

A Study on Green Purchasing Intention and Green Purchasing Behaviour Gap towards Organic Products (with Special Reference to the Millennials with an Income, in the Colombo District)

Green
Purchasing

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Abstract

Most people have paid a high intention to buy green products since it provides a significant contribution to the environment. Despite that, even though people have the intention to purchase green products, that intention does not translate into actual behaviour. It is mentioned that consumers' green purchasing intention will not meet green products' buying behavior. So, that is a violation of the prominent theory "The Theory of Planned Behaviour" (TPB). Researches called it as green intention behavior gap. The researchers try to uncover "Why do consumers not buy green products even though they have an intention to buy green products?" with the examination of moderating effect of trust on the green purchasing intention and behavior gap. To achieve the purpose, the primary data were collected from 215 respondents through a structured questionnaire, and data were analyzed by using SPSS and AMOS software. The simple moderator regression analysis was tested by using the Hayes SPSS Macro process Model to attain the results. According to the findings, when trust is increased, it will reduce the gap of green purchasing intention behaviour. Moreover, it proved the significant positive impact of green purchasing intention on green purchasing behaviour and the significant moderation effect of trust on the relationship between green purchasing intention and green purchasing behaviour. Accordingly, this investigation helps marketing strategists understand those factors hindering or facilitating the relationship of green purchasing intention and green purchasing behavior and develop necessary strategies to cope with the problem of "why do consumers green purchasing intention not lead to actual buying?".

Keywords: Green products, Green purchasing behaviour, Green purchasing intention, Organic products, Theory of planned behaviour.

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Introduction

"For the past few decades, scientists and environmentalists have repeatedly warned governments that our planet is suffering environmental turmoil" (Cheung et al., 2015, p. 233). Over the last decade, consumer consumption of goods and services has increased enormously worldwide, leading to depletion of natural resources and severe damage to the environment (Soomro et al., 2020). More and more clearly, consumption is increasingly adversely affecting the natural environment (Koller et al. as cited in Cheung et al., 2015). With those conditions, most scholars have given more attention to the green concepts. One such green concept is green marketing. Green marketing is defined as "holistic management for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way" (Peattie as cited in Cheung et al., 2015, p. 234). In green marketing, scholars have given more attention to the green consumption behavior of the customers. Environmentally responsible behavior and green consumption have become important topics in marketing literature in recent decades (Nguyen et al., 2018). Therefore, Green consumption is environmentally responsible consumption, where consumers consider the environmental impact of purchasing, using, and disposing of various products, or using multiple green services (Soomro et al., 2020).

Green purchasing, it refers to the purchase of environmentally friendly products and avoidance of products that harm the environment (Chan as cited in Joshi & Rahman, 2015). "Some say the solution to save our planet is to 'go green' in our living" (Cheung et al., 2015, p. 3). Hence, it is clear that purchasing green products does a great job in green consumerism.

The literature mentioned that individuals green product purchasing intention would lead to green product buying behaviour. "Behaviour is shaped by seeing the consumer's behavioural intentions towards a product" (Sharma et al., 2020, p. 3205). Lots of scholars have proved it by using the theory of planned behaviour (TPB). The theory of planned behaviour explains the relationship between green purchasing intention and green purchasing behaviour (Nguyen et al., 2018). According to the TPB (Ajzen, 1991), consumer attitudes, subjective norms, and perceived behavioural control predict green purchasing behaviour intention, which in turn leads the green purchasing intention into green purchasing behaviour (Sultan et al., 2020).

Further, Moser (2016) also noted that the factors affecting green purchasing behaviour are still inconsistent, and it is unclear which factors decide the actual green purchasing behaviour. In addition, even though many individuals are willing to purchase green products have increased, little evidence shows that green product purchase has increased (Joshi & Rahman, 2015). Even though consumers have an intention or positive attitude to behave environment friendly, they do not translate their intention into green buying behaviour (Hanss et al., Peattie as cited in Nguyen et al. (2018). Therefore, there is a contradiction in the literature about intention as a prediction of green purchasing behaviour. In addition, despite that in the literature, it is mentioned that consumers green purchasing intention will not meet the green product buying behaviour. They called it as green intention behaviour gap (Barbarossa & Pastore, 2015).

