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## Criteria 3

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## Table of Contents

<b>Table of Contents</b>	<b>5</b>
<b>About Organizer</b>	<b>13</b>
<b>Journal Publication Opportunity</b>	<b>15</b>
<b>Scientific Committee</b>	<b>16</b>
<b>Keynote Speaker's Bio</b>	<b>17</b>
<b>Abstracts</b>	<b>18</b>
<b>MOTIVATIONAL COMMUNICATION IN ACADEMIC SETTING: A UKRAINIAN CASE</b> Elina Paliichuk	<b>19</b>
<b>JOB SATISFACTION OF CHEFS IN COLOMBIA</b> Silvena Yordanova, Andres Pedraza	<b>20</b>
<b>AN EMPIRICAL STUDY OF THE PREDICTORS OF GREEN PURCHASE BEHAVIOR</b> Semele Jatin Sardesai, MS. Supriyanka Govekar	<b>21</b>
<b>THE SPECIFICS OF THE PERCEPTIONS OF TEACHERS OF HIGHER EDUCATIONAL INSTITUTIONS IN UKRAINE ABOUT PROFESSIONAL WELL-BEING</b> Elena Voitenko	<b>22</b>
<b>THE DETERMINANTS OF FDI INFLOWS IN ROMANIA</b> Malsha Mayoshi Rathnayaka Mudiyansele, Gheorghe Epuran	<b>23</b>
<b>THE IMPACT OF THE COVID-19 PANDEMIC ON THE EVOLUTION OF THE PATIENT-GENERAL PRACTITIONER RELATIONSHIP</b> Mihai Mehedintu	<b>24</b>
<b>PROCESS OPTIMIZATION OF THE SELECTED BUSINESS USING A PROCESS APPROACH</b> Milena Kajba, Borut Jereb	<b>25</b>
<b>PROBLEM OF FINANCING PUBLIC ACCOUNTS BEFORE AN AGING SOCIETY: ALTERNATIVES AND POSSIBLE SOLUTIONS</b> Lícia Laura Craveiro de Souza Queiroz, Diego Rodrigues Boente	<b>26</b>

FACTORS INFLUENCING CONSUMERS' PERCEPTION OF SUSTAINABLE PRODUCTS: A SYSTEMATIC LITERATURE REVIEW Livio Cricelli, Serena Strazzullo, Roberto Mauriello	27
THE EFFECT OF CAPITAL EXPENDITURE ON INDONESIA DOMESTIC INVESTMENT AND FOREIGN INVESTMENT Lenggogeni, SE	28
SUSTAINABILITY FRAMEWORK FOR ONLINE AND DISTANCE EDUCATION Siti Haslina Md Harizan, Syed Afzal Moshadi Shah	29
ARTIFICIAL INTELLIGENCE (AI) APPLICATIONS IN RETAIL MARKETING IN CANADA VS CHINA Ayse Begum Ersoy	30
MANAGING COOPETITION IN BUSINESS ECOSYSTEM – A CASE STUDY OF THE PRINTING INDUSTRY IN MALAYSIA Soo Tyng Teh, Aini Aman	31
A REVIEW OF SCIENTIFIC PAPERS ON THE (TELE)WORK OF POSTGRADUATE PROFESSORS Ana Luiza Leite, Mario Cesar Barreto Moraes	32
KNOWLEDGE MANAGEMENT IN SOCIAL WORK CENTERS AND THE INFLUENCE ON QUALITY OF SERVICES Vlado Dimovski, Simon Colnar	33
RELATIONS BETWEEN SHAREHOLDING NATIONALITY, CONTROLLERSHIP AND ORGANIZATIONAL CHARACTERISTICS: A STUDY IN PUBLICLY TRADED COMPANIES LISTED ON B3 Emily Tavares Pessoa Maciel, Antônio André Cunha Callado	34
EUROPEAN CONVERGENCE: DOES THE EURO CONTRIBUTE TO THE CONVERGENCE PROCESS? Candice Blondiaux, Julien Vandernoot	35
ERP SYSTEM AND HIDDEN COST IN THE CIVIL CONSTRUCTION SECTOR Aline Araújo Fernandes, Antônio André Cunha Callado	36

