Green Consumer Behaviour in Global Markets

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Abstract

The degradation of planet earth is no longer unknown to the world. The global emphasis on environmental sustainability has led to the emergence of Green Consumer Behaviour. Consumers are increasingly encouraged to adopt green products and services. However, green consumers remain a small market.

This study investigates green consumer behaviour focusing on the influence of demographic variables. Using a quantitative research design, 398 participants were surveyed and eight hypotheses were tested. The findings reveal significant relationships between gender, education, income, and green consumer awareness and attitudes, but not age. This robust analysis was critically evaluated through the lens of established theories like the Theory of Planned Behaviour. Despite some statistical limitations, a green consumer decision model is proposed, and the study concludes with recommendations for educational campaigns and policy interventions to promote green consumer practices, providing a valuable resource for future research and practical initiatives in Mauritius.

Keywords: Consumer Attitude; Consumer Intention; Green Consumer Behaviour; Consumer Decision; Global Markets

1. Environmental Sustainability and Green Behaviour

The global emphasis on environmental sustainability has led to the emergence of Green Consumer Behaviour (GCB), where consumers increasingly prefer green products and services (Cherian & Jacob, 2018). This shift is crucial for businesses striving to remain competitive by employing environmental sustainability practices

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(Cini & Ricci, 2018; Cici & D'Isanto, 2017). Therefore, businesses are encouraged to bring forward innovated business models to satisfy the new roles customer are playing regarding protection of the environmental (Pironti et al., 2015) and sustainable economic activities (Fornasari, 2022). However, consumers are facing challenges such as higher costs and limited product availability hinder the adoption of green-conscious practices (Reinartz, 2002). Consumer behaviour, as per (Kotler & Keller, 2006), involves how individuals and organizations select, buy, use, and dispose of goods and services. The significance of GCB is underscored by environmental challenges such as climate change and resource depletion with consumers playing a vital role in advocating for green practices (Thøgersen, 2021). Understanding GCB determinants assists businesses in developing eco-friendly products and policymakers in crafting effective environmental strategies (Zhao et al., 2020). Key drivers include personal values, environmental attitudes, social norms, information availability, and perceived effectiveness (Gilg et al.,, 2005), yet gaps exist, especially in emerging economies like Mauritius, where socio-cultural factors uniquely influence consumer behaviour. Therefore, this paper attempts to investigate the green consumer decision of people taking Mauritius, a Small Island Developing States, as case study.

This paper is organised in seven parts where section 1 introduces the topic under investigation. Section 2 summarises the main literature on green consumer behaviour. Section 3 proposes and describes a green consumer decision model. Section 4 describes the methodology adopted and the characteristics of the target population while sections 5 and 6 presents and interpret the results respectively. Eventually, section 7 proposes recommendations regarding improvement of green consumer behaviour.

2. Consumer Behaviour, Attitude and Intension

The study of consumer behaviour is a multidisciplinary field that explores how individuals, groups, or organizations make choices related to purchasing, using, and disposing of products and services. It has evolved from purchasing patterns to consumption patterns (Basile et al., 2023). It employs elements from psychology, sociology, economics, and marketing to understand complex consumer decisions (Brondoni, 2009). Key factors influencing these choices include perception, motivation, education, attitudes, and post-purchase evaluations. Socio factors like social influence, reference groups, family, and cultural values also play a crucial role in shaping consumer behaviour (Wardhana et al., 2023; Fortuna et al., 2021). Understanding consumer behaviour is vital for marketers and businesses; it helps them tailor marketing strategies, products, and services to meet consumer needs and respond proactively to market trend (Kotler & Keller, 2006). Research in consumer behaviour aims to reveal the psychological and sociological drivers behind consumer choices, thereby enabling businesses to make informed decisions for greater success and profitability.

The relationship between consumer attitudes and behavior is nuanced and influenced by various internal and external factors. While it's generally true that a positive attitude towards a product or brand often results in a purchase, this isn't an absolute rule. There are instances where negative or neutral attitudes don't deter purchases due to the influence of external factors. These can include societal pressures, such as wanting to fit in with a particular group, or practical considerations like the convenience of the product's availability. Promotional offers, like discounts or limited-time sales, can also sway consumers to make purchases despite their initial reservations (Salem et al, 2023). Moreover, the dynamic between attitudes and consumer behavior isn't solely one-directional. People's attitudes can evolve based on their behaviour over time. For example, if a consumer repeatedly engages with a particular brand and has a satisfactory experience, their attitude towards that brand is likely to become more favourable. This is known as "attitude formation from behaviour," a concept that highlights the plasticity of consumer attitudes based on their interactions with a product or brand (Bagozzi, 1982). Adding another layer of complexity, the impact of attitudes on consumer behaviour can be moderated by various factors such as social norms, situational influences, and personal values. Even if someone has a positive attitude toward a green product, for example, they might not go ahead and buy it if they believe their friends or family would not approve of such a choice (Mohd Suki, 2016).

Consumer intention refers to a person's willingness to perform a specific behaviour (Ajzen, 2011) while consumer behaviour refers to the actual actions or activities taken by consumers (Manuere et al., 2022). Several factors can influence the relationship between Consumer intention and consumer behaviour. These include attitude-behaviour consistency, which is the noteworthy connection between a person's intentions and their subsequent behaviours. When individuals hold strong intentions, they are more inclined to follow through with actions that align with those intentions. This alignment underscores the role intentions play in shaping actual behaviours (Swanson et al., 2001). Moghavvemi et al. (2015) emphasize that external factors exert considerable influence on the transformation of intentions into actions. Economic constraints, unforeseen events, social influences from friends and family, and shifts in personal circumstances can impact the realization of intentions. These factors highlight the dynamic interplay between internal intentions and external realities. Cognitive dissonance emerges when there's a clash between intention and behaviour. Such conflict can lead to post-purchase regret or prompt individuals to reconsider their future intentions. This phenomenon illustrates the intricate psychological dynamics that affect the translation of intentions into behaviour (Barta, 2015). When people feel they have a greater degree of control, they are more likely to bridge the gap between intention and behaviour. This perceived control empowers individuals to overcome obstacles and execute their intentions more effectively. External constraints, such as the availability and accessibility of products or services, can act as barriers to the realization of intentions. Even when intentions are strong, the inability to access desired items can hinder the conversion of intentions into actions. This highlights the role of situational factors in shaping behaviour outcomes (Steg et al., 2014).

