



## RESEARCH ARTICLE

# The influence of attitude on green-cosmetics purchase intention (pi) in central Kerala

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## Abstract

This study, focus on the relationship between consumer perceptions of eco-friendly cosmetics and how that might influence their purchase intention. A systematic questionnaire was utilized to collect data from 387 consumers of green cosmetics from the districts of Ernakulam, Thrissur, and Alappuzha. The study's hypotheses were assessed using a Structural Equation Model (SEM). The findings of this study demonstrate a connection between consumers' purchasing intentions (PI) and their attitudes toward environmental knowledge (EK), environmental concerns, subjective norms, online accessibility, and greenwashing. This study offers empirical proof that businesses can increase sales by influencing consumer perceptions.

**Keywords:** Green cosmetics, Purchase intention, Attitude, Environmental concern.

## Introduction

The mounting attention on sustainable green cosmetics among the new generation has a major influence on the cosmetics market. The collective demand for cosmetics with natural ingredients are on the increase during the last few decade. The green cosmetics/sustainable cosmetics market has experienced more than a fifteen percent annual growth rate. The changing growth rate beats the global personal care/cosmetics industry. The green cosmetic market will be 25e billion dollars' worth of industry by 2025. Demand for sustainable/organic products that are not chemical as well as that are not harmful to the environment is intensifying. The natural market is growing at an exponential rate. When companies choose natural materials, it will project the

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brand as a safe choice for both environment, economy and health. Understanding how businesses operate and provide goods and services to a market interested in "green" and sustainable offerings is essential (Bruno Fonseca Santos, 2015). The cosmetic industry will transform in the coming few years, switching to healthier and more sustainable products (Oyewole, 2001).

Environmentally hazardous products like microplastics and microbeads or glitters are impossible to decompose or get it out of the ecosystem. The chemical like Avobenzone, in sunscreens are proven to be the reason for the depletion of coral reefs. The volatile organic mixtures in fragrances or hairsprays add to the existing smog and air pollution in several parts of the world. Seventy percent of cosmetics use palm oil, and this has led to massive deforestation (Vasudha Rai, 2019). Zero Waste Europe organization studied the use of beauty and personal care products that produced one hundred and 42 billion units of packaging. The energy used and the added carbon footprint for transforming ingredients to finished products burden the economy and environment. The green cosmetic revolution can be an answer to these hazardous issues. Natural ingredients made from renewable raw materials are characterized as "green" and "sustainable" cosmetics. The heart of the green cosmetics movement is bio-based oleochemicals, which are made from renewable plant and bacterium sources. Increased product effectiveness, environmental responsibility, and long-term health are three important advantages of green cosmetics

production (ACME.Hardesty.com).The primary benefit of high-quality green cosmetics is that they produce excellent results while posing no risk to the consumer. Green products give a statement to customers that this organisation values quality, sustainability, safety, and reliability. When green cosmetics are combined with green marketing, the company's image can improve. Taking the extra measures to maintain sustainable packaging or sourcing can have a big influence on your brand's image and sales. When a cosmetics company boosts its sustainability efforts, it is attempting to improve world health. Based on the green cosmetic users in Central Kerala, there have been no research on the area of the "mediating effect of attitude on purchase intention (PI)". This is the study's research gap, and the researcher has established objectives in response to it.

### **Theoretical Background**

Cosmetics have a long and illustrious history that dates back to ancient Egypt. Cosmetics were used for hygienic uses and for an individual's health. The concept of cosmetics can be used for healthcare and help prevent skin aging or repair are a new facet of approach to cosmetics products. Green cosmetics are products that strive to protect the environment, use non-renewable resources responsibly, reduce pollution, and preserve the universe's natural history. Green/environmentally friendly items are mostly those that are deemed to be non-hazardous to the planet's natural resources, whether they be renewable or not (Christopher Gan, 2008). The green cosmetics are those natural cosmetics are manufactured mostly from the source and concentrate of plants and fruits (Thi-Thu Huong Nguyen ,2019). Over 50 years have passed since the beginning of the cosmetics industry in India.