MANAGING THE TRADITION AND INNOVATION PARADOX OF AGRIBUSINESS INDUSTRY: A PANEL DATA ANALYSIS Andrea Rey, Fabiana Roberto, Roberto Maglio, Maria Rita Filocamo	37
THE PERSISTENCE TO FAILURE OF TUNISIAN RURAL ENTREPRENEURS: AN ESSAY FROM THE PERSPECTIVE OF SOCIAL CAPITAL Samir Akachi, Arbia Ayed	38
GIFT-GIVING: THE OFFER FRAMING EFFECT Claudio Hoffmann Sampaio, Carolina Brun Ruga	39
QUALITY MANAGEMENT FROM AN ORGANIZATIONAL CULTURE LENS: A QUALITATIVE STUDY IN THE CONTEXT OF DUBAI GOVERNMENT ORGANIZATIONS Maitha Buhumaid	40
SELF-EVALUATION FOR OPEN AND DISTANCE LEARNING AMONG ACADEMICIAN DURING PANDEMIC COVID-19 IN MALAYSIA Nor Azmaniza Azizam, Zarina Denan, Nor Intan Shamimi Abdul Aziz, Mohd Faizal Kamarudin	41
IMPACT OF PRICE INDEXES ON DAILY STOCK PRICE OF BANKS DURING THE CRISIS PERIODS Nursel Selver Ruzgar, Clare Chua	42
EDUCATIONAL MANAGEMENT IN THE CONDITIONS OF DIGITALIZATION OF UNIVERSITY LEARNING Boris Manov, Valentina Milenkova	43
TRADITIONAL AND ADVANCED MANAGEMENT ACCOUNTING PRACTICES FROM THE PERSPECTIVE OF EXTERNAL CONTINGENCY FACTORS Karla Katuscia Nóbrega de Almeida, António André Cunha Callado	44
THE HELIOTROPIC EFFECT OF ORGANIZATIONAL VIRTUOUSNESS: A SYSTEMATIC LITERATURE REVIEW Anastasia Daskalopoulou, Niki Glaveli	45
MOTIVATIONAL ASPECTS OF A MILITARY LEADER'S MANAGERIAL CULTURE DEVELOPMENT Vasyl Osodlo	46
ATTITUDE TOWARDS ONLINE PRODUCT ENDORSEMENT USING DIGITAL CELEBRITIES: THE CASE OF LAPTOPS	47

Maria-Luiza Souca, Raluca Ciornea, Mihai-Florin Băcilă, Alexandra-Maria Drule	
EXPLORING THE SHOPPING MECHANISM IN CASE OF MAJOR PROMOTIONAL EVENTS	48
Raluca Ciornea, Maria-Luiza Souca, Mihai-Florin Băcilă, Alexandra-Maria Drule	
THE STRUCTURE OF PROFESSIONAL SKILLS OF CUSTOMS OFFICERS	49
Yevhen Pozdnyshev	
ELASTICITIES IN BULGARIA'S FOREIGN TRADE	50
Victor Yotzov	
STRATEGIES TO INCREASE EXPORTS OF WINE COMPANIES OF THE VALLE DE GUADALUPE REGION IN BAJA CALIFORNIA, MÉXICO	51
Rubén Molina Martínez, Vianey Baltazar Ramos	
REDESIGN OF ACTIVE LEARNING WITH USING DIGITAL TOOLS TO DEVELOP STUDENT SOFT SKILLS	52
Asmawati Mohamad Ali, Anita Mohamed, Norizal Abdul Karim@SAB, Noraihan Ismail, Asfarizal Aziz	
DEVELOPMENT OF AN INSTRUMENT TO MEASURE THE PERCEPTIONS OF ADOPTING AN ONLINE PERSONAL TRAINER: TECHNOLOGY ACCEPTANCE MODEL IN FITNESS CONTEXT	53
Faheem Uddin Syed, Raffaele Donvito, Gaetano Aiello, Riccardo Rialti	
DRIVERS AND BARRIERS TO CIRCULAR ECONOMY: A SYSTEMATIC REVIEW	54
Carina Pasqualotto, Daniela Callegaro de Menezes	
WHAT DO CONSUMERS THINK ABOUT DISPOSAL RECYCLABLE WASTE IN MONTREAL? A STUDY ON DISCARD BEHAVIOR	55
Carina Pasqualotto, Daniela Callegaro de Menezes, Vitoria Yulia Bihrer Collar	
MANAGEMENT CONTROL AND ITS RELATIONSHIP WITH THE HEALTH SECTOR, A BIBLIOMETRIC AND SYSTEMIC ANALYSIS	56
Robinson Dueñas Casallas, Cristina Crespo Soler, Fernanda Cristina Pedrosa Alberto, Vicente M. Ripoll Feliu	