2. 1 Green Consumer Behaviour and Practices

Green Consumer Behaviour involves making environmentally conscious purchasing decisions. Several key factors influence this behaviour. Understanding GCB is essential as it not only reflects growing environmental awareness among consumers but also has significant implications for businesses, policymakers, and marketers who need to align with these consumer preferences. A high level of awareness about environmental issues encourages consumers to seek greener alternatives (Albanese. 2001). Personal values such as conservation and green development significantly shape GCB. Consumers evaluate products based on environmental attributes like green labels and energy efficiency (Barbu et al., 2022). Green consumer behaviour (GCB) is influenced by a diverse array of factors categorized into demographic, psychographic, social, and contextual dimensions.

Demographic factors such as age, gender, individual revenue, education, and family size significantly impact GCB. Younger generations, particularly Millennials and Gen Z, exhibit higher environmental consciousness and engagement in green behaviours (Iqbal et al., 2023). Gender differences, with women often prioritizing environmental issues more than men, highlight social influences (Roberts & Bacon, 1997). Income influences access to green products, but lower-income individuals also show interest in eco-friendly options (Griskevicius et al., 2018). Education enhances environmental awareness and promotes green practices. Family size influences consumption habits and environmental attitudes within households (Gifford, 2018).

Psychographic factors encompass personal attitudes, values, interests, and lifestyles, all influencing GCB. Environmental and altruistic values strongly correlate with green behaviours, while knowledge and awareness about environmental issues enhance green practices (Mostafa, 2007). Environmental concern fosters pro-environmental behaviours and community responsibility (Joshi & Rahman, 2019). Health consciousness drives the demand for green products, as consumers seek safer alternatives.

Contextual factors, such as price, availability, and accessibility of green products, also influence GCB. Consumers may be hesitant to pay a premium for green products if they are not convinced of their benefits (Gleim et al., 2013). The availability and accessibility of green products or services affect consumers' decisions to engage in GCB (Vermeir & Verbeke, 2006). Understanding these factors is crucial for promoting GCB, as they inform strategies aimed at fostering environmentally sustainable behaviours among consumers. By addressing demographic, psychographic, social, and contextual influences, businesses, and policymakers can effectively align with consumer preferences and contribute to a greener future.

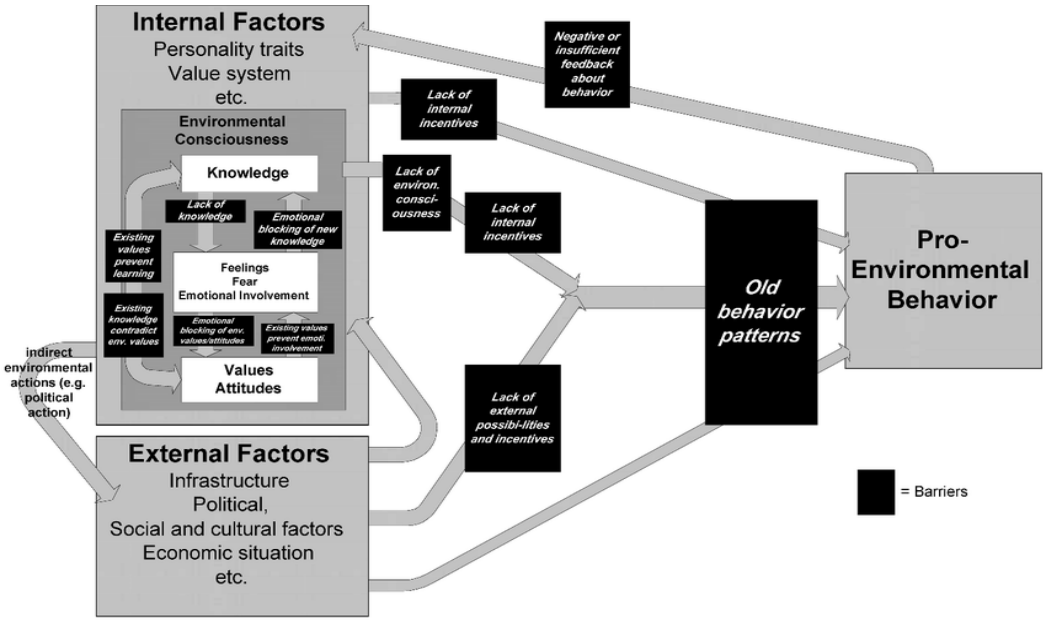
However, Green consumer practices encompass a variety of habits aimed at lessening environmental impact and promoting ecological sustainability. Green consumption involves purchasing environmentally friendly products such as organic foods, energy-efficient appliances, and items made from recycled materials. Green consumers also prioritize reducing consumption, choosing items with less packaging, repairing rather than replacing items, and overall buying fewer products (Gilg et al.,, 2005). Additionally, they prioritize locally sourced goods to reduce carbon footprints

associated with transportation and support local economies (Educated purchasing, based on understanding the environmental impact of products and services, is another defining feature of green consumers. Waste management practices among green consumers include recycling and composting, which allow for the reuse of materials and reduce greenhouse gas emissions from landfills (Hottle et al., 2015). Upcycling, or creative repurposing of products, further contributes to waste reduction and resource preservation (Oncioiu, I., & Ifrim, 2022). In terms of energy consumption, green consumers adopt clean energy practices such as participating in green energy programs and utilizing renewable energy sources like solar power (Liobikienė & Dagiliūtė, 2021). Additionally, they support ethical companies that prioritize eco-friendly materials, energy-efficient manufacturing, fair treatment of workers, and contributions to environmental causes. These GCB practices reflect a growing awareness of environmental concerns and a commitment to sustainable living among consumers. By embracing these habits, individuals contribute to a greener future and promote environmental stewardship in their communities and beyond.

2.3 Behaviour Models

Kollmus and Agyeman (2002) developed a model of pro-environmental behaviour consisting of two main factors that influence pro-environmental behaviours, namely, Internal and external factors. Figure 1 illustrates the model. However, the black boxes represent the barriers that affect pro-environmental behaviour. The arrows indicate how the different factors influence one another.

