**Green and Luxury Buying Behavior: A Study on Motivational Dynamics**

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**ABSTRACT**

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| **Background**: Green products frequently include a green premium, making them inaccessible to consumers of all income levels. This frequently leads to these green items being seen as expensive and/or luxurious; however, other variables besides price are crucial. It is critical to understand the purpose of purchasing these products in order to alter the marketing plan for maximum production. This study extended Dahm's (2018) model, which focused on luxury buying incentives as both intrinsic and extrinsic, by incorporating green purchasing and luxury purchase intention. **Material & Methods:** The design is based on correlational research. This study collects data using snowball and convenience sampling, as well as online questionnaires and assesses the variables using pre-published scales with a credible Cronbach's alpha value. For the scope of this study, responses were collected from 317 subjects. **Results:** Our findings indicate intrinsic motivation significantly influences extrinsic motivation. However, neither intrinsic nor extrinsic motivations were found to significantly impact Green Purchase Intention (GPI) or Luxury Purchase Intention (LPI). Significant correlations were observed between GPI and various constructs for Intrinsic & extrinsic motivation, which suggests a complex interplay between personality traits and purchase intentions. |

*Keywords: Luxury Purchase, Green products, Intrinsic motivation, Extrinsic motivation, Consumer Science, Sustainability*

**1. INTRODUCTION**

Consumerism, characterized by overindulgence in consumer goods without consideration for environmental impacts, has been extensively debated over recent decades (Nandi, 2016; Lister, 2016). Green consumerism and green behavior (GB) have emerged as responses to environmental concerns, encompassing practices like recycling, organic food consumption, and energy conservation (Ogiemwonyi & Jan, 2023; Ogiemwonyi, 2021), with green marketing strategies encouraging sustainable consumer behavior (Kumar & Polonsky, 2017).

**Consumerism**

Consumerism, a socioeconomic doctrine emphasizing the importance of purchasing and consuming goods and services, has evolved significantly since its origins in pre-industrial societies (Ratnesh et al., 2023). Contemporary consumerism is driven by a complex interplay of biological, socio-psychological, and structural factors. Biological influences include hormonal effects, such as testosterone's role in increasing preference for premium brands and luxury goods (Dubois et al., 2021). Socio-psychological factors encompass political ideology, social status, and network influences (Shah & Asghar, 2023), while structural elements involve income inequality and economic growth (Dubois et al., 2021). Economic factors, categorized as macroeconomic, microeconomic, and demographic, play a crucial role in shaping consumer behavior, with income being the most significant determinant of demand and spending patterns (Deselnicu et al., 2022). Social factors, including family dynamics, social networks, and cultural norms, exerts considerable influence on consumption patterns, particularly in collectivist societies (Clark et al., 2019). Psychological factors such as motivation, perception, and attitudes further shape consumer behavior, especially in online environments where website aesthetics and user experience are paramount (Rautrao, 2018). Additionally, emotional states like fear and anxiety during crises can lead to irrational consumer behaviors such as panic buying (Di Crosta et al., 2021). The digital age has introduced new dimensions to consumerism, raising privacy concerns and altering the dynamics of consumer-producer relationships (Zuboff, 2019). In addition, consumerism can also be divided into two types, luxury consumerism and green consumerism.

**Luxury Consumerism**

Luxury consumption, driven by psychological, cultural, and social factors, focuses on exclusivity, status, and emotional satisfaction (Kuo & Nagasawa, 2020). It varies across cultures, with Eastern consumers emphasizing social status and Western consumers prioritizing individuality (Naumova et al., 2019). Luxury consumption types include traditional 'loud' and 'quiet' luxury, as well as non-traditional forms emphasizing uniqueness and sustainability (Dubois et al., 2021). The costs of luxury consumerism extend to psychological, economic, and social domains. Psychologically, it can lead to feelings of inauthenticity and guilt. Economically, undeserved luxury consumption can dilute brand value. Socially, luxury consumers may be perceived as less warm and sociable, potentially harming relationships (Dubois et al., 2021). Understanding these dynamics is crucial for marketers tailoring strategies to diverse global consumer preferences and for addressing the broader societal and environmental impacts of luxury consumption.

**Green Consumerism**

Green consumerism, characterized by consumers prioritizing environmentally friendly and sustainable products, has gained momentum due to increased environmental awareness (Mbokane & Modley, 2024). Demographic factors such as age and political ideology influence green consumer behavior, with younger and left-leaning individuals generally showing stronger environmental concern (Tyson, 2021). Green consumers exhibit heightened market awareness, emotional connection to nature, and willingness to pay premium prices for eco-friendly products (Lin & Lin, 2015; Amberg & Fogarassy, 2019). They are often driven by health concerns, social norms, and perceived consumer effectiveness (Nguyen et al., 2023; Barclay & Barker, 2020; Ricci et al., 2018). The impact of green consumerism extends to environmental conservation, sustainable development, and business practices. It encourages companies to adopt sustainable practices and invest in eco-friendly initiatives (Dangelico & Vocalelli, 2017). Social media plays a crucial role in promoting green consumerism, particularly among millennials, by raising awareness and influencing purchasing decisions (Jain et al., 2020; Xie & Madni, 2020). Companies are adopting transparent communication channels and implementing environmentally sustainable practices to meet evolving consumer demands and maintain competitive advantage (Deshmukh & Tare, 2023).

