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**WOMEN'S ROLE IN PURCHASE PATTERN OF INDIAN
FAMILIES TO ACHIEVE GREEN BEHAVIOUR**

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Abstract

This article aims to identify the role of women in achieving a green environment in a family system. With green practices gaining significance for the adoption of sustainability, not only at the corporate level but also at the household level, it becomes essential to measure the role and impact of a green consciousness of women in adopting green purchase behaviour in families. A standardised questionnaire was designed, and a purposive sampling approach was used to acquire 621 samples. This research implemented confirmatory factor analysis (CFA) to validate the model. PLS-SEM analysis is used to validate the developed model. The existing green behaviour literature focuses on three dimensions: environmental attitude, concern, and behaviour. This article investigated the significance of the three dimensions in individual women in the household and their importance in determining their influence on the family's green behaviour. CFA was used to test the discovered factors, and the results were published.

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1. Introduction

Rapid advances in science and technology have undoubtedly benefited mankind. However, they have also caused various significant ecological issues, including global warming, and ozone layer depletion, which causes serious diseases in living beings, deterioration in the quality of air, water, and soil, and so on. Responsible consumption could be a possible approach to address the concern on a sustainable basis. Variables that play a significant role in driving the buying pattern of sustainable products are health concerns, green lifestyle, environmental protection, social norms, and beliefs (Groening et al., 2018; Nilashi et al., 2019; Panchenko et al., 2018; Sobhanifard & Apourvari, 2022). Especially the health of children has a vital role in the green purchase decision-making of married women.

Customers are aware of the worsening environmental issues caused by everyday products' materials (A. Kumar et al., 2020; Singh & Pandey, 2018). Responsible environmental behaviour and attitude have grown in popularity because they benefit both individuals and nations in the long run (Singh & Pandey, 2018). In recent decades, this consciousness has shifted many businesses towards an eco-friendly vision (Kim & Seock, 2019). Various industries are becoming more concerned about the materials used in their packaging, the use of pesticides, and waste management (Prakash & Pathak, 2017), incorporating ecological practices in their day-to-day operations (Wilmer et al., 2018).

India as the largest democracy with the second largest population and an intensifying economic development, has been gaining prominence and significance as a regional power. There has been a steady rise in income levels, growth in the Indian middle-class segment, an increase in double earning practices, and empowerment of women with a high degree of autonomy. The Government of India has recognized the environmental issues arising due to the economic prosperity of the country. Indian culture and lifestyle are centred on sustainability. India has proven its participation in Green Initiatives by showing the highest Greendex score since 2008, in the Greendex Survey aimed at listing the countries, which top in preferences towards green practices and products, conducted by the National Geographic Society (Than, 2012) National Geographic News). Since 1991 Bureau of Indian Standards (BIS) which comes under the ambit of The Ministry of Environment has been issuing 'Eco-mark' certifications confirming the Environmental friendliness for around 16 categories of products, including food, medicines, chemicals, electronic goods, paper, etc.

Many corporations want to turn green not only because of environmental concerns but also to capitalise on the wave of customer sensitivity and openness to green initiatives. So much so, the concept of Carbon Footprint (CF), which serves as a metric for measuring the Greenhouse Gas (GHG) emissions from any anthropogenic activity, has been supported mainly by non-governmental organisations, (Kleiner, 2007; Wiedmann & Minx, 2008). A lot of Indian firms have increased their initiatives to target and address the consumer's interests in green products and practices (Mishra & Sharma, 2010). Yet the gap between attitudinal preference and green behavioural reflection of customers is huge (Lin & Chang, 2012; Olson, 2013; Van Doorn & Verhoef, 2011) as consumers are confused and distrustful about the credibility of green products (N. Kumar et al., 2015).

Green innovation uptake in India is hampered by a lack of customer awareness about organic, eco-friendly commodities (Aithal, & Aithal, 2022) and a lack of participation by MSMEs in green projects

(Priya, 2018). It is vital to influence the consumer on a personal level to improve the growth of the eco-friendly product market in a developing country like India. Even though globalisation has resulted in the blending of values across continents, consumers' individual purchase decisions are influenced by family values, as well as their desire to comply with such societal norms. Women play an important role in shaping family culture, according to (Khare, 2011) and (Khare, 2015). This reinforces the ideology of Dr. James Emmanuel Kwegyir-Aggrey (1875 – 1927) that 'If you educate a man, you educate an individual, but if you educate a woman, you educate a family.'