Wijekoon and Sabri (2021) have summarized the studies conducted related to factors affecting green purchasing intention and green purchasing behaviour during 2015-2021.

According to Table 1 Wijekoon and Sabri (2021), there are 108 articles published between the year 2015-2021, and the green gap is mostly discussed in the Asian context.

Table 1. Article Summary

Context	No of articles
Asia	79
Europe	7
North America	4
South America	4
Africa	2
Australia	1
Other counties	11

Source: (Wijekoon & Sabri, 2021)

In the Asian context, most studies have been done in the countries of China, India, Malaysia, and Pakistan (Wijekoon and Sabri, 2021). Therefore, according to, Wijekoon and Sabri (2021), a lack of studies have been conducted on green purchasing behaviour in the Sri Lankan context. Most of the studies have been done on how TPB and some factors affect green purchasing intention and behaviour and do not focus on this green gap (Wijekoon and Sabri, 2021). Therefore, there is a contextual gap in the Sri Lankan context about this intention behaviour gap. It is vital to confirm that the identified contradiction in the literature is actually available in practice. Therefore, the researchers conducted a pilot survey using 55 young consumers (millennials) with an income, residing in the Colombo district to get an idea of whether the consumers who have the intention will not lead to green purchasing behaviour. According to the pilot survey, the mean value of green purchasing intention is higher than the green purchasing behavior of millennials. This led to the first objective of the study as;

Objective 1 - To identify whether green purchasing intention impact on green purchasing behaviour of millennials with an income, in the Colombo district led towards organic products.

Moreover, the study done by Sultan et al. (2020) investigated the moderating role of communication, satisfaction, and trust in the intention-behaviour gap and perceived behavioural control-behaviour gap in organic food consumption could prove that trust significantly moderates the intention behaviour gap. Other than that, according to the findings of Rehman et al. (2019), they have investigated consumer purchasing intention and online shopping behaviour in the context of Pakistan. They found in their study that trust significantly and positively moderates the relationship between consumer purchasing intention and online shopping behaviour. Therefore, according to this study, it is clear that trust can moderate the relationship between intention and behaviour. Not only that, a study conducted by Campbell and Fairhurst (2016) to investigate about reducing the intention-to-behaviour gap for locally produced food purchasing. When considering the role of trust in their study, they found that trust moderates the relationship between purchase intention and purchase extent. In addition, with respect to the study conducted in Bangladesh by Zheng et al. (2021), discovered the same results as the above studies confirming that trust successfully acts as a moderator in the intention behaviour gap. Based on the above literature the research team would like to test the applicability of trust as the

moderator variable that moderates the relationship between green purchasing intention and green purchasing behaviour. Accordingly, the following objective was derived.

Objective 2 - To identify whether trust moderates the relationship between green purchasing intention and green purchasing behaviour of millennials with an income in the Colombo district towards organic products.

Literature Review

Green Purchasing Intention, Green Purchasing Behaviour and Relationship

According to Wong and Sultan as cited in Sultan et al. (2020), green purchasing intention is the readiness of a particular consumer to perform a specific behaviour and encompass favorable or unfavorable outcomes. That means, intention is the motivation to perform a specific behaviour; in other words, it is a combination of willingness to perform and the gravity of an effort of the person that he is ready to deploy (Yadav and Pathak as cited in Chaudhary and Bisai, 2018). Consumer green purchasing plans are decided by the consumers' readiness and objective to buy those green products which are environmentally friendly (Joshi & Rahman as cited in Sharma et al., 2020). In addition, "Green purchasing can be defined as the purchasing of those products which are environmentally friendly and evading those products which are harmful to the environment" (Soomro et al., 2020, p. 291). Other than that, green purchasing behaviour is the group or individual action against using natural resource sustainably (Sharaf & Perumal, 2018). Soomro et al. (2020) further mentioned that green products are capable enough to fulfil requirements of consumers without harming the environment.