**Purchase Behaviour**

The study of how consumers pick, acquire, utilize, and discard products, experiences, ideas, and services to suit their requirements, as well as the ramifications these activities have on the consumer and society, is known as consumer behaviour. The way that customers behave when making purchases is a result of their choices, goals, and opinions combined with their reactions to products in the marketplace (Roy, 2022). It can also be divided into two types: green and luxury purchase behaviour.

Luxury consumption involves acquiring high-end goods and services that symbolize wealth and status while enhancing personal self-concept (Kerviler & Rodriguez, 2019; Sumbly & Siraj, 2019). Consumer choices are influenced by brand prominence, aesthetics, and hedonic value. Additional factors shaping luxury purchase behavior include social status, brand image, psychological satisfaction, sensory appeal, and socio-cultural narratives.

Green purchase behaviour has gained significant attention as consumers become increasingly environmentally conscious (Sharma et al., 2022). This shift in consumer behavior has prompted researchers to develop and apply various theoretical frameworks to understand and predict green consumerism.

The Theory of Planned Behaviour (TPB) is a prominent model used to explain green purchase intentions and behaviors, using attitudes, subjective norms, and perceived behavioural control and how they influence individuals' intentions and subsequent behaviours. The relationship between marketing efforts and actual buying behavior is mediated by these TPB components, according to research, even while green marketing has a considerable impact on consumer attitudes and subjective standards (Hidayat & Sananta, 2024).

Behavioral Reasoning Theory or BRT makes a distinction between the "reasons for" and "reasons against" a particular action. Studies have shown that "reasons for" green consumption are strongly connected to attitudes towards green products and green purchase behavior. Conversely, "reasons against" can hinder green purchase intentions but may not significantly affect attitudes towards green products (Sreen et al., 2022). Le-Anh et al. (2023) found that financial and environmental benefits were primary reasons for green consumption, while perceived costs were reasons against it, though with less significant impact.

Consumption Value Theory. The Theory of Consumption Values (TCV) offers another perspective on green consumer behavior by identifying five types of values that influence purchase decisions: functional, social, emotional, conditional, and epistemic. Functional value, which relates to the perceived utility of a product's physical and utilitarian properties, has been found to impact the purchase of green products. Social value, derived from a product's association with certain social groups, has been shown to influence green purchase behavior in emerging economies (Ali et al., 2019). Emotional value, the utility perceived when a product evokes certain feelings or emotions, plays a role in green consumption. Rahnama (2017) explains that green consumption often emerges from feelings of comfort that lead consumers to choose green products over standard ones. Conditional value, which depends on the circumstances or situations in which a product is used, has been found to have a primary effect on consumers' behavior towards green products. Lastly, epistemic value, related to a product's ability to satisfy curiosity or provide novelty, has been shown to significantly affect consumer behavior towards green products.

**Motivation**

Human behavior is driven by motivation in a variety of scenarios, and it has a big impact on performance in both organizational and educational settings. It can be mainly divided into two types: Internal and External. Internal Motivation: The research on consumer behavior emphasizes how crucial internal motivation is in influencing customer loyalty and decision. Maslow's hierarchy of requirements suggests that as lower-level wants are met, consumers become more driven by higher-order demands like self-actualization and esteem. Furthermore, consumer perceptions and future purchase behavior are greatly influenced by prior consumption experiences (Khandelwal et al., 2016). External Motivation: When psychological requirements are not satisfied, extrinsic motivation—such as rewards and punishments—is more likely to occur (Chen, Elliot, & Sheldon, 2019). Extrinsic motivation can be classified as external (Osei-Frimpong, 2019), identified, introjected, or integrated (Cook & Artino, 2016). Extrinsic factors like incentives, expectancy-value (Abrate et al., 2021), peer pressure (Chang & Nguyen, 2018), and advertising (Zhang, 2023) have significant impacts on consumer behavior and decision-making.

**Theoretical Framework**

Our framework was mainly derived from the work of Dahm (2018), who mainly elaborated on luxury purchase motivations as both intrinsic and extrinsic, which included variables such as hedonism, perfectionism, veblenism, snobbism and bandwagonism. This framework was adapted to include green purchase intention as well as sociodemographic variables for our study.

**2. material and methods**

**Research Design:** For this investigation, a correlational research design was employed. Correlation research aims to establish the relationship between two or more variables. Correlation studies seek to establish a statistically significant association or connection among the variables under investigation. The factors in question are the subjects of collecting information under this study design. The nature and magnitude of the relationship between the variables are then determined by statistical analysis. The research design for this paper made use of online questionnaires, convenience, and snowball sampling. Contextually modified scales for the study's variables that had been previously designed, validated, and checked for reliability made up the questionnaire.