Women's influence in the family structure can never be underestimated. women's resilient role in protecting their families even after a calamity (Budirahayu et al., 2019). Sensitization and education on the need for green consumption among women are crucial for nurturing and establishing green practices among family members and future generations. This article aims to evaluate the role of women in the green purchase patterns of Indian families. The findings of this article validate the importance of engaging in marketing initiatives directed primarily at women to increase green behaviour across family members. The study's aims are as follows:

- i. To evaluate the environmental attitude, concern, and behaviour of women on green behaviour in their family.
- ii. To infer whether the demographic profile of the women influences the identified variables.

2. Literature Review

2.1. Role of Women in Family Decision-Making

With shifting demographics and lifestyles, Indian women's roles have evolved from traditional homemakers to intelligent and independent persons (Sengupta et al., 2018). Women's consumption patterns have expanded as their roles have shifted (Selvalakshmi & Ravichandran, 2015), with the wife gaining more control over home decisions. Women, as opposed to men, are more involved in family decisions on small and insignificant issues such as interior décor, dinner preparation, and newborn purchasing (Abbot, 1990; Edgell, 2023). Women's family participation has been influenced by married life duration, women's age, and men's marriageable age, with duration accounting for the biggest proportion of dependent variable changes.

Educational attainment, women's age, profession, and salary were revealed to be positively connected to their decision-making power in the house (Mapapa & Milano, 2023; Rezapour & Ansari, 2014). Considering the wants and desires of women from age 35 to 55 years, they focused on professions before having children, have a busy social life, and look more like their daughters than their mothers (Johnson, 2008), which is critical to making a meaningful societal impact. Task sharing has become extremely important for dealers of a wide range of goods and services due to a significant increase in two-wage-earner families (Roberts, 1981). While grocery shopping represents a common task, the choice of brands appears to vary based on whether men or women are responsible for the activity, as indicated by sources like Allgeier Newsweek (1979) and (Progressive Grocer Company, 1980). However, there is limited evidence suggesting that men engage in traditionally female tasks (Roberts & Wortzel, 1980).

Mamaril and Lu (2019) pointed out that, despite working as hard as men in agriculture, women bear an additional burden by also managing household responsibilities (Mamaril & Lu, 2019).

Women's activities are more diverse than men's due to their dual roles in both their professions and families. Although engaged in various tasks, women are predominantly involved in housekeeping and assisting dependents, including the family, the disabled, and those with health problems (Burns, 2021). The previously mentioned research highlights the impact of women on family decisions and underscores the importance of understanding their influential role in shaping the family's environmentally conscious behaviour.

Contrary to the idea that increased environmental knowledge invariably translates into environmentally friendly behaviour and attitudes, (B. Kumar et al., 2017; Liu et al., 2014) found conflicting evidence. Specifically, in developing countries like India and China, they observed that heightened environmental knowledge does not necessarily lead to a greater inclination toward green products. Some scholars have even suggested that in these economies, perceived environmental knowledge may directly contribute to a positive attitude toward green products, influencing the intention to purchase such items (A. Kumar et al., 2020; Yadav & Pathak, 2016).

2.2. Green Contribution of Women

Women form a potential resource in the reformation and revitalization of economic growth across various sectors (Afolabi et al., 2017; Potluri & Phani, 2020) have highlighted that women's inherent social conditioning in a place like India and their natural desire to be eco-friendly have raised their propensity to adopt "ecopreneur ship" to promote green in society. One study also revealed that firms wherein women play the lead role have exhibited more focus on green innovations (Galbreath, 2019). However, the contribution of women in the development of the green economy is yet to be fully realised and their resources remain untapped. (Nhamo & Mukonza, 2020) highlighted the need to raise awareness among women about the prospects of their intervention and contributions in the domain of green management. Women are more positively influenced by green promotions and campaigns (Lassi et al., 2021).

Women are more anxious about ecological issues than their male counterparts (Petrovic et al., 2016). According to (Bord & O'Connor, 1997), the detrimental impact of these environmental conditions impacts females, more than males since females are more worried about the healthiness of their family members. A study conducted in Hong Kong found gender variations in attitudes, concern, severity, and responsibility for environmental concerns among adolescents (K. Lee, 2009). This pro-environmental attitude and behaviour among women have been attributed chiefly to their personality traits, especially their conscientiousness (Brick & Lewis, 2016). Research showed that women on average form the cause of fewer greenhouse gas emissions than men do, due to their reliance on public transport, consume less meat, and greater levels of energy poverty, which is chiefly attributed to their lower-income status (Burns, 2021).

