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TOPIC OF RESEARCH: A STUDY OF SITUATIONAL PARADOX IN MILLENNIAL'S GREEN PURCHASE BEHAVIOUR USING NEED HIERARCHY MODEL: A CASE OF FMCG INDUSTRY

FINDINGS

This study aimed to investigate the psychological, socio-demographic, and situational factors influencing green purchase intention (GPI) and green purchase behaviour (GPB) among Indian millennials in the FMCG sector. The **first** objective aimed to explore the key psychological motives influencing green purchase intentions (GPI) and their impact on actual green purchase behaviour (GPB). Based on hypothesis testing, the study revealed that all five psychological motives—basic, safety, social, esteem, and self-actualization—positively influence green purchase intention (GPI) among Indian millennials in the context of green FMCG products. Additionally, a significant and positive relationship was observed between GPI and Green Purchase Behaviour (GPB), highlighting that behavioural intentions effectively translate into actual eco-friendly purchasing actions. These findings underscore the crucial role of underlying psychological needs and intentions in shaping sustainable consumer behaviours. Overall, the results affirm the applicability of Maslow's hierarchy of needs in understanding and influencing green consumer behaviour within the Indian millennial demographic. The **second** research objective aimed to examine how socio-demographic factors—specifically gender, education, occupation, and income—moderate the relationship between need-based psychological motives and green purchase intention (GPI) for FMCG products among Indian millennials. The findings from hypothesis testing reveal nuanced moderating effects across demographic segments.

Gender was found to significantly moderate the relationship between social and esteem motives and GPI, while its effect was not significant for basic, safety, and self-actualization motives. Education showed a significant moderating effect on basic, safety, and social motives, but not on esteem and self-actualization motives. Occupation significantly moderated the influence of basic and safety motives on GPI, whereas its moderating role was not evident for social, esteem, and self-actualization motives. Similarly, income emerged as a significant moderator in the case of basic and safety motives but had no significant moderating effect on social, esteem, and self-actualization motives. These results highlight

that the impact of psychological needs on green purchase intentions varies depending on specific demographic attributes, with basic and safety motives being the most commonly moderated across segments. The **third** research objective focused on assessing the combined impact of lower-order and higher-order psychological motives on green purchase intention (GPI) for FMCG products among Indian millennials. The findings provide clear support for both motivational levels in shaping consumer intent.

The results indicate that **lower-order motives**—comprising basic, safety, and social needs—**positively influence** individuals' intention to purchase green FMCG products. Similarly, **higher-order motives**—including esteem and self-actualization—also show a **positive and significant impact** on GPI. This suggests that both fundamental and aspirational needs work together in driving sustainable purchasing behaviour, reinforcing the relevance of the full hierarchy of needs in understanding green consumer motivation. The **fourth** research objective aimed to explore how situational factors—affordability, availability, awareness, and apprehension—moderate the relationship between green purchase intention (GPI) and green purchase behaviour (GPB) among Indian millennials. The findings reveal that most situational factors significantly shape the intention-behaviour link.

Affordability, availability, and awareness were found to **positively moderate** the relationship between GPI and actual green purchase behaviour, suggesting that when green products are reasonably priced, easily accessible, and well-promoted, millennials are more likely to act on their purchase intentions. However, **apprehension**—such as doubts about product effectiveness or authenticity—did **not show a significant moderating effect**, indicating that such concerns may not strongly deter those already inclined to buy green FMCG products. These insights emphasise the necessity of addressing practical enablers to convert eco-conscious intent into real action. The **fifth** research objective aimed to investigate whether green purchase behaviour (GPB) for FMCG products differs across socio-demographic segments such as gender, education, occupation, and income among Indian millennials.

The findings indicate that **education, occupation, and income** significantly influence differences in green purchase behaviour, suggesting that individuals with higher educational attainment, professional engagement, or income levels are more likely to engage in eco-friendly shopping. However, **gender did not show a significant difference**, implying that both male and female millennials exhibit similar patterns of green purchase behaviour. These results highlight the relevance of socio-economic status over gender in driving sustainable consumption. Overall, the findings demonstrate that both intrinsic motives and external factors, along with socio-economic characteristics, collectively shape the green purchasing patterns of Indian millennials, reinforcing the need for targeted strategies to promote sustainable consumption.