## Hypothesis

1. There will be no significant correlation between “Purchase Intention for Green Products” and “Purchase Intention for Luxury Products”.
2. There will be no significant correlation between “Hedonism” and “Purchase Intention for Green Products”.
3. There will be no significant correlation between “Perfectionism” and “Purchase Intention for Green Products”.
4. There will be no significant correlation between “Snobbism” and “Purchase Intention for Green Products”.
5. There will be no significant correlation between “Bandwagonism” and “Purchase Intention for Green Products”.
6. There will be no significant correlation between “Veblenism” and “Purchase Intention for Green Products”.
7. There will be no significant correlation between “Hedonism” and “Purchase Intention for Luxury Products”.
8. There will be no significant correlation between “Perfectionism” and “Purchase Intention for Luxury Products”.
9. There will be no significant correlation between “Snobbism” and “Purchase Intention for Luxury Products”.
10. There will be no significant correlation between “Bandwagonism” and “Purchase Intention for Luxury Products”.
11. There will be no significant correlation between “Veblenism” and “Purchase Intention for Luxury Products”.
12. There will be no significant correlation between “Hedonism” and “Perfectionism”.
13. There will be no significant correlation between “Hedonism” and “Snobbism”.
14. There will be no significant correlation between “Hedonism” and “Bandwagonism”.
15. There will be no significant correlation between “Hedonism” and “Veblenism”.
16. There will be no significant correlation between “Perfectionism” and “Snobbism”.
17. There will be no significant correlation between “Perfectionism” and “Bandwagonism”.
18. There will be no significant correlation between “Perfectionism” and “Veblenism”.
19. There will be no significant correlation between “Snobbism” and “Bandwagonism”.
20. There will be no significant correlation between “Snobbism” and “Veblenism”.
21. There will be no significant correlation between “Bandwagonism” and “Veblenism”.
22. Hypothesis related to Demographics (GPI)
    1. There will be no significant difference in “Purchase Intention for Green Products” between “Genders”
    2. There will be no significant difference in “Purchase Intention for Green Products” between “Age groups”
    3. There will be no significant difference in “Purchase Intention for Green Products” between “Occupation”
    4. There will be no significant difference in “Purchase Intention for Green Products” between “Family Income Groups”
    5. There will be no significant difference in “Purchase Intention for Green Products” between “Rural and Urban Residences”
    6. There will be no significant difference in “Purchase Intention for Green Products” between “Marital Status”
    7. There will be no significant difference in “Purchase Intention for Luxury Products” between “Genders”
    8. There will be no significant difference in “Purchase Intention for Luxury Products” between “Occupation”
    9. There will be no significant difference in “Purchase Intention for Luxury Products” between “Family Income Groups”
    10. There will be no significant difference in “Purchase Intention for Luxury Products” between “Rural and Urban Residences”
    11. There will be no significant difference in “Purchase Intention for Luxury Products” between “Marital Status”
23. Intrinsic Motivation does not act as a predictor that significantly impacts **Extrinsic Motivation**.
24. Intrinsic Motivation does not act as a predictor that significantly impacts **GPI**
25. Intrinsic Motivation does not act as a predictor that significantly impacts **LPI**.
26. **Extrinsic** Motivation does not act as a predictor that significantly impacts **GPI**.
27. **Extrinsic** Motivation does not act as a predictor that significantly impacts **LPI**.
28. **LPI** does not act as a predictor that significantly impacts **GPI**.

## Measuring Scales

The scales and measures used for the constructs were adapted from:

Maichum et al. (2017), consisting of 3 items for Green Purchase Intention.

Canguende-Valentim and Vale (2022), consisting of 4 items for LPI.

Wang et al. (2021) consisting of 4 items for Hedonism.

Gorshynov (2020), consisting of 4 items for Snobbism.

Areiza-Padilla and Puertas (2021) consisting of 5 items for Veblenism.

Park and Gretzel (2010) consist of 3 items for Perfectionism.

Das et al. (2021) consist of 3 items for Bandwagonism.

All the adapted scales used a five-point Likert scale. The Likert scale ranges from 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree. A pilot study involving 33 participants was carried out to evaluate the internal consistency of the scales. A metric called Cronbach's alpha was employed to evaluate internal consistency. The analysis's findings are presented below in Table 1.

|  |  |  |
| --- | --- | --- |
| **Table 1, Scales, Variable, and their Cronbach’s Alpha value** | | |
| **Sr. No.** | **Variable** | **Cronbach’s Alpha value** |
| **A.** | **Green Purchase Intention** | 0.759 |
|  | I choose to purchase products that are environmentally-friendly. |
|  | I buy green products even if they are more expensive than normal products. |
|  | I intend to purchase green products next time because of its positive environmental contribution. |
| **B.** | **Luxury Purchase Intention** | 0.787 |
|  | The probability that I would buy luxury goods within the next 12 months is high. |
|  | I will try to buy luxury goods in future. |
|  | I will recommend that my friends and relatives purchase luxury products. |
|  | I would think about a luxury goods as a choice when buying something. |
| **C.** | **Hedonism** | 0.911 |
|  | Luxury products should make me happy. |
|  | Luxury consumption should bring me self-satisfaction. |
|  | Luxury consumption can be a way to reduce stress. |
|  | Luxury products should make me feel better about myself. |
| **D.** | **Perfectionism** | 0.876 |
|  | Getting very good quality products is important to me. |
|  | In general, I try to buy the best overall quality products. |
|  | I make a special effort to choose the very best quality products. |
| **E.** | **Snobbism** | 0.795 |
|  | I think that luxury goods help to create a personal image that cannot be duplicated. |
|  | I would prefer to own luxury products before others do. |
|  | When a luxury product or brand becomes popular among others, it loses its appeal for me. |
|  | I often look for one-of-a-kind products so that I create a style that is all my own. |
| **F.** | **Bandwagonism** | 0.95 |
|  | I intend to buy a very popular and currently very fashionable luxury product that everyone would approve. |
|  | I intend to buy luxury products used by many celebrities, recognized by many as a symbol of success |
|  | I intend to buy luxury products that is chosen and worn by many people as a symbol of achievement. |
| **G.** | **Veblenism** | 0.9 |
|  | People buy luxury products to enhance their image. |
|  | People buy luxury products for uniqueness, to have services others do not own. |
|  | People buy luxury products to be fashionable. |
|  | By using luxury products, people intend to please others. |
|  | People using luxury products feel more important. |

