https://doi.org/10.1111/j.0038-4941.2004.00239.x>
- Jain, S. K., & Kaur, G. (2006). Role of socio-demographics in segmenting and profiling green consumers: An exploratory study of consumers in India. *Journal of International Consumer Marketing*, 18(3), 107–146. https://doi.org/10.1300/J046v18n03_06
- Joshi, Y., & Rahman, Z. (2016). Predictors of the young consumer's green purchase behavior. *Management of Environmental Quality: An International Journal*, 27(4), 452–472. <https://doi.org/10.1108/MEQ-05-2015-0091>
- Juwaheer, T. D., Pudaruth, S., & Noyaux, M. M. E. (2012). Analyzing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(1), 36–59. <https://doi.org/10.1108/20425961211221615>
- Kang, S., & Hur, W.-M. (2012). Investigating the antecedents of green brand equity: A sustainable development perspective. *Corporate Social Responsibility and Environmental Management*, 19(5), 306–316. <https://doi.org/10.1002/csr.281>
- Kautish, P., Khare, A., & Sharma, R. (2020). Values, sustainability consciousness, and intentions for SDG endorsement. *Marketing Intelligence and Planning*, 38(7), 921–939. <https://doi.org/10.1108/MIP-09-2019-0490>
- Kautish, P., Paul, J., & Sharma, R. (2019). The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. *Journal of Cleaner Production*, 228, 1425–1436. <https://doi.org/10.1016/j.jclepro.2019.04.389>
- Kautish, P., & Sharma, R. (2018). Study on relationships among terminal and instrumental values, environmental consciousness, and behavioral intentions for green products. *Journal of Indian Business Research*, 13(1), 1–29. <https://doi.org/10.1108/JIBR-01-2018-0013>
- Kautish, P., & Sharma, R. (2020). Determinants of pro-environmental behavior and environmentally conscious consumer behavior: An empirical investigation from an emerging market. *Business Strategy and Development*, 3(1), 112–127. <https://doi.org/10.1002/bsd.2.82>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1. <https://doi.org/10.2307/1252054>
- Khare, A. (2014). Consumers' susceptibility to interpersonal influence as a determining factor of ecologically conscious behavior. *Marketing Intelligence and Planning*, 32(1), 2–20. <https://doi.org/10.1108/MIP-04-2013-0062>
- Khare, A. (2015). Antecedents to green buying behavior: A study on consumers in an emerging economy. *Marketing Intelligence and Planning*, 33(3), 309–329. <https://doi.org/10.1108/MIP-05-2014-0083>
- Khare, A., & Kautish, P. (2021). Cosmopolitanism, self-identity, online communities, and green apparel perception. *Marketing Intelligence and Planning*, 39(1), 91–108. <https://doi.org/10.1108/MIP-11-2019-0556>
- Kirmani, M. D., & Khan, M. N. (2018). Decoding willingness of Indian consumers to pay a premium on green products. *South Asian Journal of Business Studies*, 7(1), 73–90. <https://doi.org/10.1108/SAJBS-11-2016-0091>

- Kumar, B., Manrai, A. K., & Manrai, L. A. (2017). Purchasing behavior for environmentally sustainable products: A conceptual framework and empirical study. *Journal of Retailing and Consumer Services*, 34, 1–9. <https://doi.org/10.1016/j.jretconser.2016.09.004>
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503–520. <https://doi.org/10.1108/EUM0000000006155>
- Laroche, M., Bergeron, J., Barbaro-Forleo, G., Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly product. *Journal of Consumer Marketing*, 18(6), 503–520. <https://doi.org/10.1108/EUM0000000006155>
- Lee, K. (2008). Opportunities for green marketing: Young consumers. *Marketing Intelligence and Planning*, 26(6), 573–586. <https://doi.org/10.1108/02634500810902839>
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87–96. <https://doi.org/10.1108/07363760910940456>
- Lee, K. (2011). The green purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, 23(1), 21–44. <https://doi.org/10.1080/08961530.2011.524575>
- Luo, Y., & Deng, J. (2008). The new environmental paradigm and nature-based tourism motivation. *Journal of Travel Research*, 46(4), 392–402. <https://doi.org/10.1177/0047287507308331>