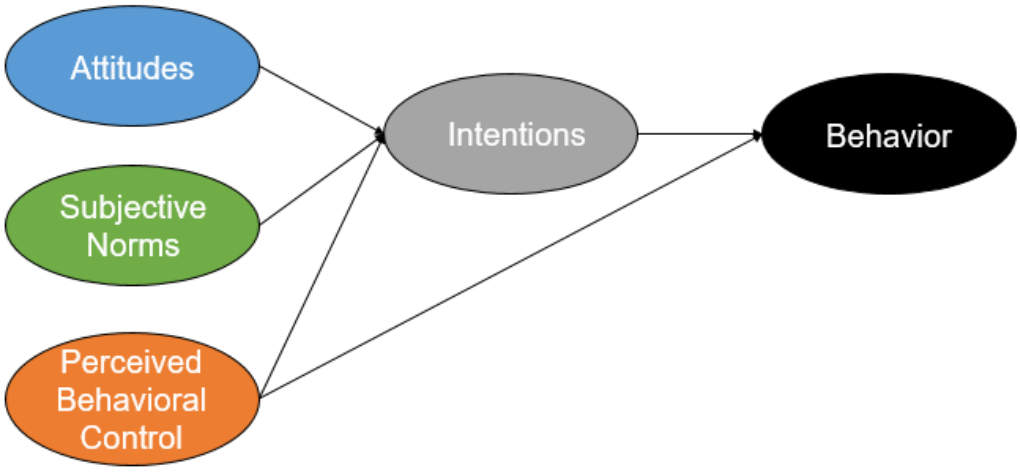
Figure 1: *The Model of Pro-Environmental Behaviour*



Source: Kollmus and Agyeman (2002)

The TPB proposed by (Ajzen, 2011), suggests that a person's behaviour is determined by their intention to perform the behaviour, which is influenced by their attitude towards the behaviour, subjective norms, and perceived behavioural control. In the context of GCB, this model highlights the importance of attitudes towards environmentally friendly products, social norms that might support or discourage these behaviours, and the perceived control the individual has over the behaviour. Figure 2 illustrates the TPB.

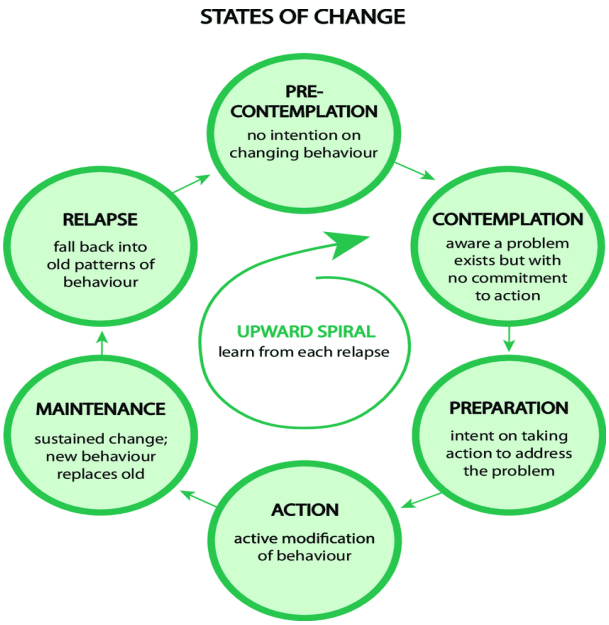
Figure 2: *The Theory of the Planned Behaviour*



Source: Ajzen (1991)

The Transtheoretical Model of change was developed by (Prochaska & DiClemente, 1983). It consists of stages of change and processes of change. This model describes behaviour change as a process that occurs in stages: pre-contemplation, contemplation, preparation, action, and maintenance. Individual may also relapse to previous stages as shown in figure 3. It has been applied to understand how consumers might adopt pro-environmental behaviour over time and highlights the importance of identifying where individuals are in the behaviour change process to tailor interventions that might help them move towards more green behaviour (Saulick et al., 2023).

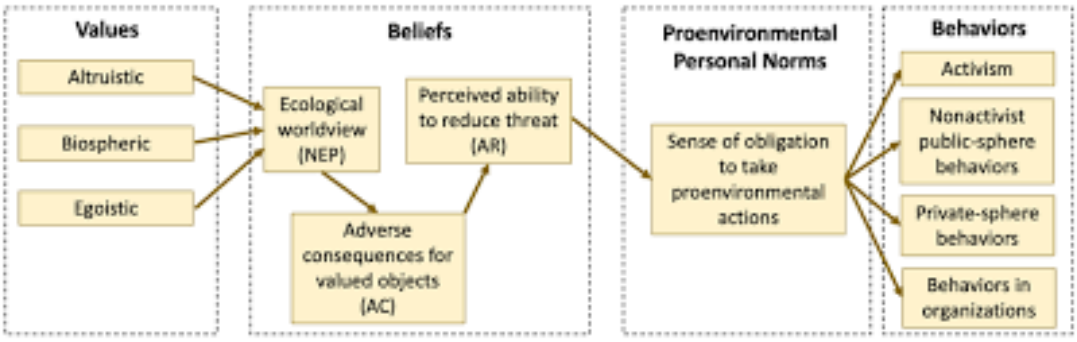
Figure 1: *The Trans Theoretical Model*



Source: Prochaska & DiClemente (1983)

Figure 4 illustrates the VBN Theory, developed by Stern (1999). It suggests that personal values influence ecological worldview, awareness of consequences, and ascription of responsibility, leading to pro-environmental personal norms and behaviours. In the context of GCB, this model highlights the role of personal values in shaping behaviours and how individuals might act according to their values to reduce their environmental impact.

Figure 4: *The Value-Belief-Norm Theory*



Source: Stern (1999)

3. Development of a Green Consumer Decision Model

In response to the escalating environmental challenges and the growing consciousness surrounding green practices, consumer involvement in steering a more sustainable future has become increasingly pivotal. Highlighted by (Vermeir & Verbeke, 2006), the surge in demand for eco-friendly products necessitates a deep understanding of GCB, as emphasized by (Thogersen, 2021). This study introduces a comprehensive Green Consumer Decision (GCD) Model, illustrated in figure 5, which serves as a multifaceted framework for comprehending and predicting consumer behaviour towards green choices and practices. Drawing from established behaviour models like TPB, VBN Theory, and the TTM of behaviour change, the GCD model uniquely integrates the "Earthwise" dimension into consumer decision-making processes. The study employs these models to examine the interrelationships among various constructs, including demographic factors, consumer attitude, consumer awareness, consumer intention, challenges faced in adopting green practices, and the ultimate green consumer decision. Through the empirical testing of eight hypotheses, the study aims to elucidate the complex dynamics underpinning GCB, offering valuable insights for policymakers, marketers, and environmental advocates striving for a greener future.