### Inclusion/Exclusion Criteria

The inclusion and exclusion criteria given for this study were set as:

|  |  |
| --- | --- |
| Table 2. Inclusion & Exclusion Criteria | |
| Inclusion Criteria | Exclusion Criteria |
| Participants above the age of 18 | Participants under the age of 18 |
| Male and Female Gender | LGBTQ+ Gender |

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### *Demographic Details of the Participants*

The study comprised a total sample size of 317 participants, with a gender distribution of 144 males (45.43%) and 173 females (54.57%). Regarding age, the majority of respondents (248 participants, 78.23%) were between 18-24 years old, followed by 33 participants (10.41%) aged 45 and above, 27 participants (8.52%) in the 25-35 age range, and 9 participants (2.84%) aged 35-44. In terms of occupation, 233 respondents (73.50%) were students, 70 (22.08%) were employed, and 14 (4.42%) were unemployed. When categorized by income, 79 participants (24.92%) reported earning below 3 lakh annually, 108 (34.07%) had an income between 3-8 lakh, 49 (15.46%) reported earning 8-12 lakh, and 81 (25.55%) had an income above 12 lakh. In terms of residence, the majority of the sample, 278 participants (87.70%), lived in urban areas, while 39 participants (12.30%) resided in rural areas. Finally, with respect to marital status, 268 participants (84.54%) were unmarried, while 49 participants (15.46%) were married.

# Procedure

The purpose of this study was to investigate the relationship between the following variables: 1. Green Purchase Intention; 2. Luxury Purchase Intention; 3. Hedonism; 4. Perfectionism; 5. Snobbism; 6. Bandwagonism; and 7. Veblenism; as well as the differences in these variables across different sociodemographic groups.

To expand the reach, data was gathered via an online Google form. It contained a consent form that ensured the confidentiality of participants' personal information and inquired about their desire to participate in the research. Amongst the socioeconomic data collected were gender, age groups, employment status, income groups, marital status, and area of residence.

Participants are asked to score every situation on a variety of scales based on how significant and related it is to them. In scales and measurements, a five-point Likert scale was used. On the Likert scale, 1 represents extreme disagreement and 5 represents strong agreement. The questionnaire had thirty-three items in all, seven of which were pertaining to social demographics.

**3. results and discussion**

In a sample of 317 people, descriptive statistics were performed for the scores of "Green Purchase Intention," "Luxury Purchase Intention," "Hedonism," "Perfectionism," "Snobbism," "Bandwagonism," and "Veblenism." The mean and standard deviation for the previously indicated variables are displayed in Table 3. They are as follows: “Green Purchase Intention” (M = 11.142, SD = 2.033), “Luxury Purchase Intention” (M = 12.694, SD = 3.291), “Hedonism” (M = 12.073, SD = 4.043), “Perfectionism” (M = 11.994, SD = 2.356), “Snobbism” (M = 12.003, SD = 3.184), “Bandwagonism” (M = 7.893, SD = 2.822), “Veblenism” (M = 18.218, SD = 3.476). To understand the factors being studied, consult the hypothesis statements.

*Table 3: Descriptive Statistics for Variables (N=317)*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **GPI** | **LPI** | **H** | **P** | **S** | **B** | **V** |
| Valid | 317 | 317 | 317 | 317 | 317 | 317 | 317 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 11.142 | 12.694 | 12.073 | 11.994 | 12.003 | 7.893 | 18.218 |
| Std. Deviation | 2.033 | 3.291 | 4.043 | 2.356 | 3.184 | 2.822 | 3.476 |
| Minimum | 3 | 4 | 4 | 3 | 4 | 3 | 5 |
| Maximum | 15 | 20 | 20 | 15 | 20 | 15 | 25 |

**Correlation**

Table 4 displays Spearman's Rho, a measure of the correlation between the variables "Hedonism," "Perfectionism," "Veblenism," "Green Purchase Intention," "Luxury Purchase Intention," "Snobbism," and "Bandwagonism." Results related to our hypothesis under examination, which we are considering at three levels of significance from .05, .01, and .001, showed that:

GPI (Green Purchase Intention) and LPI (Luxury Purchase Intention) have a significant correlation with, p = 0.003 and rho = 0.165. (H1) We reject the null hypothesis H1.

GPI (Green Purchase Intention) and H (Hedonism) do not have a significant correlation with, p = 0.319 and rho = 0.056. (H2) We fail to reject the null hypothesis H2.

GPI (Green Purchase Intention) and P (Perfectionism) have a significant correlation with, p < 0.001 and rho = 0.255. (H3) We reject the null hypothesis H3.

GPI (Green Purchase Intention) and S (Snobbism) have a significant correlation with, p < 0.001 and rho = 0.185. (H4) We reject the null hypothesis H4.

GPI (Green Purchase Intention) and B (Bandwagonism) have a significant correlation with, p = 0.01 and rho = 0.144. (H5) We reject the null hypothesis H5.