THE IMPACT OF ENTREPRENEURIAL EDUCATION ON THE DEVELOPMENT OF ENTREPRENEURIAL INTENTION AMONG STUDENTS (THE CASE OF STUDENTS AT HASSAN II UNIVERSITY IN CASABLANCA, MOROCCO)	57
M. Fatih Abderrahim, M. Mohamed Radid, Mme. Khadija El Kababi	
LIFE-PURPOSE ORIENTATIONS OF CIVIL SERVANTS DURING MARTIAL LAW IN UKRAINE	58
Nataliia Hordynia	
INFLUENCE OF PROFESSIONAL STRESS ON THE SUBJECTIVE ATTITUDE OF RESCUERS OF INTERNATIONAL HUMANITARIAN MISSIONS TO THE CONDITIONS OF INDIVIDUAL AND GROUP ACTIVITIES	59
Serhii Myronets	
TESTING INTEGRATIVE MODELS OF CHANGE BEHAVIOR IN THE INTENTION TO ADOPT CRYPTOCURRENCY	60
Mark P. Doblaz, Jishanis Mae G. Becaro	
ARE WE READY FOR A CIRCULAR ECONOMY?	61
Anett K. Leskó	
THE INTELLECTUAL CAPITAL AS A PREDICTOR OF A COMPANY'S FUTURE PERFORMANCE: A CASE STUDY	62
Hassan Medaghri Alaoui	
BUSINESS MODEL FOR CONTINUOUS ENTERPRISE SUSTAINABILITY	63
Azra Ahmić	
EDUCATIONAL RESPONSE TO THE MARKETIZATION OF HEALTHCARE, THE CASE OF DENTISTRY IN BULGARIA DURING THE PERIOD OF TRANSITION	64
Lydia Katrova	
ACHIEVING LONG TERM CUSTOMER SATISFACTION THROUGH THE ROLE OF DETERMINANTS FACTORS OF EMPLOYEE HAPPINESS. APPLIED STUDY AT EMIRATES AIRLINES	65
Musaab Nasef Naemi	
THE MEDIATING ROLE OF FINANCIAL MANAGEMENT ON PARENTING QUALITY DURING COVID-19 CRISIS	66
Nopriadi Saputra, Yosef Dedy Pradipto	