- MacDonald, W. L., & Hara, N. (1994). Gender differences in environmental concern among college students. *Sex Roles*, 31(5–6), 369–374. <https://doi.org/10.1007/bf01544595>
- Mainieri, T., Barnett, E. G., Valdero, T. R., Unipan, J. B., & Oskamp, S. (1997). Green buying: The influence of environmental concern on consumer behavior. *Journal of Social Psychology*, 137(2), 189–204. <https://doi.org/10.1080/00224549709595430>
- Mehraj, D., & Qureshi, I. H. (2020). Determinants of green marketing mix in developing economies: Conceptualisation and scale validation approach. *Business Strategy and Development*, 3(4), 522–530. <https://doi.org/10.1002/bsd2.114>
- Mehraj, D., & Qureshi, I. H. (2022). Does green brand positioning translate into green purchase intention?: A mediation-moderation model. *Business Strategy and the Environment*, 31(7), 3166–3181. <https://doi.org/10.1002/BSE.3069>
- Mohd Suki, N. (2016). Green product purchase intention: Impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893–2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- Stanley, M. (2017). India's millennials to recast economy in own tech-savvy image. www.morganstanley.com/ideas/india-millennials-makeover-disruption-growth
- Mostafa, M. M. (2007). Gender differences in Egyptian consumers' green purchase behavior: The effects of environmental knowledge, concern, and attitude. *International Journal of Consumer Studies*, 31(3), 220–229. <https://doi.org/10.1111/J.1470-6431.2006.00523.X>
- Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514–537. <https://doi.org/10.1108/14601061211272402>
- Mukherjee, D., Roy, S., & Kumar, M. M. (2019). CII India retail summit 2019: Building towards sustainable retail. <https://www.cii.in/PublicationDetail.aspx?enc=NGq49it4ARv9NV6A2mXDmXiT60gCtAOE/3H7dtQKij1zPCEfKepsYCUxgUaX/Bg3GJFaY96+isEPWjmHDwTBcWAA72goSK3DPC0AjaQDeOn2lqhsRqNmbwJrXkrikDxS4DHVrUMQnNjwGeoPhsYBe6+u2foEOBE5EBzNJKLWOVLdY4dzYVd/IPARthwi5iUN>
- Nath, V., Agrawal, R., Gautam, A., & Sharma, V. (2015). Socio-demographics as antecedents of green purchase intentions: A review of literature and testing of hypothesis on Indian consumers. *International Journal of Innovation and Sustainable Development*, 9(2), 168–187. <https://doi.org/10.1504/IJISD.2015.068790>
- Nittala, R. (2014). Green Consumer Behavior of the Educated Segment in India. *Journal of International Consumer Marketing*, 26(2), 138–152. <https://doi.org/10.1080/08961530.2014.878205>
- Nguyen, N., Greenland, S., Lobo, A., & Nguyen, H. V. (2019). Demographics of sustainable technology consumption in an emerging market: The significance of education to energy efficient appliance adoption. *Social Responsibility Journal*, 15(6), 803–818. <https://doi.org/10.1108/SRJ-11-2018-0312>
- Nguyen, T. N., Lobo, A., & Nguyen, B. K. (2018). Young consumers' green purchase behavior in an emerging market. *Journal of Strategic Marketing*, 26(7), 583–600. <https://doi.org/10.1080/0965254X.2017.1318946>
- Oerke, B., & Bogner, F. X. (2010). Gender, age and subject matter: Impact on teachers' ecological values. *Environmentalist*, 30(2), 111–122. <https://doi.org/10.1007/s10669-009-9250-4>
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment*, 48(5), 22–36. <https://doi.org/10.3200/ENVT.48.5.22-36>
- Paço, A. M. F., & Raposo, M. L. B. (2010). Green consumer market segmentation: Empirical findings from Portugal. *International Journal of Consumer Studies*, 34(1996), 429–436. <https://doi.org/10.1111/j.1470-6431.2010.00869.x>
- Pagiaslis, A., & Krontalis, A. K. (2014). Green consumption behavior antecedents: Environmental concern, knowledge, and beliefs. *Psychology & Marketing*, 31(5), 335–348. <https://doi.org/10.1002/mar.20698>
