



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

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DOI:10.5281/zenodo.18104176

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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

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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



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