According to the TPB, there is a relationship between purchasing intention and purchasing behavior. As stated by Joshi and Rahman, as cited in Marvi et al. (2020), using the terms of green purchasing intention and consumer willingness to buy green products can evaluate the green purchasing behaviour and finally, the green purchasing intention is transformed into green purchasing behaviour. Furthermore, a study was conducted by Dilotsotlhe (2021) in the South African context to understand the factors that drive or hinder the green purchasing behaviour for green household appliance products. In that study, the results revealed a significant relationship between green purchasing intention for buying green household appliances and green purchasing behaviour. Besides that, as cited in Dilotsotlhe (2021), Bisschoff and Liebenberg (2016), and Liu et al (2015). have established that consumers with purchasing intention have a more excellent concrete purchasing behaviour than those who do not have an intention of purchasing. Moreover, the study done by Sultan et al. (2020) investigated the moderating role of communication, satisfaction and trust in the intention-behaviour gap and perceived behavioural control-behaviour gap in organic food consumption found that behavioural intention has a positive and significant impact on behaviour.

Deviation of TPB

"It is well-known that people do not always act on their intentions" (Ajzen, 2020, p. 320). As Ajzen (2020) mentioned, the intention always does not predict the actual behaviour, and the change of intention will not always lead to behavioural change. A review of six studies conducted

by Sheeran related to use of condom, cancer screening, and physical exercise found that only 50% of participants engage in the behaviour among the respondents who express their intention to engage in the behaviour, as cited in Ajzen (2020). Other than that, in the study conducted by Venkatesh et al. (2003), the intention for the acceptance of information technology can affect very small and mediumly. That also proves this intention behaviour gap. Moreover, in a study conducted by Anderson as cited in Schaefele and Hamm (2018), even though many individuals in the population mentioned their willingness to pay for organic eggs in the case of animal welfare, their intention did not translate into actual purchasing behaviour. Other than that, Yuzhanin and Fisher (2016) conducted a study to evaluate the effectiveness of TPB by predicting the intention of the user for selecting a travel destination. According to the study, there is a doubt about the link between intention and actual behaviour in the tourism context, and the adequacy of TPB is questionable. Chaudhary and Bisai (2018) found even though the intention of the millennial students in India shows a significant correlation with their purchasing behaviour for green consumption, there were some consumers whose intention did not translate into actual behaviour. Therefore, according to the previous studies, it is clear that the intention for performing a particular action does not always lead to the actual behaviour. With that, the researcher further investigates the literature to identify the other variables that can strengthen the relationship between purchasing intention and purchasing behaviour. According to the body of knowledge, the researcher identified that trust could play a significant role in the relationship of intention and behaviour.

Trust

Nuttavuthisit and Thogersen (2015) suggested that trust is a vital volition variable for research about the intention behaviour gap concerning the purchasing of green products. In accordance with Sultan et al. (2020), trust means relying on quality taste, certification, production, and marketing process. “Trust is the intention to accept vulnerability based on positive expectations of the behaviours or intentions of another” (Cheung et al., 2015, p. 235). In addition, Cheung et al. (2015) indicate that trust is an essential factor when a consumer chooses to buy green products. Trust can be considered as “expectations held by the consumer that the store, its people, and its products are dependable and can be relied on to deliver on their promises” (Guenzi et al., Sirdeshmukh et al. as cited in Campbell & Fairhurst, 2016, p .7). As mentioned by Volland as cited in Ricci et al. (2018), trust is essential to predict consumer belief and consumer behaviour. Other than that, trust is a significant predictor for consumer intention in accordance with Neumann et al. (2020). In addition to that, trust is a factor affecting on perceived risk and benefits associated with products (Prati et al., Siegrist et al. as cited in Ricci et al., 2018). Ricci et al. (2018) further mentioned that trust guides the consumers' choices in such ambiguity. Moreover, Kang and Hustvedt stated that trust is a critical predictor for positive results of marketing, customer loyalty, customer retention, and purchasing intention, as cited in Neumann et al.(2020). Other than that, a number of studies have shown that the higher the consumer trust, the higher the probability to develop a positive attitude and, thus, choosing products with eco-friendly characteristics (Govindasamy et al., Grebitus et al., Pugliese et al. as cited in Ricci et al., 2018). Considering all these things, trust is an essential factor for green purchasing intention and green purchasing behaviour. Therefore, it is necessary to give further