GPI (Green Purchase Intention) and V (Veblenism) have a significant correlation with, p = 0.022 and rho = 0.129. (H6) We reject the null hypothesis H6.

LPI (Luxury Purchase Intention) and H (Hedonism) have a significant correlation with, p < 0.001 and rho = 0.599. (H7) We reject the null hypothesis H7.

LPI (Luxury Purchase Intention) and P (Perfectionism) have a significant correlation with, p < 0.001 and rho = 0.269. (H8) We reject the null hypothesis H8.

LPI (Luxury Purchase Intention) and S (Snobbism) have a significant correlation with, p < 0.001 and rho = 0.503. (H9) We reject the null hypothesis H9.

LPI (Luxury Purchase Intention) and B (Bandwagonism) have a significant correlation with, p < 0.001 and rho = 0.546. (H10) We reject the null hypothesis H10.

LPI (Luxury Purchase Intention) and V (Veblenism) have a significant correlation with, p < 0.001 and rho = 0.219. (H11) We reject the null hypothesis H11.

H (Hedonism) and P (Perfectionism) have a significant correlation with, p < 0.001 and rho = 0.257. (H12) We reject the null hypothesis H12.

H (Hedonism) and S (Snobbism) have a significant correlation with, p < 0.001 and rho = 0.575. (H13) We reject the null hypothesis H13.

H (Hedonism) and B (Bandwagonism) have a significant correlation with, p < 0.001 and rho = 0.603. (H14) We reject the null hypothesis H14.

H (Hedonism) and V (Veblenism) have a significant correlation with, p < 0.001 and rho = 0.197. (H15) We reject the null hypothesis H15.

P (Perfectionism) and S (Snobbism) have a significant correlation with, p < 0.001 and rho = 0.263. (H16) We reject the null hypothesis H16.

P (Perfectionism) and B (Bandwagonism) have a significant correlation with, p = 0.003 and rho = 0.169. (H17) We reject the null hypothesis H17.

P (Perfectionism) and V (Veblenism) have a significant correlation with, p < 0.001 and rho = 0.334. (H18) We reject the null hypothesis H18.

S (Snobbism) and B (Bandwagonism) have a significant correlation with, p < 0.001 and rho = 0.556. (H19) We reject the null hypothesis H19.

S (Snobbism) and V (Veblenism) have a significant correlation with, p < 0.001 and rho = 0.269. (H20) We reject the null hypothesis H20.

B (Bandwagonism) and V (Veblenism) have a significant correlation with, p < 0.001 and rho = 0.234. (H21) We reject the null hypothesis H21.

*Table 4: Spearman’s Correlation between the variables*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | **Spearman's rho** | | **p** |
| GPI | - | LPI | 0.165 | \*\* | 0.003 |
| GPI | - | H | 0.056 |  | 0.319 |
| GPI | - | P | 0.255 | \*\*\* | < .001 |
| GPI | - | S | 0.185 | \*\*\* | < .001 |
| GPI | - | B | 0.144 | \* | 0.01 |
| GPI | - | V | 0.129 | \* | 0.022 |
| LPI | - | H | 0.599 | \*\*\* | < .001 |
| LPI | - | P | 0.269 | \*\*\* | < .001 |
| LPI | - | S | 0.503 | \*\*\* | < .001 |
| LPI | - | B | 0.546 | \*\*\* | < .001 |
| LPI | - | V | 0.219 | \*\*\* | < .001 |
| H | - | P | 0.257 | \*\*\* | < .001 |
| H | - | S | 0.575 | \*\*\* | < .001 |
| H | - | B | 0.603 | \*\*\* | < .001 |
| H | - | V | 0.197 | \*\*\* | < .001 |
| P | - | S | 0.263 | \*\*\* | < .001 |
| P | - | B | 0.169 | \*\* | 0.003 |
| P | - | V | 0.334 | \*\*\* | < .001 |
| S | - | B | 0.556 | \*\*\* | < .001 |
| S | - | V | 0.269 | \*\*\* | < .001 |
| B | - | V | 0.234 | \*\*\* | < .001 |
| \* p < .05, \*\* p < .01, \*\*\* p < .001 | | | | | |

**T-Test**

To determine whether there is a gender difference in "Green Purchase Intention," a Mann-Whitney Score was used. Table 5 indicates that there is no discernible difference between Male and Female scores for "Green Purchase Intention" (M = 11.301, SD = 1.908) and (M = 10.951, SD = 2.166). **(H22.1) We fail to reject null hypothesis H 22.1.**

*Table 5: T-test between Gender for GPI*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Group** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| GPI | Female | 173 | 11.301 | 1.908 | 0.145 | 0.169 |
|  | Male | 144 | 10.951 | 2.166 | 0.18 | 0.198 |
| Mann-Whitney Score = 13594.000, p = 0.156 | | | | | | |

To determine whether there is a difference in the area of residence in "Green Purchase Intention," a Mann-Whitney Score was used. Table 6 indicates that there is no discernible difference between Rural and Urban scores for "Green Purchase Intention" as the p-value is 0.595 (M = 11.154, SD = 2.122) and (M = 11.14, SD = 2.025). **(H22.5) We fail to reject null hypothesis H 22.5**.

