

Trusting Green, Believing in Impact: Factors Influencing Green Purchase Intention among Undergraduate Students of Kolkata

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ABSTRACT

The pattern of our consumption is placing tremendous pressure on our natural resources, ecosystems, and human well-being. The clothing industry has become one of the most polluting industries globally due to excessive water waste, carbon emissions, and overflowing landfills. Sustainable consumption in clothing involves buying less, choosing eco-friendly fabrics, using recycled materials, etc., which help reduce environmental harm. Thus, the present study focuses on the role of Perceived Consumer Effectiveness, Green Trust on Green Purchase intention for green clothing among men and women undergraduate students of Kolkata. 300 undergraduate students of Kolkata were selected through multistage stratified random sampling; among them, 166 were men and 134 were women. The Modified Kuppusswamy socioeconomic status scale, 2024 and The General Health Questionnaire-28 were used as screening tools. Standardized tools were used to measure Perceived Consumer Effectiveness, Green Trust and Green Purchase Intention of the consumers along with a general information schedule. Descriptive statistics, independent sample *t*-test, Pearson product moment correlation, and multiple linear regression were calculated. Men are higher in Green Purchase Intention, Perceived Consumer Effectiveness and Green Trust than women as suggested by their mean scores. Results of an independent *t*-test revealed that men and women undergraduate students of Kolkata differ significantly in terms of Green Purchase Intention for green clothing. Also, Perceived Consumer Effectiveness and Green Trust were significantly associated with Green Purchase Intention for green clothing. Multiple linear regression analysis revealed that Perceived Consumer Effectiveness and Green Trust were significant positive predictors for Green Purchase Intention for green clothing among men and women undergraduate students of Kolkata. The findings can contribute to the development of sustainable marketing practices and help policymakers promote eco-friendly consumption.

Keywords: *Green, Sustainable, Eco-friendly, Green Products, Perceived Consumer Effectiveness, Trust, Purchase intention*

Due to rapid climate change and human-induced environmental problems, challenges imposed by global warming have led to increased efforts to take actions and promote sustainable practices (Aslam et al., 2020; Patwary et al., 2022).

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