Women are often at the core of creating an environmentally conscious culture. In a study relevant to China, (Li et al., 2019) discovered that households, where women play a larger role, prefer to adopt green consumption practices. The studies that deal with family as a consuming unit have been unnoticed

and have not properly stated as a social structure (Commuri & Gentry, 2000). More specifically, the influence of women on family green behaviour in an Indian environment where the joint family living structure is extensively prevalent, yet gender disparity is considerable is of significance and interest. This research gap is the topic of the current investigation.

2.3. Environmental Attitude

Green practices are not novel to Indian consumers, but the awareness of the availability and credibility of the products influences the purchase pattern a lot. According to (Khare, 2020), environmentally friendly products are very important to Indian consumers. However, European, and American brands result in introducing green, sustainable products into the Indian market which leads to the rise in eco-friendly manufacturing practices and awareness of ethical and sustainable issues in the Indian market. The government of India has also pledged to double its carbon-cutting efforts through tree planting; to reduce greenhouse gas emissions, they will focus on renewable energy because Personal norms, understanding of the role of the government, and subjective knowledge are other factors that influence green attitudes (Amoako et al., 2020). According to studies on the growth of sustainable products (Dahm et al., 2009; Lockie et al., 2004) consumer attitudes toward eco-friendly products are highly associated with environmental attitudes, and personal health and the availability of green products which in turn positively influence consumers' perceptions (Paul & Rana, 2012). From the above literature, a favourable attitude toward green products has been shown to influence women's self-image, social impact, and tendency to purchase green products (Mobrezi & Khoshtinat, 2016). Based on our observations, we propose the following hypotheses.

H1a: Environmental attitude of women has a significant influence on the green purchase behaviour of the family.

2.4. Environmental Concern

Recent studies have shown that consumers' environmental concerns have a substantial impact on green purchase intention, particularly in developing countries (Aslam et al., 2022; Joshi & Rahman, 2015; Mohd Suki, 2016; Tandon & Sethi, 2017). (Mostafa, 2007) discovered that the difference in green purchase behaviour based on gender is influenced by consumers' knowledge, concern, and attitude toward the environment. The impact of environmental concerns on customer decisions to engage in sustainable behaviour has previously been studied (Asif et al., 2018; Pham et al., 2019) and shown to increase the frequency of purchasing organic products (Birch et al., 2018). Current studies discovered that EC positively influences consumers' social and health consciousness, increasing their willingness to green products (Molinillo et al., 2020). Women have been shown to have greater concerns about environmental consequences not only for themselves and others, but also for the entire environment (Stern et al., 1993), and societal factors such as gender inequality and power distance tend to play a role in the environmental concern expressed by women (Chan et al., 2019). Consumers' learned helplessness tends to moderate the effect of their environmental concern and prevent it from being converted into green favourable behaviour (Landry et al., 2018). As a result, the hypothesis H1b has been proposed.

H1b: Environmental concern of women has a significant influence on the green purchase behaviour of the family.

2.5. Environmental Behaviour

The rapidly growing popularity of eco-friendly products reflects customers' responsible purchasing intentions. This accountable behaviour not only forces businesses to understand their purchasing intentions, but it also helps them maintain sustainability. The findings show that Indian customers are aware of green products, have a positive attitude towards purchase intention, and intend to make purchases to protect the environment. Responsible environmental behaviour has grown in popularity because it benefits both individuals and nations in the long run (Singh & Pandey, 2018). In recent decades, this awareness has shifted many companies' eco-friendly vision (Kim & Seock, 2019). Organisations are now incorporating ecological practices, such as waste management, production strategies, and day-to-day operations (Wilmer et al., 2018). As a result, some industries, particularly FMCG's manufacturing industries (Desore & Narula, 2018; Groening et al., 2018; Hur & Cassidy, 2019) and the textile industry, have seen significant changes (Allah et al., 2019; Badekhan & Devi, 2018). Environmentalists, academics, and scholars are concerned because consumer demand for green products has increased (Becker-Leifhold & Iran, 2018).

