

Factors Affecting the Purchasing Intention of Green Products

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Abstract

Consumer behaviour researchers and scholars throughout the past three decades have given much prominence to the green consumerism related studies due to its significance in the contemporary business world. According to the World Bank statistics the global warming, CO2 emissions and deforestation has become debatable issues. Thus the recent consumer research has focused increasing attention on the sustainable and the ethical consumption. Literature on green buying behaviour has given less attention on researching the characteristics of the green consumers and more prominence has been given on analysing the impact of green marketing elements on the consumer purchasing behaviour. Majority of the green literature has adopted Theory of Planned Behaviour to explain the green buying decisions of the consumers. Literature shows that the predictive ability of the purchasing intention of green products would be enhanced if background factors such as personality traits used. Further, scholars have pointed out that personality traits have a significant influence on the environmental behaviour. Thus, personality traits would have a positive influence on the purchasing intention of the green product.

Keywords: *Personality Traits, TPB, Purchasing Intention of Green Products*