

The purpose of the current study is to examine the combined effect of identified antecedents of environmentally sustainable purchase behaviour such as, environmental awareness and knowledge, attitudes towards green purchasing, perceived consumer effectiveness and influence of peer groups. The study involves analysis of the 545 responses obtained from the structured survey conducted in the states of Western Uttar-Pradesh and Uttarakhand, India. Multiple regression analysis was used to examine the combined effect of the identified antecedents of green purchase behaviour. The analysis reveals that environmental awareness, perceived consumer effectiveness and peer group influence as highly significant predictors of green purchase intentions. Studies examining green purchase behaviour of Indian consumers are meagre, thus the present study tries to bridge this knowledge gap so that marketing and policy actors can design strategies and marketing programs to increase the adoption of green/environmentally sustainable products in India.