- Patel, J., Modi, A., & Paul, J. (2017). Pro-environmental behavior and socio-demographic factors in an emerging market. *Asian Journal of Business Ethics*, 6(2), 189–214. <https://doi.org/10.1007/s13520-016-0071-5>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Peattie, K. (2001). Golden goose or wild goose? The hunt for the green consumer. *Business Strategy and the Environment*, 10(4), 187–199. <https://doi.org/10.1002/bse.292>
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: Marketing influence on consumer purchase decision. *Journal of consumer marketing*, 25(5), 281–293. <https://doi.org/10.1108/07363760810890516>
- Prakash, A. (2002). Green marketing, public policy, and managerial strategies. *Business Strategy and the Environment*, 11(5), 285–297. <https://doi.org/10.1002/bse.338>
- Qureshi, I. H., & Mehraj, D. (2022). Identifying the factors of internal green marketing: A scale development and psychometric evaluation approach. *International Journal of Manpower*, 43(3), 786–804. <https://doi.org/10.1108/IJM-06-2020-0276>
- Ramayah, T., Lee, J. W. C., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation, and Recycling*, 54(12), 1419–1427. <https://doi.org/10.1016/j.resconrec.2010.06.007>
- Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157–165. <https://doi.org/10.1016/j.jretconser.2017.06.004>
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: What green marketing can learn from conventional marketing. *Journal of Cleaner Production*, 15(6), 567–576. <https://doi.org/10.1016/j.jclepro.2006.05.013>

- Rice, G. (2006). Pro-environmental behavior in Egypt: Is there a role for Islamic environmental ethics? *Journal of Business Ethics*, 65(4), 373–390. <https://doi.org/10.1007/s10551-006-0010-9>
- Rogers, G. (2013). The rise of generation Y in the sustainable marketplace. *The Guardian*. <https://www.theguardian.com/sustainable-business/blog/rise-generation-y-sustainable-marketplace>
- Russo, M. V., & Fouts, P. A. (1997). A resource-based perspective on corporate environmental performance and profitability. *Academy of Management Journal*, 40(3), 534–559. <https://doi.org/10.2307/257052>
- Samdahl, D. M., & Robertson, R. (1989). Social determinants of environmental concern. *Environment and Behavior*, 21(1), 57–81. <https://doi.org/10.1177/0013916589211004>
- Scott, L., & Vigar-Ellis, D. (2014). Consumer understanding, perceptions and behaviors with regard to environmentally friendly packaging in a developing nation. *International Journal of Consumer Studies*, 38(6), 642–649. <https://doi.org/10.1111/ijcs.12136>
- Shahsavari, T., Kubeš, V., & Baran, D. (2020). Willingness to pay for eco-friendly furniture based on demographic factors. *Journal of Cleaner Production*, 250, 119466. <https://doi.org/10.1016/j.jclepro.2019.119466>
- Shamdasani, P., Chon-Lin, G. O., & Richmond, D. (1993). Exploring green consumers in an oriental culture: Role of personal and marketing mix factors. *ACR North American Advances*, 20, 488–493. <https://www.acrwebsite.org/volumes/7504/volumes/v20/NA-20/full>
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018–1042. <https://doi.org/10.1108/MD-10-2018-1092>
- Sharma, A., & Iyer, G. R. (2012). Resource-constrained product development: Implications for green marketing and green supply chains. *Industrial Marketing Management*, 41(4), 599–608. <https://doi.org/10.1016/j.indmarman.2012.04.007>
- Sharma, A. P. (2021). Consumers' purchase behavior and green marketing: A synthesis, review, and agenda. *International Journal of Consumer Studies*, 45(6), 1217–1238. <https://doi.org/10.1111/IJCS.12722>
- Sharma, K., Aswal, C., & Paul, J. (2022). Factors affecting green purchase behavior: A systematic literature review. *Business Strategy and the Environment*, 32, 2078–2092. <https://doi.org/10.1002/bse.3237>
- Shiel, C., do Paço, A., & Alves, H. (2020). Generativity, sustainable development, and green consumer behavior. *Journal of Cleaner Production*, 245, 118865. <https://doi.org/10.1016/j.jclepro.2019.118865>
- Shridhar, A. (2019). 2019 survey results using consumer types to understand the path to purchase. Euromonitor International.