FOSTERING LEARNING ENGAGEMENT IN ONLINE LEARNING: THE EFFECT OF COLLABORATIVE LEARNING AND PERSONAL PERSEVERANCE Nopriadi Saputra, Retnowati WD Tuti, Okta Prihatma Bayu Putra	67
EDUCATION AS AN ANALYSIS OF POVERTY STATUS OF HOUSEHOLDS IN LIMPOPO Abdul Feroz Maluleke, Emmanuel Innocents Edoun	68
DESIGNING AND EXPLAINING THE CAPACITY BUILDING MODEL IN IRAN'S SPORT Shahrouz Farajzadeh, Seyyed Mohammad Kashef, Mohsen Behnam	69
UNIVERSITY MANAGEMENT IN ANDALUSIA: A VIEW FROM A GENDER PERSPECTIVE Alexander Maz-Machado, David Gutierrez-Rubio, Carmen Corpas-Reina, Cristina Pedrosa-Jesús	70
JUSTICE BASED RECOVERY EXPECTATIONS OF AIRLINE PASSENGERS AFTER SERVICE FAILURE- A CONCEPTUAL STUDY Maria Fatima De Souza Alias Fatima Sousa, Purva Hegde Desai	71
CHANGES OF THE EMPLOYEES' STRESS LEVEL DURING THREE WAVES OF THE COVID-19 PANDEMIC IN DISADVANTAGED HUNGARIAN REGIONS Andrea Rucska, Emőke Kiss-Tóth, Csilla Lakatos	72
MEDIATING EFFECT OF CUSTOMER KNOWLEDGE MANAGEMENT (CKM) AND KNOWLEDGE SHARING (KS) ON ORGANISATION INNOVATION Khalid Abdul Wahid, Rachel Barker, Radwan Kharabsheh, Sirilak Ketchaya, Tri Susantari	73
DEMAND PULL SUSTAINABILITY: A CASE OF KNOWLEDGE ECONOMY Noman Arshed, Mubbashir Iqbal	74
WILLINGNESS TO PAY FOR EXTENDED PRODUCER RESPONSIBILITY IN PLASTIC WASTE MANAGEMENT Aziati Ridha Khairi, M. Dachyar, Farizal F	75
SOCIAL MEDIA MARKETING AND BLACK LIVES MATTER MOVEMENT Ashraf M. Attia, Rana Fakhr	76

CLASSIFICATION OF SPARE PARTS AND DETERMINING THE NUMBER OF INVENTORY USING LOGISTIC AND MAINTENANCE PERSPECTIVE IN THE GAS PLANT Yosi Carolina	77
EXAMINING THE RELATIONSHIP BETWEEN INTER-PROFESSIONAL TEAMWORK AND INTER-PROFESSIONAL COLLABORATION PRACTICE Naffisah Mohd Hassan, Siti Noorsuriani Maon, Sharifah Naziha Syed Khaled, Azimatun Noor Aizuddin	78
APPLYING POLYNOMIAL REGRESSION MODELING TO HIGHLIGHT THE RELATION BETWEEN CORPORATE GOVERNANCE CHARACTERISTICS AND PERFORMANCE Oana Bogdan, Valentin Burcă, Aura Domil, Alin Artene	79
HOW MUCH DO STUDENTS KNOW ABOUT THEMSELVES? SUBJECTIVE AND OBJECTIVE COMPETENCIES ASSESSMENT Sylwester Bialowas, Olena Shelest-Szumilas	80

## An Empirical Study of the Predictors of Green Purchase Behavior

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The world has progressed economically in leaps and bounds but sadly at the cost of our environment. Green Consumer Behavior has become the need of the hour in recent years with the rapid degradation of the environment. This study focuses on green apparels and aims to examine if there is a relationship between i) Personal Norm and Green Purchase Behavior, ii) Peer Influence and Green Purchase Behavior iii) Perceived Benefits and Green Purchase Behavior and iv) to examine if attitude mediates the relationship between Personal Norm and Green Purchase Behavior. Value-attitude-behavior hierarchy theory (VABH) has been used. The method used for analyses is the Structural Equation Modelling (SEM) technique using AMOS 22 software. A sample of 146 consumers was used and the convenience sampling technique was followed. The study results show that there is a positive and significant relationship between i) Personal Norm and Green Purchase Behavior, ii) Peer Influence and Green Purchase Behavior, iii) Perceived Benefits and Green Purchase Behavior and iv) attitude mediates the relationship between Personal Norm and Green Purchase behavior. The findings are valuable to green apparel product manufacturers, policy makers, parents, school managements and to the community at large.

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**Keywords:** Green Purchase behavior, Personal Norm, Peer Influence, Perceived Benefits, Green Products

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