Homemakers' lifestyles will be critical in building the new private ecological morality if environmental behaviour is to become a family activity (Sandilands, 1993). To promote green behaviour, (Dagher et al., 2015) urged for research into the individuality of diverse segments, particularly females, in the context of their new social roles. Green product innovation has led in the creation of a new customer group (LOHAS) with health and sustainable lifestyle preferences. Green products promote the lifestyle concept of "responsibility," as demonstrated by behaviours like reducing, reusing, and recycling. Green purchasing behaviour is primarily influenced by the social aspect of environmental consciousness, followed by environmental concern and self-image (K. Lee, 2009). Homeownership in the United States has increased.

H1c: Environmental behaviour of women in the family has a significant influence on the green purchase behaviour of the family.

Many studies on consumer feelings with additional characteristics have been conducted to identify the purchasing pattern of green products (Kim & Seock, 2019; U. S. Yadav et al., 2020) but very little research on the Indian context has been published (Khare, 2020). The current study is also a first-of-its-kind attempt to investigate the role of women in influencing family green purchasing behaviour and the factors that influence it. The findings of this study will help companies understand how women's ecological beliefs, concerns, and behaviour influence the family's overall green spending pattern. Companies can build and develop marketing strategies while keeping current psychological trends in mind, as well as gain insight into the next generation's prospective future trends.

2.6. Conceptual Framework and Methodology:

The aim of this study is

- i. To evaluate the green attitude, concern, and behaviour of women in a family and their subsequent influence on the green behaviour in their family. (H1a. Environmental attitude, H1b. Environmental concern, H1c. Environmental behaviour)
- ii. To understand the effect of personal demographic characteristics of women in the family on the dependent and independent variables.

The conceptual framework of the study is illustrated in Figure 1

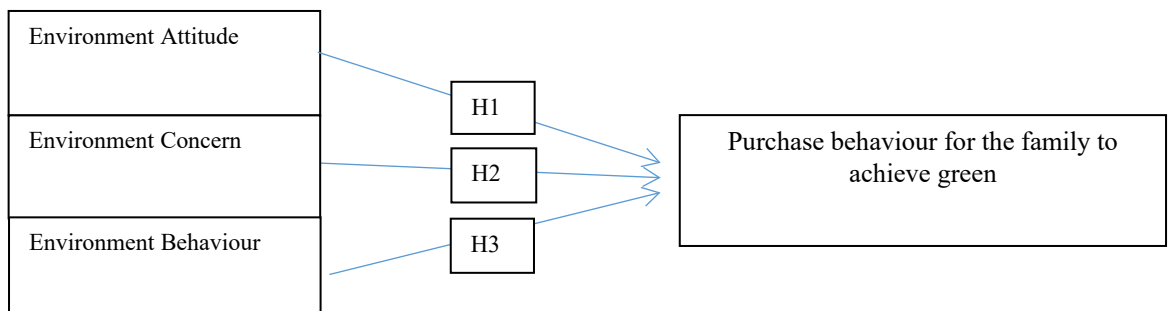


Figure 1. Conceptual Framework

2.7. Framework Developed

Hypotheses 1 and 2 indicate a significant relationship between the green purchase behaviour of the family (dependent variable and the independent variables environmental attitude, concern, and behaviour of the family women respondents).

To discover the role of women in the family in influencing green purchase behaviour, a descriptive study was conducted among married women who were living with their families. The study used secondary research to collect and consolidate insights from global practices. For the collection of primary data, married women with children in the households were selected by the purposive sampling method.

A survey was collected using a snowball sampling method, which has proven to be an efficient and convenient instrument for collecting data on individuals' environmental perspectives (Olli et al., 2001). The research instrument was divided into portions with scales derived from previous investigations. The questionnaire addressed critical issues such as the environmental attitude, concerns, and behaviour of the women in the family, as well as their influence on the family's green behaviour.