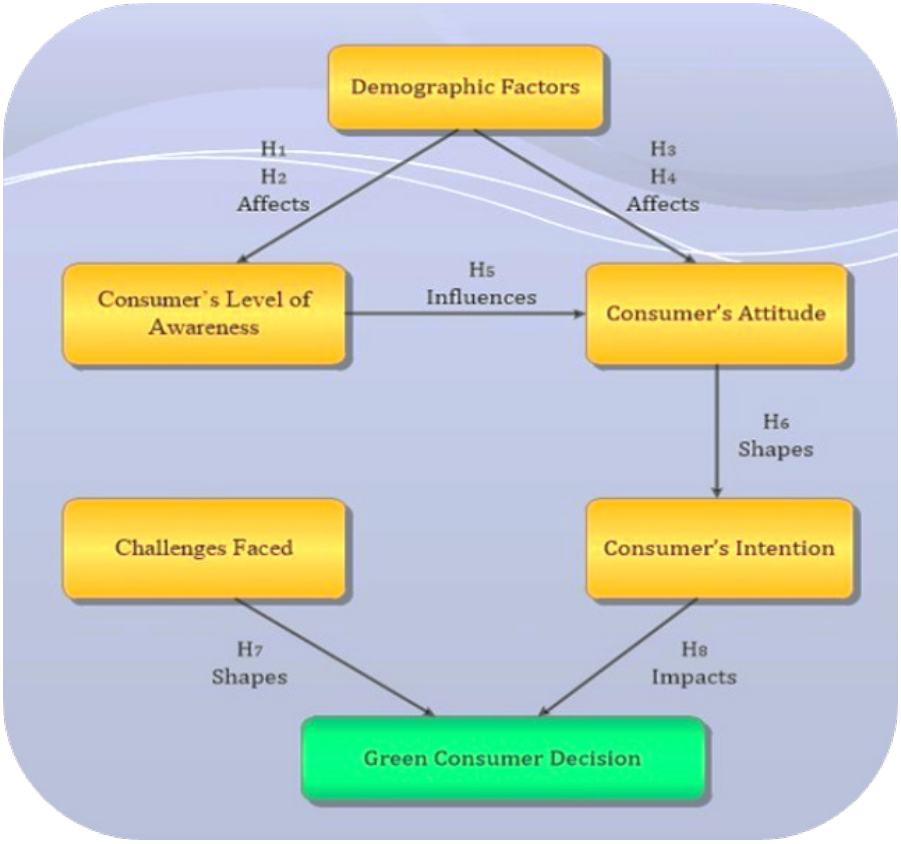
3.1 Demographic Factors and Level of Consumer Awareness

The VBN Theory suggests that an individual's values, beliefs, and norms influence their awareness and concern about specific issues. Demographic factors such as gender can affect consumers' values and beliefs related to green behaviour, environmental responsibility, and social norms surrounding green practices. Awareness refers to the knowledge and understanding consumers possess about green practices and their environmental impact. Research has demonstrated that demographic factors can significantly impact consumers' level of awareness. For example, higher education levels are often associated with greater environmental consciousness, as educated individuals tend to be more informed about sustainability issues (Kalaiselvi & Dhinakaran, 2021). Moreover, income levels can affect consumers' access to information and resources, which, in turn, influences their awareness of green initiatives. From the above discussion, the following hypotheses are proposed:

Hypothesis 1: Relationship between age group and level of consumer awareness.

Hypothesis 2: Relationship between the level of education and the level of consumer awareness.

Figure 5: *The Green Consumer Decision Model*



3.2 Demographic Factors and Consumer Attitude

The TPB offers valuable insights in shaping consumer attitudes. It suggests that attitudes are influenced by three key factors: individual beliefs about the outcomes of behaviour (behavioural beliefs), their evaluation of these outcomes (outcome evaluations), and their perception of social norms and pressures (normative beliefs). Demographic factors such as age, gender, income, education, and occupation can influence how individuals perceive and react to various products and services. For instance, younger consumers might be more open to embracing green practices compared to older generations, who might exhibit more resistance to change. Studies have shown that demographic variables are essential indicators in predicting consumers' attitudes towards environmentally green products (Chanda et al., 2023). So, from the above discussion, the following hypotheses are formulated:

Hypothesis 3: Relationship between gender and consumer attitude.

Hypothesis 4: Relationship between revenue and consumer attitude.

3.3 Consumer Attitude and Level of Consumer Awareness

Both TPB and the VBN Theory provide insights into the connection between consumer attitudes and their level of awareness. TPB suggests that attitudes are influenced by individual beliefs and evaluations of behaviour outcomes. Studies have indicated that heightened environmental awareness positively influences consumers' attitudes towards green products and services (Sobuj et al., 2021), as individuals recognize the benefits of such behaviours. Similarly, VBN Theory emphasizes the role of values and beliefs in shaping awareness. When consumers deeply value environmental preservation, they are more likely to develop positive attitudes towards green consumer decisions. Following this discussion, hypothesis 5 has been proposed:

Hypothesis 5: Relationship between consumer attitude and level of consumer awareness.

3.4 Consumer Intention and Consumer Attitude

The sixth hypothesis focuses on the relationship between consumer attitudes and intentions, aligning with the TPB. According to Ajzen (1991), attitudes play a significant role in shaping individuals' intentions to perform a particular behaviour. Positive attitudes towards green behaviour and the purchase of green products are closely linked to the willingness to support environmentally responsible brands and make environmentally conscious choices. Additionally, the TPB highlights the influence of subjective norms and perceived behavioural control on intentions. This implies that social pressures and individual confidence in performing green behaviour can also shape consumer intentions.

Hypothesis 6: Relationship between consumer intention and consumer attitude.

3.5 Challenges Faced and Green Consumer Decision

The seventh hypothesis focuses on the challenges consumers face in adopting green practices and how these obstacles influence their green consumer decisions. The TTM of behaviour change provides valuable insights in this context. The TTM suggests that individuals go through different stages of change before adopting a new behaviour. These stages include pre-contemplation, contemplation, preparation, action, and maintenance. The challenges consumers face during these stages can significantly influence their decisions. For instance, financial constraints (Reinartz, 2002) or limited accessibility to green products may hinder consumers' progression from contemplation to action stages. Additionally, barriers such as perceived higher costs of green products, lack of availability, and the inconvenience of adopting new behaviours can deter consumers from making green choices (Niedermeier et al., 2021). Understanding the challenges consumers encounter in the transition to green consumers is crucial for policymakers and marketers to develop effective strategies

to overcome these hurdles. Therefore, from the above discussion, the following hypothesis is proposed:

Hypothesis 7: Relationship between Challenges faced by consumers in adopting green practices and green consumer decision.

3.6 Consumer Intention and Green Consumer Decision

The final hypothesis explores the link between consumer intentions and green consumer decisions. According Prochaska & DiClemente (1983), intentions are critical in determining the adoption and maintenance of new behaviours. Intentions play also a vital role in guiding consumers' actual behaviours, including their choices related to green consumption. Numerous studies have shown that consumer intentions strongly predict actual green behaviour and decisions (Vermeir & Verbeke 2006). When consumers possess a genuine intention to adopt green practices, they are more likely to actively seek out and purchase environmentally friendly products and services. Green consumer decisions are the outcomes of the interaction between consumer intentions and the challenges faced during the stages of change. Once consumers have positive intentions towards green practices and overcome the challenges, they are more likely to make green consumer decisions. The following hypothesis is formulated based on the above discussion.