Many researchers have noted a number of problems and difficulties with regard to Green Marketing (Welling M N, 2010). Practicing green marketing in the cosmetic industry for the first time may prove to be a very costly process. Green/environmental friendly thought inspires green products or services. Obtaining new or sophisticated technology, as well as adapting existing technology to green cosmetics, are all difficult tasks. Advertising and raising awareness about green products and their applications will demand a significant expenditure. The sales team of cosmetic companies may experience challenges selling green products to some consumers who may be reluctant to pay a higher price. Customers must be successfully informed about the availability and advantages of green cosmetics by firms using a variety of integrated marketing communication strategies (Hans Ruediger Kaufmann, 2012).

Eco-labeling could be an excellent way to persuade customers to buy environmentally friendly goods. Customers could be prepared to pay a higher price if they see other benefits associated to the product, such as environmentally friendly items, high quality, and non-

hazardous products (Davidson, 2016). Going green can give cosmetic enterprises a competitive advantage as well as a large customer base (Vivek M. C, 2020). Many times, the term "purchase intent" has been used by researchers. The term specifies a metric for determining how strong one's desire to engage in a particular behavior or purchase a product or service is (Boztepe, 2012). Consumer attitudes toward green products indicate that the behavior of green purchases among users can be measured in a positive or pessimistic perspective. Environmental awareness and price sensitivity are found to have a strong correlation with green purchasing attitudes (Asiya Faisal Khan, 2013). Consumers' decision-making processes can be influenced by environmental knowledge. Green buy intent is favorably influenced by perceived price, according to a relationship between trust and green purchasing intent (Rachita Kapoor, 2019). In the case of green products, higher perceived prices have an impact on consumer confidence (Kumar, 2014). Attitude is defined as a manner of thinking or acting in a particular direction.

### **Objectives of the Study**

Detailed objectives formulated for the study:

- Identify the influence of consumer attitude on PI for green cosmetic products among green cosmetic users in Central Kerala.
- Identify the influence of environmental concern (EC), environmental knowledge (EK), online availability (OA), price, subjective norm (SN), and greenwashing on the purchase intention of the consumers towards green cosmetic products among the users in Central Kerala.

### **Hypotheses Formulation**

- There is a significant influence of EK on the Purchase intention (PI) of consumers.
  - There is a significant influence of EC on the PI of consumers.
  - There is a significant influence of online availability on the PI of consumers.
  - There is a significant influence of the subjective norm on the PI of consumers.
  - There is a significant influence of price fairness on the PI of consumers.
1. There is a significant influence of greenwashing on the PI of consumers.
  2. There is a significant influence of attitude on the Purchase intention of consumers.
  3. Consumer attitudes act as a mediator in the link between Environmental knowledge and the PI.
  4. Consumer attitudes act as a mediator in the link between Environmental concern and Purchase intention.
  5. Consumer attitudes act as a mediator in the link between online availability and Purchase intention.

**Research Methodology**

The judgmental sampling strategy was utilized in this investigation. A formal questionnaire was used to obtain primary data for the study. For secondary data, published articles and online sources were used. Data were collected from green cosmetic users in Central Kerala. The districts selected for the study included Ernakulam, Thrissur and Alappuzha. The sample size was determined as 384 by Cochran’s formula for an infinite population. A total of four hundred and two questionnaires was distributed to the green customers. From that, 396 filled questionnaires were returned. After cleaning of data, 387 samples were finalized for analysis.

**Analysis and Interpretations of Survey Data**

*Demographic profile*

Of a total of 387 consumers, 65% were female, and 35% were males. About 65% of the users mainly purchased green cosmetics for the skin, 20% for hair and 15% for both skin and hair. The users were willing to spend an average of five thousand on green cosmetics on a monthly basis. About 78% of the users belonged to the 21 to 30 age group. About 32% were Boutique brand users; 15% were users of Forest essentials, 12% were users of the Dear earth brand. A 20% were users of Khadi Natural, 21% trust and use Ayurveda medicinal brands.

*Kaiser-Meyer-Olkin’s(K.M.O) and Bartlett’s test*

The suitability of E.F.A to extract the components relevant to the study theme was determined using K.M.O measures of sample adequacy and “Bartlett’s Test of Sphericity” (BTS). These two tests’ results are shown in Table 1.

According to, this study’s K.M.O value of .841 indicates that the sample size is sufficient to factorize the observed variable in a reliable way (Malhotra, 2010). BTS links the identity matrix and the observed correlation matrix. A substantial (*p-value* .000,  $\chi^2=5234.024$ ) the observed correlation matrix is substantially differs from the identity matrix, according to Bartlett’s test of sphericity, which indicates that the null hypothesis for this study is rejected (Malhotra, 2010).