2.8. Scale Used

The current study used items that are derived from different studies wherein they were used to measure similar constructs (Table 1). The items were modified to adapt to the current study. The constructs and the various scales used for reference are as follows:

Table 1. Identification of Variables

No.	Construct	Authors	Sample statements
1.	Environmental Attitude	(Dunlap & Van Liere, 1978)	<ul style="list-style-type: none"> ● I believe that environmentally conscious products are beneficial to our health. ● The environment is as essential to my family as happiness and well-being.
2.	Environmental Concern	(DEFRA, 2008; J. W. Lee et al., 2018)	<ul style="list-style-type: none"> ● I frequently discuss environmental issues with family and friends ● I believe humanity will face an environmental disaster soon
3.	Environmental Behaviour	(Van Liere & Dunlap, 1978)	<ul style="list-style-type: none"> ● I purchase energy-efficient products and appliances; and ● I have switched products/brands for environmental reasons. ● I encourage my family members to purchase environmentally friendly goods and services.
4.	Influencing Green Purchase Behaviour	(Pickett-Baker & Ozaki, 2008)	<ul style="list-style-type: none"> ● Even if they are more expensive, I buy products that cause little or no environmental harm.

Each of the four variables is assessed using three to five questions on a five-point Likert scale. Four additional questions were posed to better understand the demographic profile of the responders. The study used representative samples from across India, with 750 questionnaires issued to respondents via personal contact and emails using the snowball sampling approach; 621 completed surveys were returned, indicating an 83% response rate. The acquired data was coded and then examined utilising the software. Confirmatory factor analysis (CFA) was performed to better understand the re-grouping of the scale items' variables.

The instrument's reliability was evaluated using Cronbach's Alpha, which revealed that the internal consistency of the indicators reflected different constructs beyond the acceptable threshold level of 0.60. (Nunnally, 1978) To analyse and evaluate the measurement and structural models, the Partial Least Squares-Structural Equation Model (PLS-SEM) approach was utilised.

3. Data Analysis and Result

3.1. Descriptive statistics:

The sample demographics had an equal representation of employed women and homemakers and indicated that most of the respondents (85%) were either graduates or higher than graduate educated. Further, 77% of them belonged to a family, that had at least three members, and 53% were married for well over 12 years. Around 55% of the respondents had an annual family income of 2-7 lakhs with the remaining in the higher range Table demographic attributes of the respondents gives the relevant data.

All the respondents agreed to have purchased green products, yet there had been a difference in the category of green purchase. The details of the category of green purchase are given in Figure 2 Category of green purchase.

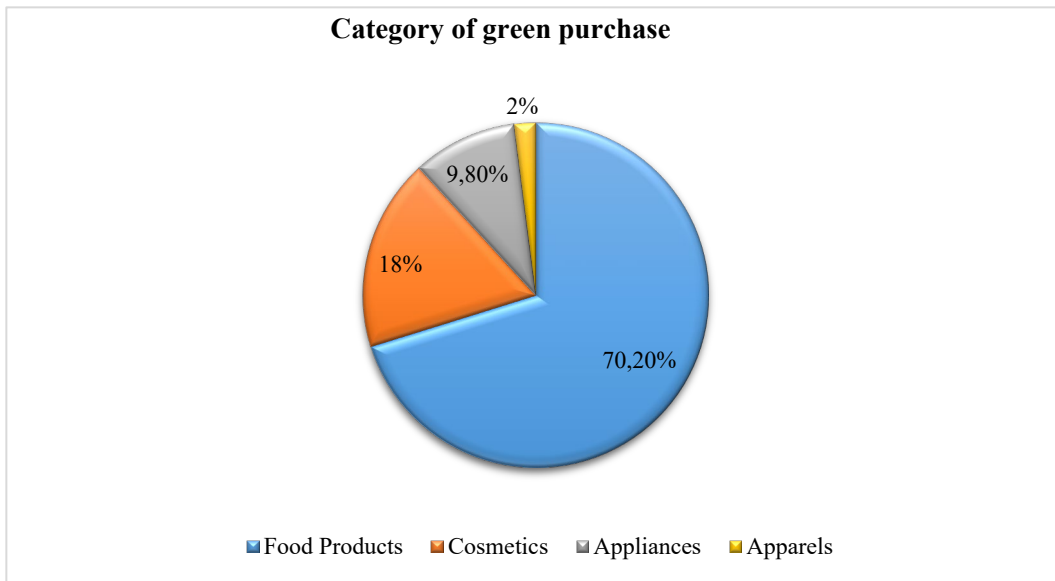


Figure 2. Category of green purchase

In addition, 70% of the respondents indicate that they have exhibited green behaviour predominantly in the purchase of food products followed by cosmetics.