Hypothesis 8: Relationship between green consumer decisions and consumer intention.

4. Methodology

To test formulated hypotheses, a survey was conducted on the island of Mauritius. This island is situated around 2,000 km off the southeast coast of the African continent within the Indian Ocean with around 1.3 million people (Saulick et al., 2023). Mauritius was chosen for the survey. Being considered a Small Island Developing State (SIDS), it is vulnerable to the effects of climate change (CCIC, 2018). Recently, Mauritius has been enduring adverse impacts of climate change. These include flash floods and consecutive dry days, among others, which affected the island economically (Mauritius Meteorological Services, 2017). Mauritius, facing climatic changes and environmental degradation challenges, requires understanding Mauritian people behaviour towards green consumption. Taking Mauritius as a case could help to complement the literature (Roy et al., 2008; Ertugrul et al., 2016). The study was conducted in three stages; (1) Preparing for data collection; (2) Collecting Data and (3) Analysing collected data.

4.1 Data Preparation, Collection and Analysis

To prepare for data collection, the research instrument used is a self-administered survey questionnaire. A quantitative approach was adopted. The questionnaire was

broken down into six sections. Section A comprises of demographic factors such as gender, age group, education level, occupation and income level. For each remaining five sections, items were rated using a Likert-5 scale ranging from strongly agree to strongly disagree as shown in table 1. The target population comprises the general public of the island. To select participants, a non-probability sampling strategy, particularly convenience sampling and snowball sampling, was utilized due to time constraints, availability, accessibility and proximity reasons while ensuring strict anonymity and confidentiality protocols. The instrument was initially pre-tested by 10 public respondents to assess the effectiveness of the items in terms of clarity, readability, and understandability before the final survey questionnaire was distributed to the public. They were made aware of the purpose of the pilot study. They were also informed that the survey was not met for data collection but to ensure ease of understanding and answering questions. The 10 respondents easily answered the survey and found it very user-friendly, with very clear and precise closed-ended questions.

Data collection for the questionnaire survey was carried out with strict adherence to anonymity and confidentiality protocols. Google Forms, a platform enabling the creation of online surveys, was utilized for questionnaire administration. The survey was distributed through various online channels such as emails, social media platforms, and messaging apps like WhatsApp. Additionally, snowball sampling was employed, leveraging the ease of sharing a single link to the online questionnaire among participants. According to the Raosoft sample size calculator, at a 95% confidence interval, 384 questionnaires are recommended. However, 425 questionnaires were distributed to accommodate potential non-response or inadequate responses and 398 valid questionnaires were obtained.

Table 1: *Components of the Survey Instrument*

Section	Feature	Code	Statements
B	Level of awareness about green products /services	LA1	I am knowledgeable about the benefits of green or eco-friendly products/services
		LA2	I am informed about green household products, such as biodegradable cleaners and recyclable packaging
		LA3	I am familiar with green food practices, like organic farming or plant-based diets
		LA4	I understand the importance of services that focus on reducing carbon footprint, such as carpooling or using renewable energy sources
		LA5	I am aware of green certifications or labels that indicate a product is environmentally friendly
		LA6	I recognize the role of green technologies in reducing environmental harm, such as solar panels or eco-friendly cars
		LA7	I am familiar with the concept of zero-waste and the services that promote it, like bulk-buy stores or composting services
C		AT1	I trust that green products are better for the environment

	Attitudes towards green products/services	AT2	I feel a sense of personal responsibility to purchase green products.
		AT3	I am influenced by advertisements when purchasing of green products or services
		AT4	Brand reputation is vital when I decide to buy a green product or services
		AT5	Price is a significant factor influencing my attitude towards green products and services.
		AT6	Protecting the environment is a significant motivation for me when purchasing green products/services.
		AT7	I believe green services, like energy-efficient utilities, are worth investing in.
D	Intentions towards green products/services	IN1	I intend to increase my consumption of green products/services in the upcoming year
		IN2	I prefer green products and services over traditional ones when given a choice
		IN3	I am willing to pay a premium price for green products and services because of their environmental benefits.
		IN4	The opinion of friends and family in shaping my intention to buy green products is important
		IN5	I actively seek out environmentally-friendly products and services when shopping
		IN6	I would encourage friends and family to buy green products and services.
		IN7	I feel I have the means (financially, physically, logistically) to make environmentally-friendly choices.
E	Challenges faced in adopting green behaviour	CF1	Green products are generally more expensive than non-green products?
		CF2	Green products are easily available in our local shops?
		CF3	I find it easy to understand eco-labels and certifications on products?
		CF4	Are green products as convenient to use as their non-green counterparts?
		CF5	There is social pressure or expectation in our community to adopt green practices?
		CF6	There are green practices I'd like to adopt but I haven't due to a lack of knowledge or understanding.
		CF7	I am against green products/services because I felt that they wouldn't meet my needs effectively.
F	Green Consumer Decision (GCD)	Dec1	My actions can make a significant difference in tackling global environmental issues.
		Dec2	I choose products with minimal or eco-friendly packaging when shopping.
		Dec3	I opt for sustainable or eco-friendly services (like green energy providers).
		Dec4	Environmental considerations are important in my day-to-day purchasing decisions.
		Dec5	I trust the claims made by companies regarding the environmental friendliness of their products.
		Dec6	I would continue to buy green products even if no one around me did the same
		Dec7	I have reduced consumption of certain products due to their negative impact on the environment.
		Dec8	I use reusable bags, cups, or containers instead of disposable ones.
		Dec9	Incentives like discounts or rebates would motivate me to choose green products or services.

For data analysis, the Statistical Package for Social Sciences (SPSS) and Microsoft Excel were utilized. SPSS version 29 was employed for univariate and bivariate analysis. Descriptive methods such as pie charts, bar charts, and infographics were utilized to present survey results visually. Hypothesis testing was a pivotal component of the analysis, with two main statistical tests conducted: Chi-Square Test and Phi-Cramer's V Test and these were carried out at 95% confidence interval The Chi-Square test determined the presence of significant associations between categorical variables, while Phi-Cramer's V offered insight into the strength of these associations. For Likert scale questions, mean scores were computed to assess the general tendencies of responses within each section. Reliability and validity were evaluated using Cronbach's alpha coefficient, with a value of 0.938. These rigorous analytical approaches ensure the quality and trustworthiness of the study's findings, providing valuable insights into the relationships between variables and the overall research objectives.