consideration to trust as a moderator variable since it helps to impact green purchasing intention and green purchasing behaviour.

Research Methodology

The researchers built the following conceptual framework with the insights of the literature, as shown in Figure 1.

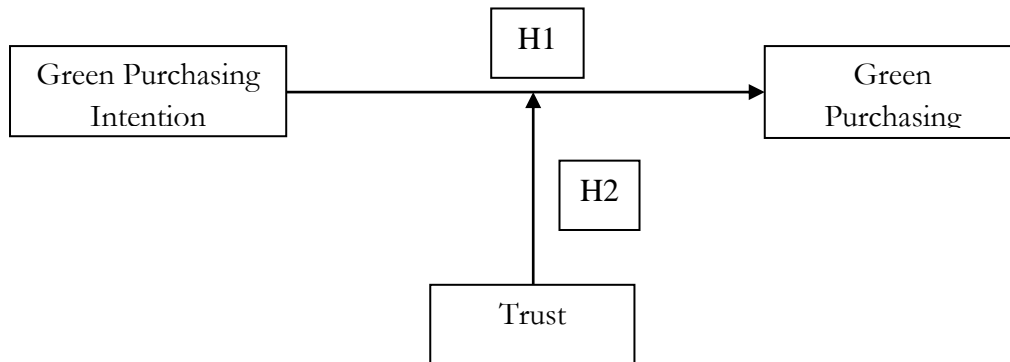


Figure 1. Conceptual Framework

The present study is based on the above-mentioned conceptual framework. The reasoning approach of the study is the deductive reasoning approach since the present study is based on an existing theory. The paradigm and research methodology of the study is positivistic and quantitative. Furthermore, the study is an explanatory one and a survey strategy was used. The study population is millennials with an income, who are residing in the Colombo district. “The millennial generation comprises of individuals who were born between 1980 and 2000” (Jain & Dutta as cited in Dilotsolthe, 2021, p. 4), which means that they would currently be between 21 to 41-years-old. Millennials mostly make decisions based on the information taken from the internet; therefore, they are considered more technology-oriented than other generations (Liu et al., 2019, as cited in Dilotsolthe, 2021). Furthermore, as cited in Chaudhary and Bisai (2018), Morgan Stanley mentioned that millennials are educated well and more connected to the internet. On the other hand, Young, as cited in Bonera et al. (2020), stated that millennials like to pay extra value for eco-friendly and sustainable products. Furthermore, as stated by Bonera et al. (2020), the young generation is considered as the green generation. Today, the Millennials comprises 27% of the world population (Peterson et al., as cited in Bonera et al., 2020). Millennials are informed about environmental problems and worry about saving the planet (Schmeltz, Kanchanapibul et al., Casalo and Escario, Hyllegard et al., Nielsen and Kanchanapibul et al., as cited in Bonera et al., 2020).

In addition, the researcher conducted a study on the organic product category which is one of the green products categories. According to Thogerson as cited in Nuttavuthisit and Thogersen (2015), “the organic food market is probably the most successful ‘green’ products market worldwide” (p. 2). On the other hand, according to Karuppiah and Markandu (2018), organic products are manufactured with the support of environmentally integrated technologies; those products are environmentally friendly, and organic products are of good quality other than

conventional products so, they prevent many health risks. With that, Organic products demand has highly increased globally and in Sri Lanka (Karuppiah & Markandu, 2018). Therefore, the researcher decided to conduct the study on organic products.