The relationship if any between the category of green purchase and the demographic profile of the respondents has further been studied as reflected in Table: 2

Table 2. Relationship between the category of green purchase and demographic factors

Count	Category in which you purchase green products					Total	Asymp.Sig. (2-sided) (Pearson's Chi-square)
	Food Products	Cosmetics	Appliances	Apparels			
Married for	5 - 12 years	19	13	6	0	38	0.049
	>12 years	80	15	12	3	110	
	< 5 Years	45	9	2	1	57	
Total		144	37	20	4	205	
Your Occupation	Employed	65	27	10	1	103	0.029
	Homemaker	79	10	10	3	102	
	Total		144	37	20	4	

The category in which the green behaviour is exhibited is found to be significantly related to the employment status of women and the duration of their married life (at a significance level of 95%) as shown in Table 2.

3.2. Measurement Model (CFA):

Structural equation modelling (SEM) procedure with latent constructs was utilised to estimate the proposed causal model. This was performed using SmartPLS software developed by (Hair et al., 2019) which is suitable for a small sample size (Hair et al., 2011). The reliability and consistency of the

instruments were checked. Table 3 indicates that all Composite reliability values are > 0.7 which assured that internal consistency was achieved.

Table 3. Reliability and Convergent Validity

Variables	Average variance Extracted (AVE)	Composite Reliability
Environmental Attitude	0.54	0.77
Environmental Behaviour	0.43	0.75
Environmental Concern	0.59	0.74
Green Purchase Behaviour	0.42	0.74

Table 4 giving data on cross loadings shows that all item loadings are >0.5, and hence convergent validity is achieved. Less than 0.5 AVE values are a problem; however, the cross-loadings show that all the items belonging to the factors are more than the item loadings of other factors; hence, convergent validity is achieved. Also, the square root AVE values are higher than the correlation values of other factors thus giving evidence of adequate convergent validity (Fornell & Larcker, 1981) as illustrated in Table 4.

Table 4. Cross loadings

	Cross loadings			
	EA	EB	EC	GPB
EA1	0.85	0.19	0.32	0.40
EA2	0.79	0.28	0.25	0.28
EA3	0.53	0.16	0.25	0.17
EB1	0.20	0.59	0.27	0.28
EB2	0.27	0.71	0.14	0.37
EB3	0.14	0.58	0.28	0.24
EB4	0.13	0.72	0.31	0.42
EC1	0.39	0.34	0.77	0.27
EC3	0.17	0.24	0.77	0.27
GPB1	0.32	0.49	0.32	0.76
GPB2	0.37	0.26	0.26	0.69
GPB3	0.14	0.25	0.24	0.56
GPB4	0.18	0.27	0.02	0.55

Further to this, the discriminant value was established as given in Table: 5

Table 5. Discriminant validity

	EA	EB	EC	GPB
EA	0.74			
EB	0.28	0.65		
EC	0.37	0.38	0.77	
GPB	0.41	0.52	0.35	0.65

3.3. Structural Equation Model (SEM) analysis

The SEM was utilised in the current study to investigate the association between independent and dependent components (Influencing green purchase behaviour for the family) as given in figure 3.

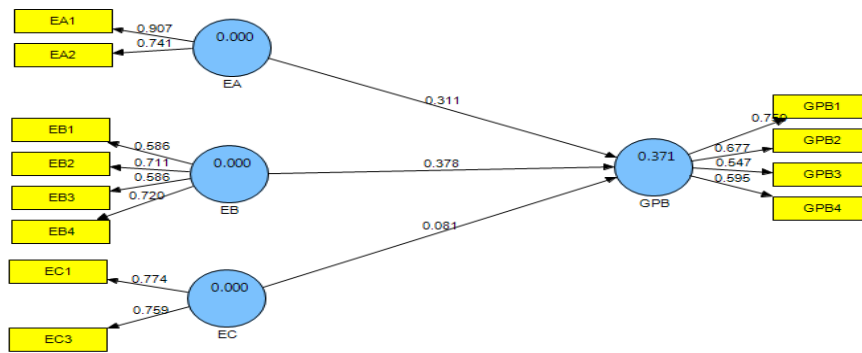


Figure 3. Structural Equation Model for the variables

Table; 6 shows the direct significant positive effect ($p < 0.001$) of the independent variables on the Dependent variable.