- Smith, K. (2010). An examination of marketing techniques that influence millennials' perceptions of whether a product is environmentally friendly. *Journal of Strategic Marketing*, 18(6), 437–450. <https://doi.org/10.1080/0965254X.2010.525249>
- Smith, K. T., & Brower, T. R. (2012). Longitudinal study of green marketing strategies that influence millennials. *Journal of Strategic Marketing*, 20(6), 535–551. <https://doi.org/10.1080/0965254X.2012.711345>
- Solomon, M. R. (2012). *Consumer behavior: Buying, having, being*. 10th Edition, Prentice Hall India, Learning Private Limited.
- Spehar, C. (2006). Marketing to teens: Hip 2 B green. *Natural Foods Merchandiser*, 27(10), 45–56.
- Straughan, R. D., & Roberts, J. A. (1999). Environmental segmentation alternatives: A look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 16(6), 558–575. <https://doi.org/10.1108/07363769910297506>
- Sun, Y., Liu, N., & Zhao, M. (2019). Factors and mechanisms affecting green consumption in China: A multilevel analysis. *Journal of Cleaner Production*, 209, 481–493. <https://doi.org/10.1016/j.jclepro.2018.10.241>
- Sun, Y., Luo, B., Wang, S., & Fang, W. (2021). What you see is meaningful: Does green advertising change the intentions of consumers to purchase eco-labeled products? *Business Strategy and the Environment*, 30(1), 694–704. <https://doi.org/10.1002/BSE.2648>
- Suplico, L. T. (2009). Impact of green marketing on the students' purchase decision. *Journal of International Business Research*, 8(SI 2), 71 <https://www.questia.com/read/1G1-229220657/impact-of-green-marketing-on-the-students-purchase>
- Taghian, M., Polonsky, M. J., & D'Souza, C. (2016). Green marketing strategies. *An Integrated Approach to Environmental Management*, 1, 231–253. <https://doi.org/10.1002/9781118744406.ch9>
- Tan, B. C., Lau, T.-C., Tunku, U., Rahman, A., Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, 4(2), 27–39.
- Taufique, K. M. R., & Vaithianathan, S. (2018). A fresh look at understanding green consumer behavior among young urban Indian consumers through the lens of theory of planned behavior. *Journal of Cleaner Production*, 183, 46–55. <https://doi.org/10.1016/j.jclepro.2018.02.097>
- Tilikidou, I., & Delistavrou, A. (2014). Pro-environmental purchasing behaviour during the economic crisis. *Marketing Intelligence and Planning*, 32(2), 160–173. <https://doi.org/10.1108/MIP-10-2012-0103>
- Tiwari, S., Tripathi, D. M., Srivastava, U., & Yadav, P. K. (2011). Green marketing-emerging dimensions. *Journal of Business Excellence*, 2(1), 18–23.