Factor analysis was performed following the determination of the variables’ acceptability for inclusion. The principal component analysis (PCA) with vari-max rotation was employed to extracts the factor even though many alternative methods of doing so were available because P.C.A. analyzes the observed items while taking

the overall variance of the data into account rather than accounting for measurement error. Items with factor loadings above .5 were kept for further analysis after PCA on 59 items, as loadings above .5 were regarded as practically significant (Hair et al., 2010). The findings of factor loading are summarized in Table 2. The observed variables had loadings that ranged from 0.4 to 0.9.

The latent root criteria (Eigen value) was applied in this investigation (Kaiser, 1970). The Eigen value of a factor describes the degrees of variances associate with it. Based on test, eight factors solutions with eigenvalues higher than one were kept. These eight variables accounted for 38% of the overall variance. The factor loadings should be greater than 0.5, in order to keep the items. EK2, EK3, EK4, EC9, PI5, PF4 and PF5 showed factor loadings of less than in the Principal Component Analysis of 59 items. Those items below 0.5 were excluded from the study. Environment Knowledge, Environmental Concern, Subjective Norm, Online Availability, Greenwashing, Attitude, Purchase Intention, and Price Fairness are the eight factors that have been determined.

Items with specified loading values and no cross-loading were maintained for validation using Confirmatory Factor Analysis after they were refined using EFA, CFA. AMOS 20 was used for CFA, and all eight latent constructs were included.

**Reliability**

Cronbach’s value was utilized to verify the dependability of the scales used. The Cronbach coefficient of all the scales used in the research ranges from 0.86 to 0.89; values were above the threshold levels recommended by J.C, Nunnally in his work. Thus the reliability of all the scales used in the study is established (Table 3).

**Convergent validity**

Convergent validity ensures that items used to measure a particular construct measure that constructs itself. In this study, the convergent validity is checked by examining the standardized factor loadings. Standardized factor loadings should exceed the minimum threshold level of 0.5 (Hair J F, 2010). In this study, the standardized factor loadings values range from .5 to .9, which are above the threshold level, this supports convergent validity. Apart from this, a good overall model fit of the measurement model also provides evidence for convergent validity (Steenkamp, 2019).

**Discriminant validity**

Discriminant validity checks the distinctiveness of the constructs (Carmines & Zeller, 1979). The discriminant validity is observed by associating the square root of A.V.E of the constructs with a square of the latent variables correlations (Fornell & Larcker., 1981). From this, it is obvious that there is discriminant validity if A.V.E exceeds the correlation estimate in all the cases. Table 4. shows A.V.E and the correlation of

**Table 1:** K.M.O & Bartlett’s Test

<i>KMO of sampling adequacy.</i>		
		.841
B.T.S	Approx. Chi-Square	5234.024
	Sig.	.000

**Table 2:** Summary of exploratory factor analysis

<i>Variable</i>	<i>Factor loading</i>
<i>F1: Environment awareness</i>	
eK1	.600
EK2	.452
EK3	.351
EK4	.462
EK5	.691
EK6	.541
EK7	.666
<i>F2: Environment concern</i>	
EC1	.644
EC2	.673
EC3	.686
EC4	.715
EC5	.705
EC6	.587
EC7	.568
EC8	.547
EC9	.459
EC10	.710
<i>F3: Subjective norm</i>	
SN1	.741
SN2	.683
SN3	.771
SN4	.776
<i>F4: Online availability</i>	
OA1	.799
OA2	.833
OA3	.802
OA4	.762
OA5	.662
OA6	.657
OA7	.631
<i>F5: Green washing</i>	
G.W1	.674
G.W2	.505
G.W3	.555
G.W4	.591
G.W5	.550
G.W6	.586
G.W7	.562

G.W8	.526
G.W9	.762

*F6: Attitude*

A.T.1	.649
AT.2	.790
A.T.3	.828
A.T.4	.647
A.T.5	.523
A.T.6	.550
A.T.7	.506
A.T.8	.570

*F7: Purchase intention*

PI1	.617
PI2	.680
PI3	.696
PI4	.586
PI5	.432
PI6	.684
PI7	.600
PI8	.653
PI9	.639

*F8: Price fairness*

P.F1	.601
P.F2	.546
P.F3	.656
P.F4	.410
P.F5	.423

**Table 3:** Reliability

<i>Constructs</i>	<i>Cronbach's alpha</i>
Environment knowledge	.899
Environment concern	.871
Subjective norm	.875
Online availability	.886
Green washing	.883
Attitude1	.863
Purchase intention1	.868
Price fairness	.876

the confirmatory factor analysis performed. Estimates prove that each construct is distinctively different from other constructs. The values of discriminant validity obtained are shown in the Table 5:

Table 5: Discriminant validity

S.No.	Construct	1	2	3	4	5	6	7	8
1	Environment knowledge	(0.73)							
2	Environment concern	.589	(0.71)						
3	Subjective norm	.303	.594	(0.72)					
4	Online availability	.197	.437	.695	(0.74)				
5	Green washing	.183	.490	.453	.558	(0.71)			
6	Attitude1	.399	.680	.615	.503	.638	(0.75)		
7	Purchase intention1	.349	.606	.559	.466	.582	.623	(0.74)	
8	Price fairness	.447	.554	.499	.376	.453	.656	.696	(0.83)

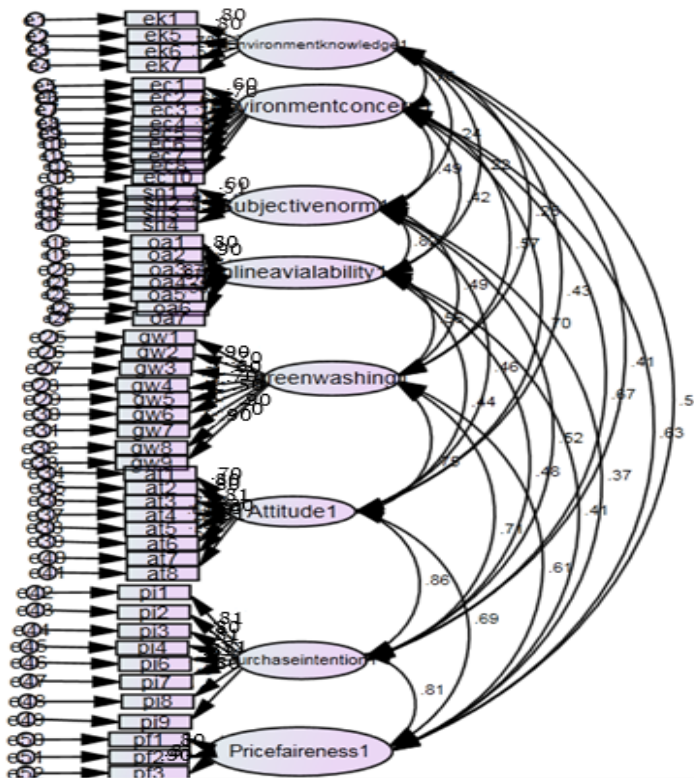


Figure 1: Confirmatory factor analysis (measurement model)

**Evaluating the Viability of the Measurement Model**

The primary goal of assessing the various fit indices was to determine how well the proposed model fit the data that had been gathered. There are a number of fit indices that can measure a model’s goodness of fit, but for the purposes of a structural equation analysis, the researchers advise using at least one of three main categories of fit indices: absolute fit, incremental fit, and parsimonious fit (Hooper, 2008).

**Confirmatory Factor Analysis**

The model fit is confirmed in the present study because all of the indices (CMIN= 2.2, NFI=.8, IFI=.8, CFI=.8, PNFI=.7, PCFI =.7, PGFI =.7, AGFI=.7, and GFI=.7) fall under the threshold value (Figure 1).

**Structural Equation Model Evaluation**

The structural model was validated by the researcher following the validation of the measurement model. When different indices were examined, it was discovered that they all fell inside the threshold ranges, which is sufficient support for model fit (Hair J F, 2010).

The fit indices revealed again determined to be in line to the threshold values (Hair, J.F., 2010). CMIN = 3.2, RMSEA =.04, NFI = .7, IFI= .8, CFI = .8, PNFI = .7, PGFI = .7, PCFI = .7, AGFI = .7 and GFI = .7.)

Table 6 and Figure 2 of the structural model, respectively, display the unstandardized regression coefficients together with their significance levels and the standardized route coefficients.

Construct validation with unstandardized factor loading are shown in the table below:

Without including a mediating variables in the path diagram, AMOS was used to assess the immediate connections mentioned in the hypotheses. The mediating variable, purchase intention, was included to the direct relationship model and the route coefficient was determined in order to investigate the indirect effect. Table shown above represents the outcome of hypotheses testing.