Table 6. Structural Model- Direct effect after Bootstrap

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
EA -> GPB	0.26	0.26	0.03	0.03	8.36
EB -> GPB	0.41	0.41	0.03	0.03	13.29
EC -> GPB	0.10	0.11	0.04	0.04	2.83

Table 7 reflects the extracted values after bootstrapping from the model which signifies the acceptance or non-acceptance of the model. The model explains that all the antecedents have a direct positive relationship with the Influencing green purchase behaviour for the family and explains 35% variation in the influencing green purchase behaviour for the family ($R^2 = 0.35$; $Q^2 = 0.15$).

Table 7. Acceptance and non-acceptance of hypotheses

	Effect	Status
H1a: EA -> GPB	Direct	Accepted
H1b: EB -> GPB	Direct	Accepted
H1c: EC -> GPB	Direct	Accepted

It can thus be inferred that all three hypotheses proposed regarding the influencing green purchase behaviour of a woman in the family are valid.

3.4. Impact of the demographic factors on different variables:

The study was conducted to have a better understanding of the element that impact the family's greener purchasing behaviours. Using analysis of variance (ANOVA), the effect of demographic parameters such as respondents' age, education, employment, and years of marriage on the dependent and independent variables was explored.

Table 8. ANOVA to study the effect of Demographic factors on the Dependent and Independent variables.

		Age	Education	Family Size	Occupation	Years of Married life	Family Income
Environment Attitude (EA)	F Value	0.972	1.143	2.044	1.431	1.673	2.465
	Sig.	0.473	0.33	.026*	0.161	.082	.007*
Environment Concern (EC)	F Value	1.664	0.789	0.84	0.718	2.563	2.458
	Sig.	0.092	0.639	0.59	0.707	0.006*	0.009*
Environment Behaviour (EB)	F Value	1.612	1.550	2.362	2.241	1.486	.411
	Sig.	.105	.124	.012*	.017*	.147	.940
Influencing Green Purchase behaviour (GPB)	F Value	1.278	1.181	1.363	1.257	1.408	1.632
	Sig.	.224	.292	.175	.238	.152	.044*

The analyses indicated in Table 8 show a significant and profound influence of the family income of the respondent on the Environment Attitude, Environment Concern, and the Influencing Green Purchase behaviour of the respondent. This corroborates previous studies which suggested a positive impact of income in the adoption of green practices (Al Mamun et al., 2018; Kautish et al., 2019; Wang et al., 2020; Wei et al., 2017; Yadav & Pathak, 2017; Zahan et al., 2020).

4. Discussion and Conclusions

Existing literature has confirmed the leading role of women in green issues (Costa Pinto et al., 2014; Han, 2020), the potential market they create for green products in the Asian subcontinent (J.-S. Lee

et al., 2010), their contribution to green issues as entrepreneurs (Braun, 2010), and their higher propensity to involve in general environmental buying, and recycling behaviours various materials (Mainieri et al., 1997)

The current study examines the potential of women as an influencer inducing green behaviour in their families, which to our knowledge is the first of its kind. The proposed model also confirms the existence of the causal effect of factors such as environmental awareness, concern, and behaviour of women on their green purchase behaviour for their families, which could not be established in previous studies (Hoare et al., 2014) emphasised the effect of the marital status of women on family decision-making; however, the significance of the duration of their marriage on the green purchase behaviour for the family has been inferred afresh in the current study.

Keen followers of green practices are not only studious information gatherers and careful shoppers but also tend to be opinion leaders (Shrum et al., 1995) documented that the consumption of organic food by a family in the developing market tends to be influenced by the regular interactions of its members. Existing literature has confirmed the possibility of a reduction in environmental pollution in developing countries (Summers, 1994) by educating women. This paper gives inputs to practitioners and policymakers in identifying influencers to enhance the intention of women toward green products. The way forward can therefore be kindling the awareness, concern, and behaviour of women towards environmental factors, who, in turn, can educate, inspire, influence, and induce green practices among family members.

To summarise, the study's findings complement and expand existing knowledge regarding women's green behaviour as consumers as well as influencers. It would allow the companies to understand how women's ecological beliefs, concerns, and actions influence the family's overall green consumption pattern. Firms can build and develop marketing strategies while keeping current psychological trends in mind, as well as gain insight into prospective future trends of the next generation. However, the current study recruited women in middle/upper-class homes in a certain age bracket, expecting that they would view environmental issues to be more relevant, and hence cannot be fully generalised across all economic strata. The study's findings can be applied to women of various ages and socioeconomic backgrounds.

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