*Table 6: T-test between Area of Residence for GPI*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Group** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| GPI | Rural | 39 | 11.154 | 2.122 | 0.34 | 0.19 |
|  | Urban | 278 | 11.14 | 2.025 | 0.121 | 0.182 |
| p = 0.595 | | | | | | |

To determine whether there is a difference in marital status in "Green Purchase Intention," a Mann-Whitney Score was used. Table 7 indicates that there is a significant difference between Single and Married scores for "Green Purchase Intention" as the p-value is <0.001 (M = 11.898, SD = 1.992) and (M = 11.004, SD = 2.014). **(H22.6) We reject null hypothesis H 22.6.**

*Table 7: T-test between Marital Status for GPI*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Group** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| GPI | Married | 49 | 11.898 | 1.992 | 0.285 | 0.167 |
|  | Single | 268 | 11.004 | 2.014 | 0.123 | 0.183 |
| p < 0.001 | | | | | | |

To determine whether there is a gender difference in "Luxury Purchase Intention," a Mann-Whitney Score was used. Table 8 indicates that there is no significant difference between Male and Female scores for "Luxury Purchase Intention" as the p-value is 0.064 (M = 13.042, SD = 3.6) and (M = 12.405, SD = 2.99). **(H23.1) We fail to reject null hypothesis H 23.1.**

*Table 8: T-test between Gender for LPI*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Group** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| LPI | Female | 173 | 12.405 | 2.99 | 0.227 | 0.241 |
|  | Male | 144 | 13.042 | 3.6 | 0.3 | 0.276 |
| p = 0.064 | | | | | | |

To determine whether there is a difference in an area of residence in "Luxury Purchase Intention," a Mann-Whitney Score was used. Table 9 indicates that there is no significant difference between Rural and Urban scores for "Luxury Purchase Intention" as the p value is 0.938 (M = 12.718, SD = 3.67) and (M = 12.691, SD = 3.242). **(H23.4) We fail to reject null hypothesis H 23.4.**

*Table 9: T-test between Area of Residence for LPI*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Group** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| LPI | Rural | 39 | 12.718 | 3.67 | 0.588 | 0.289 |
|  | Urban | 278 | 12.691 | 3.242 | 0.194 | 0.255 |
| p = 0.938 | | | | | | |

To determine whether there is a difference in marital status in "Luxury Purchase Intention," a Mann-Whitney Score was used. Table 10 indicates that there is no significant difference between Single and Married scores for "Luxury Purchase Intention" as the p-value is 0.680 (M = 12.672, SD = 3.319) and (M = 12.816, SD = 3.167). **(H23.5) We fail to reject null hypothesis H 23.5.**

*Table 10: T-test between Marital Status for LPI*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Group** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| LPI | Married | 49 | 12.816 | 3.167 | 0.452 | 0.247 |
|  | Single | 268 | 12.672 | 3.319 | 0.203 | 0.262 |
| p = 0.680 | | | | | | |

**ANOVA**

**One-way ANOVA** was conducted to examine if there exists a difference in “Green Purchase Intention” between different Age groups. As shown in Table 11, the p-value for the conducted One Way ANOVA is 0.003. Therefore there is a significant difference in Green Purchase Intention score between Age groups. **(H22.2)** **We reject null hypothesis H 22.2.**

Table 11, ANOVA; GPI between age groups

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| 18 - 24 | 248 | 10.98 | 1.976 | 0.126 | 0.18 |
| 25 - 34 | 27 | 11 | 2.689 | 0.518 | 0.244 |
| 35 - 44 | 9 | 11.556 | 2.455 | 0.818 | 0.212 |
| 45 and above | 33 | 12.364 | 1.22 | 0.212 | 0.099 |
| p = 0.003 | | | | | |

One-way ANOVA was conducted to examine if there exists a difference in “Green Purchase Intention” between different Occupation type groups. As shown in Table 12, the p-value for the conducted One-Way ANOVA is 0.136. Therefore there is no significant difference in the Green Purchase Intention score between Occupation groups. **(H22.3)** **We fail to reject null hypothesis H 22.3.**

*Table 12 ANOVA; GPI between occupation/status*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Occupation** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| Employed(Salaried, Self-employed and/or others) | 70 | 11.557 | 1.878 | 0.224 | 0.162 |
| Student | 233 | 11.009 | 1.991 | 0.13 | 0.181 |
| Unemployed | 14 | 11.286 | 3.124 | 0.835 | 0.277 |
| p = 0.136 | | | | | |

One-way ANOVA was conducted to examine if there exists a difference in “Green Purchase Intention” between Family Income groups. As shown in Table 13, the p-value for the conducted One-way ANOVA is 0.793. Therefore there is no significant difference in the Green Purchase Intention score between Family Income groups. **(H 22.4)** **We fail to reject null hypothesis H 22.4.**

*Table 13* ANOVA; GPI between income groups

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Family Income** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| 3 - 8 Lakhs | 108 | 11.074 | 1.645 | 0.158 | 0.149 |
| 8 - 12 Lakhs | 49 | 11.041 | 2.336 | 0.334 | 0.212 |
| Above 12 Lakhs | 81 | 11.099 | 2.458 | 0.273 | 0.221 |
| Below 3 Lakhs | 79 | 11.342 | 1.853 | 0.208 | 0.163 |
| p = 0.793 | | | | | |

One-way ANOVA was conducted to examine if there exists a difference in “Luxury Purchase Intention” between different Occupation type groups. As shown in Table 14, the p-value for the conducted One-way ANOVA is 0.239. Therefore there is no significant difference in Luxury Purchase Intention score between Occupation groups. **(H 23.2) We fail to reject null hypothesis H 23.2.**