Table 2: *Demographic Characteristics of the Study Population*

Characteristics		Frequency	Percentage (%)
Gender	Male	172	43.2
	Female	226	56.8
	Total	398	100
Age group	18 - 25	72	18
	26 - 35	119	30
	36 - 45	95	24
	46 - 55	56	14
	56 and above	56	14
	Total	398	100
Educational qualifications	Below HSC	118	29.65
	HSC	98	24.62
	Deploma	96	24.12
	Bachelor's degree	55	13.82
	Master's degree	31	7.79
	Total	398	100
Occupation	Student	34	8.54
	Employed	227	57.04
	Unemplyed	25	6.28
	Self-employed	72	18.09
	Retired	40	10.05
	Total	398	100
Revenue	Less than Rs 15 000	70	17.59
	Rs 15 000 - Rs 24 999	131	32.91
	Rs 25 000 - Rs 49 999	160	40.20
	Rs 50 000 or more	37	9.30
	Total	398	100

5. Results and Discussions

In section B, questions have been asked to test respondents' level of awareness about green products and services. Table 3 indicates a high level of public awareness and understanding of eco-friendly practices and technologies. On average, approximately 95% of respondents either "Strongly Agree" or "Agree" with statements about their knowledge of green products, household items, food practices, and technologies aimed at reducing environmental impact. The percentage of neutral or disagreeing responses is notably low, averaging around 3.73% and 1.22%, respectively. This suggests that the majority of people are not only aware but also supportive of green initiatives, offering a promising outlook for environmental policies and green business practices. With a whopping 95% of respondents demonstrating a strong awareness of green products and services, the study underscores the significant progress in environmental education and outreach efforts over recent years. Awareness is the foundation upon which attitudes and intentions are built. Without a fundamental understanding or knowledge of a particular topic or issue, individuals are unlikely to develop strong attitudes or intentions related to it. This profound level of awareness can be attributed to various factors, including educational initiatives, media coverage, and public campaigns focused on environmental sustainability (Dunlap, 2008).

Table 3: *Response Rate for the Level of Awareness of Respondents*

Statements		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
LA1	I am knowledgeable about the benefits of green or eco-friendly products/services	47.24%	49.50%	2.51%	0.50%	0.25%
LA2	I am informed about green household products, such as biodegradable cleaners and recyclable packaging	51.26%	45.23%	1.26%	2.01%	0.25%
LA3	I am familliar with green food practices, like organic farming or plant-based diets	47.24%	44.97%	6.53%	1.01%	0.25%
LA4	I understand the importance of services that focus on reducing carbon footprint, such as carpooling or using renewable energy sources	51.01%	45.23%	3.27%	0.25%	0.25%
LA5	I am aware of green certifications or labels that indicate a product is environmentally friendly	44.22%	49.25%	5.03%	1.26%	0.25%

LA6	I recognize the role of green technologies in reducing environmental harm, such as solar panels or eco-friendly cars	52.01%	45.73%	1.01%	1.01%	0.25%
LA7	I am familiar with the concept of zero-waste and the services that promote it, like bulk-buy stores or composting services	44.97%	45.98%	6.53%	2.51%	0.00%
Average Response		**48.28%**	**46.55%**	**3.73%**	**1.22%**	**0.22%**

5.1 Influence of Age Group and Level of Consumer Awareness

Hypothesis 1 investigates the relationship between age group and level of consumer awareness. Contrary to previous research that suggests a relationship between age and awareness Zhao et al. (2014), finding in this study show that age does not significantly correlate with consumer awareness in the context of Mauritius invites a host of intriguing questions and considerations. The Chi-Square test yielded a p-value of 0.077, which is above the commonly accepted threshold of 0.05 for statistical significance. This lack of correlation could be attributed to unique cultural, geographic, and educational factors within the country. For instance, environmental issues might be so ingrained in Mauritian society that they transcend age divisions. This challenges the conventional wisdom that younger generations are generally more environmentally aware. From a policy perspective, this means that educational and awareness campaigns could be universally targeted rather than age-specific. However, it is crucial to note the p-value of 0.077, indicating that while age may not be a strong predictor, it shouldn't be entirely discounted. Future research should delve into what makes the Mauritian context unique in this regard, potentially through qualitative studies. Overall, the absence of a strong correlation between age and consumer awareness in Mauritius offers a nuanced perspective on GCB and opens avenues for future research and policy initiatives.

Results contradicts the Roper Organisation which stated that the green consumer is a women aged between 30- 49 years old, well- educated, affluent and politically liberal. Study done by Memar and Ahmed (2012) show that young people are more concerned about the environment furthermore, they stated that younger people are more willing to adopt environmental behaviours. Hence age is considered to be a contextual factor.

5.2 Influence of Education Level on Consumer Awareness

Hypothesis 2 was devised to investigate the relationship between the level of education and consumer awareness. The Pearson Chi-Square test yields a p-value well below the 0.05 threshold, at 0.002. The study finds that there was a significant relationship between education level and consumer awareness, consistent with prior

studies (Ishak & Zabil, 2012). The strength of relationship however, is weak as shown by the Cramer's V value of 0.252. This suggests that higher education not only imparts knowledge but also shapes attitudes towards green and environmental conservation. The results have far-reaching implications for policy and curriculum development, emphasizing the need for environmental education across all educational levels. Interestingly, the study shows that education level is a more significant factor in raising environmental awareness than age, providing direction for targeted interventions. The results are aligned with Kollmuss and Agyeman (2002) where they also found that the more educated an individual is, the more knowledge that person will have about environmental issues and eco-friendlier behaviour would be shown. Moreover, Economic factors are also indirectly implicated, as higher education often enables better economic conditions, allowing for more green choices. For future research, the focus could be on understanding which aspects of environmental awareness are most influenced by education, possibly through qualitative studies.

5.3 Attitude of Respondents

In section C, questions were related to attitude towards green products and services. Table 4 showcases public attitudes toward green or eco-friendly products and services. On average, about 90% of respondents either "Strongly Agree" or "Agree" that they trust green products, feel a personal responsibility to purchase them, and see environmental protection as a significant motivator. Interestingly, around 83% are influenced by advertisements and brand reputation, indicating that marketing plays a role in shaping GCB. Price is also a significant factor for about 94% of respondents. The levels of neutrality and disagreement are relatively low, averaging 8.61% and 1.58%, respectively. This data suggests that the public is largely in favour of green products and services, although other factors like brand reputation and price also play into their purchasing decisions. The attitude of 90% of respondents towards green products and services being positive is noteworthy. According to Ajzen (1991) TPB framework, an attitude refers to the degree to which a person has a favourable or unfavourable evaluation of the behaviour in question. This positive attitude implies that most respondents not only recognize the importance of green consumer but also perceive it in a favourable light. Such attitudes are often cultivated through personal experiences, societal norms, or educational exposure that underscores the benefits of green choices, both for the individual and the broader environment (Kaiser et al., 1999).