The researcher decided to choose the context as the Colombo district because the country's large population consists of the Colombo district (Sri Lanka Population (2021) - Worldometer, n.d.) so that the researcher can generalize the research study results for a large population. On the other hand, a study conducted by Harshana and Samaraweera (2020) identified the attitudes and awareness of organic products in urban areas in Sri Lanka. In their study, they found that most of the consumers in the Colombo region are willing to purchase organic products since they believe organic is safer, more nutritious and healthier than other conventional products.

Since the population is unknown, the researchers adopted the sample size as 250 for the study; because, the sample size is more than 30 and less than 500 are appropriate for most of the researches (Roscoe as cited in Sekaran & Bougie, 2016).

The questionnaire was sent to the participants using the LinkedIn website in the month of September 2021. The convenience sampling method is used for sampling since “it requires very low cost, is extensively used, and there is no need of full population list” (Harvard Research Methods, n.d.; Saunders, Lewis & Thornhill, and Zikmund et al. as cited in Hussain, 2017, p. 5). In research from Etikan (2016) the Convenience sampling technique is applicable to both qualitative and quantitative studies, although it is most frequently used in quantitative studies while purposive sampling is typically used in qualitative studies. In a similar study conducted by Dilotsotlhe (2021) the data was collected from participants that were intercepted from parking areas in malls, churches, and recreational parks as the potential participants were easily accessible to the researcher. Accordingly, the study applied a convenience sampling technique in selecting the sample.

The researchers used seven-point Likert scales for all three variables, where 7 denotes Strongly agree and 1 denotes strongly disagree. Green purchasing intention was measured by using the 3 items developed by Jalilvand and Samiei (2012). Green purchasing behaviour was measured using the scale developed by Lee (2010) with 4 items. Trust was measured by using 7 items (Guenzi et al, Ganesan, Ganesan & Hess as cited in Campbell & Fairhurst, 2016). The researchers distributed a google form (Annex 2) among 250 consumers and out of that, 215 respondents filled the questionnaire with an 86% responsive rate.

Data Presentation and Analysis

Respondents' Profile

According to Table 2 the highest (67.44%) percentage of the sample is represented by females, and male respondents take the lowest percentage (32.56%). As per the age categories, most of the respondents are in the age range of 27-31, and that is 42.79% from the total sample. 3.72% of the respondents are under the age range of 37-41, which is the minority of the total respondents. Further, the respondents aged between 21-26 and 32-36 are 41.40% and 12.09%,

respectively. Besides, most of the respondents belong to the monthly income range of less than Rs. 30,000, and it counted 24.65% of the total sample. The minority of the respondents belongs to the monthly income range between Rs.41,000 - Rs.45,000 and that was 11.63% of the total sample. Moreover, 12.56%, 15.35%, 18.60%, and 17.21% of the respondents belong to a monthly income of Rs. 30,000-Rs.35,000, Rs. 36,000-Rs.40,000, Rs. 46,000-Rs.50,000, and more than Rs.50,000 respectively. When it comes to the marital status of the respondents, as shown in Figure 4.4, the majority of the respondents are married and as a percentage, it is 66.05% of the total sample, and the rest of 33.95% are unmarried respondents.

Table 2. Profiles of the Sample Respondents

Profile	Frequency	Percentage
<u>Gender</u>		
Male	70	32.56%
Female	145	67.44%
<u>Age Distribution</u>		
21 - 26	89	41.40%
27 - 31	92	42.79%
32 - 36	26	12.09%
37 - 41	8	3.72%
<u>Monthly Income</u>		
Less than 30 000	53	24.65%
30 000 – 35 000	27	12.56%
36 000 – 40 000	33	15.35%
41 000 – 45 000	25	11.63%
46 000 – 50 000	40	18.60%
More than 50 000	37	17.21%
<u>Marital Status</u>		
Married	73	33.95%
Unmarried	142	66.05%

Source: Constructed by the authors

Descriptive Findings

The descriptive findings show the data offers an overall perspective of the variables employed in the study with the corresponding calculation. The items' internal consistency was calculated using Cronbach's alpha value; as shown in Table 3, all the alpha values were higher than 0.7. All the items were taken for the data analysis.

