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Editors

Sourav Kumar Das
Dr. Prithvish Bose

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BUSINESS STRATEGY**

by: Sourav Kumar Das, Dr. Prithvish Bose



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GREENING THE WARDROBE: THE IMPACT OF ENVIRONMENTAL CONCERN AND GREEN CONSUMPTION VALUE ON GREEN PURCHASE BEHAVIOUR

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Introduction

A global mass movement called Mission 'LiFE' (Lifestyle for Environment), which was introduced by India, aims to promote eco-friendly practices and sustainable lifestyles. Due to rapid industrialisation particularly in urban areas, pollution has become a threat to our planet Earth (Sulaymon et al., 2020). Thus, in most of the developing industrialised nations, the percentage of green consumption has been increasing day by day (Kumar and Yadav, 2021). Green consumers are individuals who adopt behaviours that not only help the environment and society but also enhance their own well-being (White et al., 2019). Today, an increasing percentage of consumers are becoming aware of ecological issues and are willing to make sustainable purchases; furthermore, they expect to find sustainable products at discounted prices (Van Doorn & Verhoef, 2015).

Literature

When the whole world was fighting against the COVID-19 pandemic, the quality of the environment improved, hence proving that human actions are the chief determinant for environmental damage. (Nittala & Moturu, 2021). In the process of promoting sustainable consumption, environmental concern is one of the important and direct factors (Felix et al., 2018; Hao et al., 2019). Environmentally concerned individuals can be defined as those who are always apprehensive about the issues of the environment, who use natural resources frequently, and who consider themselves, societies, and future generations answerable for their actions (Ibnou Laaroussi et al., 2020). As consumer behaviour is one of the major causes of multiple environmental obstacles, most businesses globally, and consumers in particular, face challenges of protecting and conserving the environment. (Naalchi Kashi, 2020). Green consumption value can be defined as the "tendency to express the value of environmental protection through one's purchases and consumption behaviors" (Haws et al., 2014). Green consumption values play a crucial role in shaping our consumer behaviour such as encouraging individuals to choose eco-friendly products more frequently (Kim & Moon, 2012; Nguyen et al., 2016). As a result, these consumers place more emphasis on their purchasing habits, which are less harmful towards the environment (Varshneya et al., 2017; Wang & Lin, 2017). A study conducted by Chaudhary (2018) revealed that both consumers' purchase intention and actual purchase behaviour were significantly influenced by their values of green products. Green purchase behaviour refers to those behaviour which demonstrate concern for the environment by buying the products that are recyclable in nature. (Mostafa, 2007). As in present days, many scholars have explored that there are significant barriers to green purchase behaviour; therefore, it is necessary to explore which factors contribute more to green purchase behaviour. (Crane, 2000; Mintel, 1995; Wong, Turner, & Stoneman, 1996). Previous research revealed that green purchase behaviour significantly influenced by lifestyles, values, norms, and concern for the environment (Jansson et al., 2010).

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