*Table 14* ANOVA; LPI between Occupation

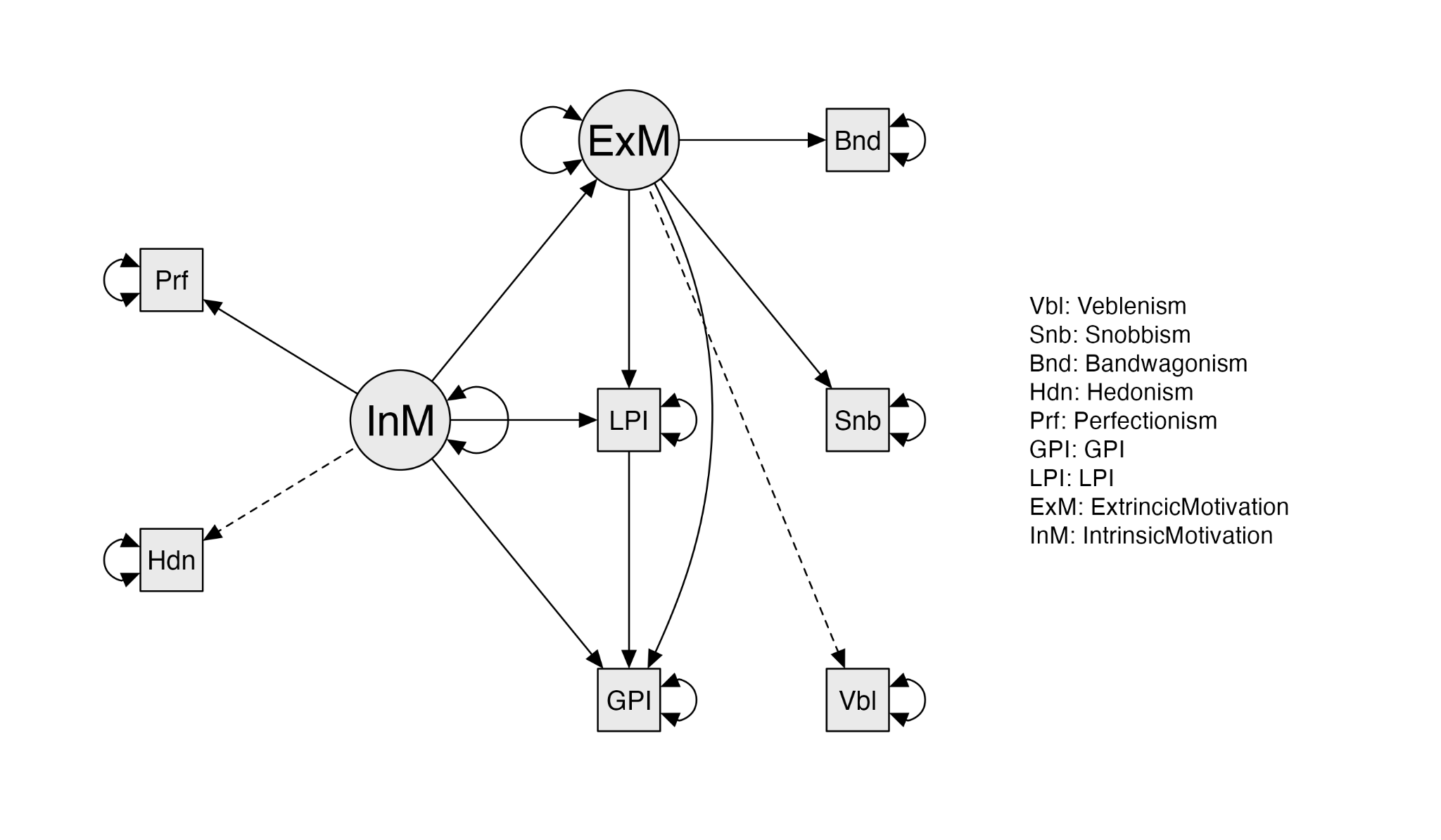
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Occupation** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| Employed(Salaried, Self-employed and/or others) | 70 | 13.171 | 3.501 | 0.419 | 0.266 |
| Student | 233 | 12.609 | 3.219 | 0.211 | 0.255 |
| Unemployed | 14 | 11.714 | 3.315 | 0.886 | 0.283 |
| p = 0.239 | | | | | |

One-way ANOVA was conducted to examine if there exists a difference in “Luxury Purchase Intention” between Family Income groups. As shown in Table 15, the p-value for the conducted One-way ANOVA is 0.800. Therefore there is no significant difference in Luxury Purchase Intention score between Family Income groups. **(H 23.3) We fail to reject null hypothesis H 23.3.**

*Table 15 Results of One-way ANOVA*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Family Income** | **N** | **Mean** | **SD** | **SE** | **Coefficient of variation** |
| 3 - 8 Lakhs | 108 | 12.833 | 2.726 | 0.262 | 0.212 |
| 8 - 12 Lakhs | 49 | 12.469 | 3.202 | 0.457 | 0.257 |
| Above 12 Lakhs | 81 | 12.864 | 3.594 | 0.399 | 0.279 |
| Below 3 Lakhs | 79 | 12.468 | 3.741 | 0.421 | 0.3 |
| p = 0.800 | | | | | |