Table 3. Cronbach's Alpha Value of the Model Variable

Variable	Cronbach's Alpha Value
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Green Purchasing Intention	0.883
Green Purchasing Behaviour	0.872
Trust	0.887

Source: Constructed by the authors

Correlation Analysis

Pearson correlation coefficient determines the strength of the linear relationship between two variables. According to Table 4, all output of the correlations matrix has a significance level of <0.05. Since the r-value is 0.441, there is a low degree of positive correlation between green purchasing intention and green purchasing behaviour, and the r-value (0.642) for green purchasing behaviour and trust indicates a moderate degree of positive correlation. In addition, the r-value for green purchasing intention and trust is 0.293. Therefore, there is a low degree of positive correlation between green purchasing intention and trust.

Table 4. Correlations Matrix

Variable	Trust		Green Purchasing Intention	
	P-value	Correlation Coefficient (r)	P-value	Correlation Coefficient (r)
Green Purchasing Behaviour	0.000	0.642	0.000	0.441
Trust			0.000	0.293

Source: Constructed by the authors

The Direct Effect of the Green Purchasing Intention on Green Purchasing Behaviour

The researcher used the regression of the Hayes SPSS Macro Process Model to predict the direct effect of the Green purchasing intention on green purchasing behavior. As per Table 5, the result is significant, it affirms that there is an impact of green purchasing intention on the green purchasing behaviour of millennials with an income, in the Colombo district towards organic products. According to the results the Green Purchasing Behaviour is equal to = 3.6374 + 0.3993 (Green Purchasing Intention).

Table 5. Direct Impact of Green Purchasing Intention on Green Purchasing Behaviour

Variables	β Value	Sig.	95% Confidence Interval for β	
			Lower Bound	Upper Bound
Constant (β_0)	3.6374	0.0000	3.4512	3.8235
Green Purchasing Intention (β_1)	0.3993	0.0000	0.2701	0.5285

Source: Constructed by the authors

The Moderation Effect

According to Table 6, trust ($\beta = 0.5660$; $P < 0.05$) and the interaction term ($\beta = 0.1152$; $P < 0.05$) are significant. Therefore, it can be concluded that trust moderates the relationship between green purchasing intention and green purchasing behaviour of millennials with an income, in the Colombo district towards organic products. It derived the equation as Green Purchasing Behaviour is equal = $3.6374 + 0.3993$ (Green Purchasing Intention) + 0.5660 (Trust) + 0.1152 (Green Purchasing Intention \times Trust).

Table 6. The Significance of the Moderator and the Interaction Term

Variables	β Value	Sig.	95% Confidence Interval for β	
			Lower Bound	Upper Bound
Constant Term	3.6374	0.0000	3.4512	3.8235
Green Purchasing Intention	0.3993	0.0000	0.2701	0.5285
Trust	0.5660	0.0000	0.4526	0.6793
Interaction Term (Green Purchasing Intention \times Trust)	0.1152	0.0063	0.0329	0.1976

Source: Constructed by the authors

The Effect of Trust on the Green Purchasing Behaviour

According to 7, trust has positive significant effect at all the three levels of green purchasing behaviour such as low level of green purchasing behaviour ($\beta = 0.2064$, $P < 0.05$, 95% confidence interval: 0.0724 - 0.3403), average level of green purchasing behaviour ($\beta = 0.3993$, $P < 0.05$, 95% confidence interval: 0.2701 - 0.5285) and high level of green purchasing behaviour ($\beta = 0.5923$, $P < 0.05$, 95% confidence interval: 0.3611 - 0.8235). More elaborately, when the trust increases, green purchasing behaviour also increases. When the trust is at an average level, green purchasing behaviour is also at the average level. However, when the trust decreases, green purchasing behaviour also decreases. With that, conditional effect analysis confirmed that there is a moderation effect of trust.

