



V. M. SALGAOCAR INSTITUTE  
*of*  
INTERNATIONAL HOSPITALITY EDUCATION

Manora Raia, Salcete, Goa – 403720 India  
Tel: +91 (832) 6623000 Fax: +91 (832) 6623111  
Email: [info@vmsihe.edu.in](mailto:info@vmsihe.edu.in) Web: [www.vmsihe.edu.in](http://www.vmsihe.edu.in)

## Criteria 3

### Sub Criteria 3.3.2

#### Chapter in a Book/ Research Paper in a Conference Proceeding from January 2022 to December 2022

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01	An empirical study of the predictors of green purchase behaviour	2-14





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

**Dr. Semele Jatin Sardesai**

*Department of Business Administration, MES College of Arts and Commerce, Zuarinagar, Goa, India*

**Ms. Supriyanka Govekar\***

*Department of General Management, V. M. Salgaocar Institute of International Hospitality Education, Manora-Raia, Goa, India*

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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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