

## Greening the Wardrobe: The Impact of Environmental Concern and Green Consumption Value on Green Purchase Behaviour

Banerjee P<sup>1\*</sup>

DOI:10.5281/zenodo.18104176

<sup>1\*</sup> Pousali Banerjee, Research Scholar, Department of Applied Psychology, University of Calcutta, and State Aided College Teacher Category-1, Department of Psychology, Seth Anandram Jaipuria College, West Bengal, India.

The present study examines how Environmental Concern and Green Consumption Value influence Green Purchase Behaviour in the context of green clothing. A total of 166 men and 134 women undergraduate students from Kolkata were selected using multistage stratified random sampling technique. Standardised instruments were administered, and the data were analysed using descriptive statistics, independent samples t tests, Pearson's product moment correlation, and multiple linear regression. The results indicate that men and women undergraduate students differ significantly in Green Purchase Behaviour. Both Environmental Concern and Green Consumption Value showed significant positive associations with Green Purchase Behaviour. Further, the regression analysis revealed that these two variables act as significant predictors of Green Purchase Behaviour for green clothing among undergraduate students in Kolkata.

**Keywords:** green, sustainable, eco-friendly, green products, environment, concern, value, purchase behaviour

## Corresponding Author

Pousali Banerjee, Research Scholar, Department of Applied Psychology, University of Calcutta, and State Aided College Teacher Category-1, Department of Psychology, Seth Anandram Jaipuria College, West Bengal, India.  
Email: [pousalli@gmail.com](mailto:pousalli@gmail.com)

## How to Cite this Article

Banerjee P, Greening the Wardrobe: The Impact of Environmental Concern and Green Consumption Value on Green Purchase Behaviour. *Manag J Adv Res.* 2025;5(6):13-21.  
Available From  
<https://mjar.singhpublication.com/index.php/ojs/article/view/265>

## To Browse



Manuscript Received  
2025-11-05

Review Round 1  
2025-11-23

Review Round 2

Review Round 3

Accepted  
2025-12-12

Conflict of Interest  
None

Funding  
Nil

Ethical Approval  
Yes

Plagiarism X-checker  
4.58

Note



© 2025 by Banerjee P and Published by Singh Publication. This is an Open Access article licensed under a Creative Commons Attribution 4.0 International License <https://creativecommons.org/licenses/by/4.0/> unported [CC BY 4.0].