**The Direct Effects and Mediation analysis**

Here, the mediating influence of attitude on PI as well as the direct effects of the eight elements thought to be important in purchase intention (PI) are investigated.

**The Direct and Mediation Effects of Environment knowledge**

The research that followed revealed a direct relationship between environmental knowledge (EK) and consumers' intention to buy green cosmetic items ( $r=.26$ ;  $p=.05$ ), supporting the idea that environmental knowledge affects consumers' purchasing intentions (PI).

Considering that views toward green cosmetics had large indirect influence on the connection between consumer awareness and purchasing intent, (PI) ( $=.09$ ,  $p=.05$ ), the analysis of mediation revealed that attitude mediates the link between awareness and green cosmetic product purchase intention.

It is obvious that PI has a mediating effect on the direct path since the mediating variable's influence on the direct path's size has reduced from .26 to .15. Since the direct path was important, it can be said that there is some partial mediation through PI.

**Direct and Mediation Effects of Environment concern**

The following analysis found that Environment concern has a positive direct impact on the consumers' PI of green cosmetic products ( $\beta=.45$ ;  $p < .05$ ) thereby supporting that Environmental concern significantly influences PI of consumers.

The result from the mediation analysis indicated that the indirect effect of attitude toward green cosmetic products has a significant impact on the direct association between environmental concern and consumers PI ( $\beta=.07$ ,  $p < .05$ ), thereby supporting that attitude mediates the association between environmental concern and PI of green cosmetic brands.

With the incidence of the mediating variable, the magnitude of the direct path has reduced from  $\beta=.45$  to  $\beta=.37$ , indicating the mediation effect of PI on the direct path. It can be confirmed that there is a partial mediation between the constructs awareness and PI through PI because the direct path was significant.

**Direct and Mediation Effects of Subjective norm**

The analysis that follows rejects the idea that customers' purchasing intentions (PI) are greatly influenced by their subjective norms (SN), showing that there is no significant correlation between SN and PI for green cosmetic items ( $= -.072$ ;  $p = ns$ ).

The outcome of the mediation analysis refuted the idea that attitude mediates the connection between subjective norm and purchase intention for green cosmetic products because the indirect effects of perceptions of green cosmetics had no discernible impact on the relationship that exists between subjective norm and consumer PI ( $= .02$ ,  $p = ns$ ).