Table 4: *Response Rate for Attitude of Respondents*

Statements		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
AT1	I trust that green products are better for the environment	54.52%	41.71%	3.27%	0.50%	0.00%
AT2	I feel a sense of personal responsibility to purchase green products.	49.25%	41.71%	8.29%	0.75%	0.00%
AT3	I am influenced by advertisements when purchasing of green products or services	40.70%	42.21%	12.31%	4.27%	0.50%
AT4	Brand reputation is vital when I decide to buy a green product or services	36.93%	41.21%	18.09%	3.52%	0.25%
AT5	Price is a significant factor influencing my attitude towards green products and services.	50.00%	43.97%	5.03%	1.01%	0.00%
AT6	Protecting the environment is a significant motivation for me when purchasing green products/services.	47.49%	45.23%	6.78%	0.50%	0.00%
AT7	I believe green services, like energy-efficient utilities, are worth investing in.	48.99%	43.97%	6.53%	0.50%	0.00%
Average Response		**46.84%**	**42.86 %**	**8.61%**	**1.58%**	**0.11%**

5.3.1 Influence of Gender on Consumer Attitude

Within the context of this study, Hypothesis 3 is constructed to find association between gender and consumer attitude from the developed green consumer decision model. Results showed that there is a significant relationship between Gender and Consumer Attitude. The Pearson Chi-Square test has a p-value below the 0.05 threshold at 0.005. The Cramer's V value of 0.294 indicates a weak relationship. The study uncovers a statistically significant correlation between gender and consumer attitudes towards green products which aligns with the study of El-Masry et al.(2022). Gender plays a notable role, aligning with theories that women are generally greener conscious, possibly due to socialization patterns that emphasize caregiving roles. Furthermore, this study corroborates with that of Memar and Ahmed (2012) and Kollmus & Agyeman (2002) where they found that gender influences green consumer behaviour attitudes and behaviour. They concluded that women are more environmentally active in behaviour. Studies made by Luchs et al. (2010) and Scannell and Gifford (2013 cited in Luchs et al., 2012) reported that women have stronger environmental concerns, attitudes and behaviours than men.

5.3.2 Influence of revenue on Consumer Attitude

For this investigation, hypothesis 4 is crafted to find an association between revenue and consumer attitude. Results strongly suggest that there is a significant relationship between revenue and consumer attitude. The Pearson Chi-Square test exhibits a p-value below the standard 0.05 threshold for statistical significance at 0.002. The Cramer's V value of 0.262 indicates a weak association. The correlation with revenue suggests that greater financial capability enables greener consumer choices but raises ethical questions about the accessibility of sustainability across economic strata. These results corroborate the study of El-Masry et al.(2022) who also found a significant relationship between revenue and consumer buying attitudes. The study by Shahnaei (2012) also found that middle- and high-income level people will be more willing to buy eco-friendly products than people with low income. This study also hints at a complex interplay between gender and revenue, prompting questions about how these factors might jointly affect consumer behaviour. Policy implications are substantial: there's a case for multi-pronged approaches that address both economic accessibility and gender-specific attitudes. Future research could delve into causal relationships and consider potential confounding variables, like cultural factors.

5.3.3 Relationship Between Consumer Attitude and Level of Consumer Awareness

Hypothesis 5 is a component of the current research model. It investigates the relationship between consumer attitude and level of consumer awareness. The Pearson Chi-square result shows that there is a significant relationship between consumer attitude and level of consumer awareness. The Pearson Chi-Square test exhibits a p-value of less than 0.001, well below the conventional 0.05 threshold for statistical significance. Additionally, Cramer's V value also indicates a moderate relationship with value of 0.475. This demonstrates that consumers who are aware of environmental issues have a positive attitude towards buying eco-friendly products. Awareness is a determinant of attitude. This finding correlates with the study of Kianpour et al. (2014) where consumers having good environmental awareness show positive attitudes towards the environment. They also show greener behaviour in many aspects, especially in terms of buying eco-friendly products. Aminrad et al. (2013) also found a significant relationship between environmental awareness and environmental attitudes. Furthermore, Cohen (2014) demonstrated that young people showed better green attitudes as they grew up in this environmental era. Kianpour et al. (2014) also showed that to have a greener attitude, it is important to raise environmental awareness. This is confirmed by the study of Vincente et al. (2013) where they concluded that a shortage of knowledge can limit pro-environmental attitudes and behaviour. They added that all over the world, people could be more responsible towards the environment if they had more knowledge.

5.4 Intention of Respondents

In section D, intention towards green products and services was assessed. Table 5 reveals public intentions regarding the consumption of green or eco-friendly products and services. On average, approximately 83% of respondents either "Strongly Agree" or "Agree" that they intend to increase their consumption of green products and prefer them over traditional ones. However, the willingness to pay a premium for such products is slightly lower, with about 76% in agreement. The influence of friends and family seems notable, with nearly 80% valuing their opinions in green purchasing decisions. Financial and logistical means to make green choices are a concern for some, as reflected in a 7% disagreement rate, higher than in previous categories. Neutral responses and disagreements are more prevalent here, averaging 12.42% and 4.13%, respectively. This suggests that while there's a strong inclination toward green consumer, factors like price and social influence could be potential barriers. Behavioral intention, as posited by TPB, is the immediate antecedent of behaviour. The strong intentions of 83% of the sample to opt for green products and services suggest that a majority are not just passively aware or mildly favourable towards green behaviour; they are actively considering integrating these choices into their daily lives. Intentions are generally shaped by one's attitudes toward the behaviour, subjective norms (perceived social pressure to perform or not perform the behaviour), and perceived behavioral control (the perceived ease or difficulty of performing the behaviour (Ajzen, 1991). The high intentionality percentage suggests that not only are individual attitudes favourable, but societal norms and perceptions about the feasibility of green consumers are also supportive. In the context of this study, the high levels of awareness, positive attitudes, and strong intentions converge to paint a promising picture for the future of green consumer behaviour.