**Fig .1 Structural Equation Modeling**



### Parameter estimates

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 16, Factor Loadings** | | | | | | | | | |
|  | | | | | | | | **95% Confidence Interval** | |
| **Latent** | **Indicator** | **Estimate** | **Std. Error** | **z-value** | | **p** | | **Lower** | **Upper** |
| Extrinsic Motivation | Veblenism | 1.000 | 0.000 |  | |  |  | 1.000 | 1.000 |
| Snobbism | 1.852 | 0.280 | 6.612 | | < .001 | | 1.303 | 2.400 |
| Bandwagonism | 1.593 | 0.243 | 6.566 | | < .001 | | 1.117 | 2.068 |
| Intrinsic Motivation | Hedonism | 1.000 | 0.000 |  |  |  |  | 1.000 | 1.000 |
| Perfectionism | 0.301 | 0.044 | 6.908 | | < .001 | | 0.216 | 0.386 |
|  | | | | | | | | | |

* **As seen in Table 16, Extrinsic Motivation**:
  + Strong loadings:
    - **Veblenism** (fixed at 1.000 as a reference).
    - **Snobbism**: Estimate = 1.852, z-value = 6.612, p < .001.
    - **Bandwagonism**: Estimate = 1.593, z-value = 6.566, p < .001.
* **As seen in Table 16, Intrinsic Motivation**:
  + **Hedonism** (fixed at 1.000 as a reference).
  + **Perfectionism**: Estimate = 0.301, z-value = 6.908, p < .001.
  + All loadings are significant (p < .001), indicating good measurement of latent constructs.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 17, Regression coefficients** | | | | | | | |
|  | | | | | | **95% Confidence Interval** | |
| **Predictor** | **Outcome** | **Estimate** | **Std. Error** | **z-value** | **p** | **Lower** | **Upper** |
| Intrinsic Motivation | ExtrinsicMotivation | 0.449 | 0.085 | 5.296 | < .001 | 0.283 | 0.616 |
| Extrinsic Motivation | GPI | -1.390 | 3.358 | -0.414 | 0.679 | -7.971 | 5.191 |
| Intrinsic Motivation | GPI | 0.823 | 1.549 | 0.531 | 0.595 | -2.213 | 3.858 |
| LPI | GPI | -0.034 | 0.189 | -0.180 | 0.857 | -0.403 | 0.336 |
| Extrinsic Motivation | LPI | 3.630 | 4.632 | 0.784 | 0.433 | -5.449 | 12.709 |
| Intrinsic Motivation | LPI | -0.792 | 1.974 | -0.401 | 0.688 | -4.662 | 3.078 |
|  | | | | | | | |

**As seen in Table 17,** Relationships between variables:

* + **Intrinsic Motivation → Extrinsic Motivation**: Positive and significant (Estimate = 0.449, p < .001). (**H24**)  **We reject null hypothesis H 24.**)
  + **Extrinsic Motivation → GPI**: Non-significant (Estimate = -1.390, p = 0.679). **(H 27) We fail to reject null hypothesis H 27.**
  + **Intrinsic Motivation → GPI**: Non-significant (Estimate = 0.823, p = 0.595). **(H 25) We fail to reject null hypothesis H 25.**
  + **LPI → GPI**: Non-significant (Estimate = -0.034, p = 0.857). **(H 29) We fail to reject null hypothesis H 29.**
  + **Extrinsic Motivation → LPI**: Non-significant (Estimate = 3.630, p = 0.433). **(H 28) We fail to reject null hypothesis H 28.**
  + **Intrinsic Motivation → LPI**: Non-significant (Estimate = -0.792, p = 0.688). **(H 26) We fail to reject null hypothesis H 26.**

None of the predictors significantly impact GPI or LPI in this model., suggesting the relationships are weak or mediated by other factors not included.

# Conclusion

The study's Structural Equation Modeling (SEM) reveals significant relationships between intrinsic and extrinsic motivations. Intrinsic motivation significantly influences extrinsic motivation (p < .001), with high factor loadings for constructs such as hedonism and perfectionism. Similarly, extrinsic motivation shows strong associations with veblenism, snobbism, and bandwagonism. However, neither intrinsic nor extrinsic motivations were found to significantly impact Green Purchase Intention (GPI) or Luxury Purchase Intention (LPI), indicating that other factors may mediate these relationships.

Significant correlations were observed between GPI and constructs such as perfectionism, snobbism, and bandwagonism, as well as between LPI and hedonism, snobbism, and bandwagonism. This suggests a complex interplay between personality traits and purchase intentions. Demographic analyses indicate differences in GPI based on marital status and age but not for variables like income or occupation.

The study recommends exploring mediating variables to enhance the predictive power of intrinsic and extrinsic motivations on purchase intentions. Marketing strategies should emphasize traits like perfectionism for green products and hedonism for luxury products. Further research with more diverse and inclusive samples is suggested to generalize findings. These insights provide actionable directions for targeting consumer behaviours in sustainable and luxury markets.

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**Declaration of generative AI and AI-assisted technologies in the writing process**

During the preparation of this work, the author(s) used ChatGPT/OpenAI to re-structure the draft in order to improve its readability. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

**Data Access**

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available because they contain information that could compromise the privacy of research participants.

**COMPETING INTERESTS DISCLAIMER:**

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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