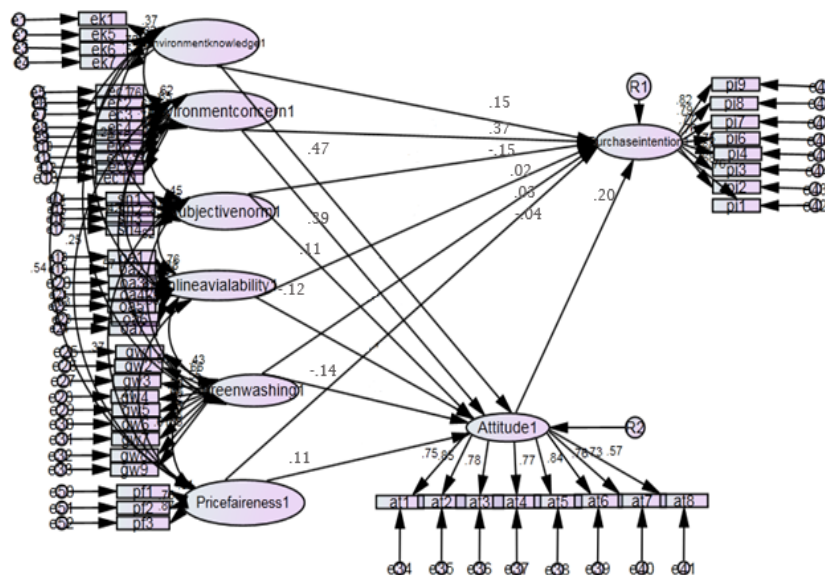


Figure 2: SEM model

**Table 6:** Unstandardized Regression Path

Item			Regression coefficient	Critical ratio	p-value
Attitude1	<---	Environmentknowledge1	0.47	3.4	P<.001
Attitude1	<---	Environmentconcern1	0.39	3.6	P<.001
Attitude1	<---	Subjectivenorm1	0.11	.6	NS
Attitude1	<---	Onlineavailability1	-.12	-.8	NS
Attitude1	<---	Greenwashing1	-.14	-.5	NS
Attitude1	<---	Pricefairness1	0.11	0.6	NS
Purchaseintention1	<---	Environment.knowledge1	0.15	3.5	P<.001
Purchaseintention1	<---	Environmentconcern1	0.37	3.7	P<.001
Purchaseintention1	<---	Subjectivenorm1	-0.15	.7	NS
Purchaseintention1	<---	Onlineavailability1	0.02	.4	NS
Purchaseintention1	<---	Green.washing1	0.03	.5	NS
Purchaseintention1	<---	Price.fairness1	-.04	0.6	NS
Purchaseintention1	<---	Attitude1	.20	4.6	P<.05

### **Direct and Mediation Effects of Online availability**

The analysis that follows rejects the idea that customers' purchasing intentions (PI) are greatly influenced by their subjective norms (SN), showing that there is no significant correlation between SN and PI for green cosmetic items ( $= -.072$ ;  $p= ns$ ).

The outcome of the mediation analysis rejected the idea that attitude mediates the connection between subjective norm and purchase intention for green cosmetic products because the indirect effects of perceptions of green cosmetics had no discernible impact on the relationship that exists between subjective norm and consumer PI ( $= .02$ ,  $p=ns$ ).

### **Direct and Mediation Effects of Greenwashing**

The hypothesis that greenwashing significantly influences customers' purchase intentions was rejected by the following study, which indicated no significant association between greenwashing and the intention to buy green cosmetic items ( $= .03$ ;  $p= ns$ ). The conclusion of the mediation analysis did not support the hypothesis that attitude mediates the relationship between greenwashing and PI of green cosmetic products, showing that the indirect effects of perceptions of green cosmetics had no discernible impact on the relationship that exists between green washing and consumer PI ( $= -.028$ ,  $p=ns$ ).

### **Direct and Mediation Effects of Price fairness**

The following investigation rejected the hypothesis that price fairness significantly affects customers' perceptions of value (PI), finding no convincing evidence of a relationship between price fairness and PI of green cosmetic items ( $= -.04$ ;  $p= ns$ ).

The results of the mediation analysis contradict the hypothesis that attitude mediates the relationship between

price fairness and PI of green cosmetic products, showing that the indirect effect of attitude toward green cosmetic products had no discernible impact on the association between price fairness and consumer PI ( $= .022$ ,  $p=ns$ ).

### **Direct effect of Attitude on Purchase Intention**

The research that followed suggested that attitude significantly influences consumers' perceptions of the effectiveness (PI) of green cosmetic products ( $= .20$ ;  $p=.05$ ), validating the hypothesis that attitude has an impact.

### **Findings and Discussion**

Consumers' buying intentions (PI) are directly influenced by their environmental understanding. Environmental knowledge and buying intentions (PI) of green cosmetic brands are mediated by attitude. The constructs of environmental knowledge and purchase intentions (PI) are partially mediated by PI. Consumers' impressions of green cosmetic products are positively and directly impacted by environmental awareness. The outcome of the mediation study showed that there was a significant indirect impact of attitude toward green cosmetic items on the direct relationship between consumer PI and environmental concern. The outcomes of the mediation analysis demonstrated that the attitude toward environmentally friendly cosmetics had no appreciable influence on the connection between subjective norm and consumer intention to buy. There is no notable correlation between the PI of green cosmetic products and internet availability. Greenwashing and PI of green cosmetics goods have no meaningful correlation. There is no significant correlation between price fairness and propensity to purchase green cosmetics. Customers' intentions to purchase eco-friendly cosmetic products are positively impacted by attitude (PI).

### Limitation

This study mainly focuses on green cosmetics products. The territorial boundaries are limited to Central Kerala.

### Conclusion

The research paper tried to find the reason that leads consumers to form a Purchase intention on Green cosmetics available in the Kerala market. The demand for green cosmetics is on the rise as the new generation is becoming conscious of environmental sustainability. The study also put forward the empirical facts that customers are ready to give a premium price for green cosmetics. The outcomes of the research show that there is an optimistic association between PI and the consumer's attitude. Environmental knowledge and environmental concern have a direct relation with PI. This hints to the companies that if they can highlight the aspects of environmental conservation in their marketing strategy, they can build a strong purchase intention among its users or prospective buyers.

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