Table 7. The Effect of Trust on the Green Purchasing Behaviour

Trust	Green Purchasing Behaviour			
	Effect (β)	Sig	95% Confidence Lower Bound	Interval for β Upper Bound
-1.6747	0.2064	0.0027	0.0724	0.3403
0.0000	0.3993	0.0000	0.2701	0.5285
1.6747	0.5923	0.0001	0.3611	0.8235

Source: Constructed by the authors

Goodness of the Fit of the Model

Table 8 indicates that the 50.02% variation of green purchasing behaviour can be described by the variation of green purchasing intention and the moderation effect of trust.

Table 8. The Effect of Trust on the Green Purchasing Behaviour

Model	R ² Change	P value
1	0.5002	0.0000

Source: Constructed by the authors

Discussion and Implications

Discussion

According to the findings, firstly, the researchers could find a low degree of positive correlation (0.441) between green purchasing intention and green purchasing behaviour. It assured green purchasing intention has an impact on green purchasing behaviour and it is compatible with some previous findings of the scholars about the intention behaviour relationship. Jaiswal and Kant (2018) conducted research on young consumers to investigate the attitude-intention-behaviour relationship. According to the results, he found out that green purchasing intention positively and significantly impacts green purchasing behaviour. In addition, the research conducted by Nguyen et al. (2018) in Vietnam proved that there is a correlation between green purchasing intention and green purchasing behaviour. Besides that, Chaudhary and Bisai (2018) conducted research to understand the green buying behaviour of educated millennials in India. The study expands the body of knowledge by confirming the relationship between purchasing intention and purchasing behaviour. He has mentioned that purchasing intention is a precursor for purchasing behaviour.

Findings of earlier scholars proved that trust moderates the relationship between purchasing intention and purchasing behaviour. For example, as per the study done by Sultan et al. (2020), there is a moderating role of trust between purchasing intention and purchasing behaviour for organic products. In that study, they investigated the moderating role of communication, satisfaction and trust in the intention-behaviour gap and perceived behavioural control-behaviour gap in organic food consumption. The final results of the study revealed that trust significantly moderates the relationship between purchasing intention and purchasing behaviour for organic products. Other than that, Campbell and Fairhurst (2016) conducted a study to reduce the gap between purchasing intention and purchasing behaviour for locally produced foods. That study also confirmed that trust moderates the purchasing intention and purchasing behaviour relationship. According to the findings of the study, it can be concluded that green purchasing intention leads to green purchasing behaviour, and trust moderates the relationship between green purchasing intention and green purchasing behaviour.

Implications

The study results add some knowledge to the existing body of knowledge of the intention behaviour gap. Even though TPB explains purchasing intention and purchasing behaviour, some findings have found that intention does not convert into actual purchasing behaviour. For that, the researcher found that there is a need for another variable to strengthen the relationship between purchasing intention and purchasing behaviour. Therefore, the findings of this study highlight that trust play a significant role in strengthening the purchasing behaviour of the individual. Therefore, the study results can be identified as an extension of the TPB. In addition,

this study results revealed that green purchasing intention is a predictor of green purchasing behaviour even though the intention of all the consumers did not transfer into green purchasing behaviour. Therefore, the study results agree with previous study findings that purchasing intention leads to purchasing behaviour.

There is an important contribution to the business organization and marketers from this study. The present study identified that only green purchasing intention is not enough to proceed with green purchasing behaviour. The study found out that trust helps to strengthen the intention behaviour relationship. Therefore, this study helps marketers to develop new strategies to enhance green purchasing behaviour by focusing on trust. Because trust is not only important to convert the intention into behaviour but it also helps convert regular consumers into loyal consumers. In addition this helps government and policymakers to take necessary actions for enhancing green purchasing behaviour. Not only for the existing business organizations but the current study is dedicated to the newcomers to the industry as well. Therefore, entrepreneurs can innovate new green products to win the trust of customers.

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