- Urien, B., & Kilbourne, W. (2011). Generativity and self-enhancement values in eco-friendly behavioral intentions and environmentally responsible consumption behavior. *Psychology and Marketing*, 28(1), 69–90. <https://doi.org/10.1002/mar.20381>
- Verma, S. (2017). Niche level segmentation of green consumers: A key for psychographic or demographic predicament. *South Asian Journal of Business Studies*, 6(3), 274–290. <https://doi.org/10.1108/SAJBS-05-2016-0040>
- Vermillion, L., & Peart, J. (2010). Green marketing: Making sense of the situation. Allied academies international conference. Academy of marketing studies. Proceedings, 68. <http://search.proquest.com/openview/6bf66a6a728c1793e6b33c1e3988ca4a/1?pq-origsite=gscholar&cbl=38768>
- Wang, H. J. (2017a). A brand-based perspective on differentiation of green brand positioning: A network analysis approach. *Management Decision*, 55(7), 1460–1475. <https://doi.org/10.1108/MD-04-2016-0251>
- Wang, H. J. (2017b). Determinants of consumers' purchase behavior towards green brands. *Service Industries Journal*, 37(13–14), 896–918. <https://doi.org/10.1080/02642069.2017.1365140>
- Wang, L., Wong, P. P., & Narayanan, E. A. (2020). The demographic impact of consumer green purchase intention toward green hotel selection in China. *Tourism and Hospitality Research*, 20(2), 210–222. <https://doi.org/10.1177/1467358419848129>
- Wang, L., Wong, P. P. W., & Narayanan Alagas, E. (2020). Antecedents of green purchase behavior: An examination of altruism and environmental knowledge. *International Journal of Culture, Tourism, and Hospitality Research*, 14(1), 63–82. <https://doi.org/10.1108/IJCTHR-02-2019-0034>
- Waris, I., & Hameed, I. (2020). An empirical study of consumers' intention to purchase energy-efficient appliances. *Social Responsibility Journal*, 17, 489–507. <https://doi.org/10.1108/SRJ-11-2019-0378>
- Wei, S., Ang, T., & Jancenelle, V. E. (2018). Willingness to pay more for green products: The interplay of consumer characteristics and customer participation. *Journal of Retailing and Consumer Services*, 45, 230–238. <https://doi.org/10.1016/j.jretconser.2018.08.015>
- Wilson, J., & Schmansky, S. (2019). Sustainable shoppers, buy the change they wish to see in the world. Nielsen. <https://www.nielsen.com/us/en/insights/report/2018/unpacking-the-sustainability-landscape/>
- Xiao, C., & Dunlap, R. E. (2007). Validating a comprehensive model of environmental concern cross-nationally: A U.S.-Canadian comparison. *Social Science Quarterly*, 88(2), 471–493. <https://doi.org/10.1111/j.1540-6237.2007.00467.x>
- Xiao, C., & Hong, D. (2010). Gender differences in environmental behaviors in China. *Population and Environment*, 32(1), 88–104. <https://doi.org/10.1007/s11111-010-0115-z>



- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739. <https://doi.org/10.1016/j.jclepro.2016.06.120>
- Yang, D., Lu, Y., Zhu, W., & Su, C. (2015). Going green: How different advertising appeals impact green consumption behavior. *Journal of Business Research*, 68(12), 2663–2675. <https://doi.org/10.1016/j.jbusres.2015.04.004>
- Yu, T. Y., Yu, T. K., & Chao, C. M. (2017). Understanding Taiwanese undergraduate students' pro-environmental behavioral intention towards green products in the fight against climate change. *Journal of Cleaner Production*, 161, 390–402. <https://doi.org/10.1016/j.jclepro.2017.05.115>
- Zavala, M., & Theodoropoulou, H. (2018). Investigating determinants of green consumption: Evidence from Greece. *Social Responsibility Journal*, 14(4), 719–736. <https://doi.org/10.1108/SRJ-03-2017-0042>
- Zavali, M., & Theodoropoulou, H. (2018). Investigating determinants of green consumption: Evidence from Greece. *Social Responsibility Journal*, 14(4), 719–736. <https://doi.org/10.1108/SRJ-03-2017-0042>
- Journal, 14(4), 719–736. <https://doi.org/10.1108/srj-03-2017-0042>
- Zhao, H. H., Gao, Q., Wu, Y. P., Wang, Y., & Zhu, X. D. (2014). What affects green consumer behavior in China? A case study from Qingdao. *Journal of Cleaner Production*, 63, 143–151. <https://doi.org/10.1016/j.jclepro.2013.05.021>

How to cite this article: Mehraj, D., Qureshi, I. H., Singh, G., Nazir, N. A., basheer, S., & Nissa, V. u. (2023). Green marketing practices and green consumer behavior: Demographic differences among young consumers. *Business Strategy & Development*, 1–15. <https://doi.org/10.1002/bsd2.263>