

GREEN CONSUMERISM: EXPLORING THE IMPACT OF PERCEPTION, ENVIRONMENTAL KNOWLEDGE, AND ATTITUDE ON YOUNG CONSUMERS' PURCHASE INTENTION

Roshan David Pereira, Michael Sammanasu Joseph and Avil Saldhana

In this paper, the researchers attempt to study the young consumer's perception and environmental knowledge towards green products and their effect on the attitude and how it influences his/her intention to buy green products. By examining the attitude towards green consumerism among the younger generation, the researchers try to unveil the psychological drive behind their eco-friendly preferences. Data was collected from 400 young respondents of Bengaluru city and analysis was done using PLS-SEM. According to the study, young consumers' intentions to buy sustainable products are highly predisposed by their perception of green products. Moreover, a favourable attitude toward the purchase of eco-friendly products was developed in large part due to environmental concerns. 'Attitude' played a mediator role between Perception, Environmental knowledge, and the Intention. The findings reveal that the effect of perception and environmental knowledge on the intention to purchase green products was significantly mediated by attitude. The research endeavours to contribute valuable insight to policymakers, marketers, and educators to promote green consumerism and a sustainable environment.

Roshan David Pereira is Doctoral Candidate, Department of Management Studies, St. Joseph's College (Autonomous), (Affiliated to Bharathidasan University), Tiruchirapalli, Tamil Nadu, India. Email: roshansj@sjim.edu.in; Michael Sammanasu Joseph is Associate Professor and Research Advisor, Department of Management Studies, St. Joseph's College (Autonomous), (Affiliated to Bharathidasan University), Tiruchirapalli, Tamil Nadu, India. Email: michaelssammanasu@jim.ac.in; and Avil Saldhana is Associate Professor, St Joseph's Institute of Management, Bengaluru. Email: avilsaldanha@gmail.com

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