Table 5: *A Response Rate of the Intention of Respondents*

Statements		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
IN1	I intend to increase my consumption of green products/services in the upcoming year	41.21%	48.49%	8.79%	1.51%	0.00%
IN2	I prefer green products and services over traditional ones when given a choice	44.22%	42.21%	11.56%	2.01%	0.00%
IN3	I am willing to pay a premium price for green products and services because of their environmental benefits.	32.16%	43.47%	16.08%	7.54%	0.75%

IN4	The opinion of friends and family in shaping my intention to buy green products is important	36.93%	42.71%	14.07%	5.53%	0.75%
IN5	I actively seek out environmentally-friendly products and services when shopping	35.18%	47.24%	13.57%	3.52%	0.50%
IN6	I would encourage friends and family to buy green products and services.	42.21%	46.73%	9.05%	1.76%	0.25%
IN7	I feel I have the means (financially, physically, logistically) to make environmentally-friendly choices.	34.17%	43.97%	13.82%	7.04%	1.01%
Average Response		**38.01%**	**44.97%**	**12.42%**	**4.13%**	**0.47%**

5.4.1 Relationship Between Consumer Intention and Consumer Attitude

From the green consumer decision model, hypothesis 6 attempts to find relationship between consumer intention and consumer attitude. Results from the Pearson Chi-Square test show a p-value less than 0.001 which is well below the standard 0.05 threshold for significance. The Cramer's V value of 0.497 indicates a moderate relationship between the variables. The results illustrate that attitude influences consumer intention. Having a pro-environmental attitude promotes positive intention buy eco-friendly products. This corroborates with the study of Jisana (2014) whereby she found that consumers intend to buy products depending on their attitudes. Mohd Suki (2016) stated that some researchers believe that attitude and intention to buy green products, depends on the trust and efficacy of the existing green messages. Hence to have the intention for buying a particular product depends on the customer awareness, knowledge and attitude.

5.5 Decision of Respondents

In section F, questions have been asked to the respondents to know about the green consumer decision. Table 6 sheds light on the public's declared behaviours and incentives related to green or eco-friendly consumption. A significant majority, averaging about 87%, either "Strongly Agree" or "Agree" that their actions can make a difference in tackling environmental issues and that they actively choose eco-friendly products and services. Specifically, incentives like discounts are a strong motivator for nearly 96% of respondents. Trust in companies' green claims is slightly lower but still substantial at around 79%. The data also suggests that social influence

is less of a factor, as about 88% would continue to buy green products even if their social circle did not. Neutral and disagreeing responses are relatively low, averaging 11.47% and 1.76%, respectively. Overall, the data indicates that while the public is generally proactive in making eco-friendly choices, additional incentives could further encourage GC.

5.5.1 Influence of Consumer Intention on Green Consumer Decision

Hypothesis 8 is about finding the relationship between consumer intention and green consumer decision. The Pearson Chi-Square test shows a p-value less than 0.001, well beneath the standard 0.05 significance threshold suggesting a significant relationship between Green Consumer Decisions and Consumer Intention, Additionally, the Cramer's V test indicates a moderate relationship as its value is 0.475. This shows that buying green product really depends on the buying intention of customer. If one intends to buy green products, it is then that consumers will move towards green purchasing. This correlates to the study of Mohd Suki (2016) where they stated that attitude and intention to buy green products, depends on the trust and efficacy of the existing green Advertising.

Table 7: *Response rate for Green Consumer Decision*

Statements		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Dec1	My actions can make a significant difference in tackling global environmental issues.	43.22%	45.73%	9.30%	1.26%	0.50%
Dec2	I choose products with minimal or eco-friendly packaging when shopping.	35.43%	47.49%	14.07%	2.26%	0.75%
Dec3	I opt for sustainable or eco-friendly services (like green energy providers).	40.20%	45.98%	11.31%	2.26%	0.25%
Dec4	Environmental considerations are important in my day-to-day purchasing decisions.	36.18%	48.24%	15.08%	0.50%	0.00%
Dec5	I trust the claims made by companies regarding the environmental friendliness of their products.	35.18%	43.72%	18.34%	2.51%	0.25%
Dec6	I would continue to buy green products even if no one around me did the same	39.20%	48.74%	10.30%	1.76%	0.00%

Dec7	I have reduced consumption of certain products due to their negative impact on the environment.	40.20%	43.47%	13.07%	3.27%	0.00%
Dec8	I use reusable bags, cups, or containers instead of disposable ones.	43.22%	46.98%	7.79%	2.01%	0.00%
Dec9	Incentives like discounts or rebates would motivate me to choose green products or services.	53.52%	41.96%	4.02%	0.00%	0.50%
	Average Response	**40.70%**	**45.81%**	**11.47%**	**1.76%**	**0.25%**

5.6 Challenges Faced by Respondents.

In section E, questions have been asked to the respondents to know the challenges faced in adopting green behaviour. Table 7 provides insights into the contextual factors that may influence public attitudes and intentions toward green or eco-friendly products. On the issue of cost, a large majority (about 93%) believe that green products are generally more expensive than non-green alternatives. Availability seems to be a concern, with only 71% agreeing that these products are easily found in local shops. Understanding of eco-labels appears fairly high, with about 83% finding them easy to understand. In terms of convenience, around 77% think green products are as convenient as their non-green counterparts. Interestingly, 74% of respondents feel some level of social pressure to adopt green practices. Lack of knowledge inhibits green adoption for about 86% of the surveyed population. Lastly, a small minority (less than 10%) is against green products because they believe these products won't meet their needs effectively. Neutral and disagreeing responses are higher in this category, indicating that contextual factors like cost and availability could be significant barriers to GC.

Table 7: *Response Rate for Challenges Faced by Respondents*

Statements		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
CF1	Green products are generally more expensive than non-green products?	48.49%	44.22%	6.28%	0.50%	0.50%
CF2	Green products are easily available in our local shops?	31.16%	40.20%	14.07%	12.56%	2.01%

CF3	I find it easy to understand eco-labels and certifications on products?	35.93%	47.24%	10.80%	4.77%	1.26%
CF4	Are green products as convenient to use as their non-green counterparts?	34.67%	42.21%	18.09%	3.52%	1.51%
CF5	There is social pressure or expectation in our community to adopt green practices?	34.17%	40.20%	15.83%	9.05%	0.75%
CF6	There are green practices I'd like to adopt but I haven't due to a lack of knowledge or understanding.	35.18%	51.26%	8.04%	5.28%	0.25%
CF7	I am against green products/services because I felt that they wouldn't meet my needs effectively.	4.52%	5.28%	7.54%	53.02%	29.65%
	Average Response	**32.02%**	**38.66%**	**11.52%**	**12.67%**	**5.13%**

5.6.1 Influence of Challenges Faced on Green Consumer Decision

Hypothesis 7 was devised to investigate the influence of challenges faced by consumers in adopting green practices on green consumer decisions. The Pearson Chi-Square test shows a p-value less than 0.001, far below the conventional 0.05 threshold indicating a significant influence of challenges faced on the decision to buy green products. Additionally, the Cramer's V value of 0.481 indicates that the strength of the relationship is moderate. Therefore, it can be concluded that many challenges interfere with the decision of consumers to buy green products. These results corroborate the study of Joshi & Rahman (2019) who found that there are many barriers which can prevent people from converging towards green purchase and these include finance and type of product. They are easily influenced by marketing tools and strategies. There is also the emotional view where consumers make their purchase decisions based on their feelings or emotional association with the product or the service. Finally, they stated that cognitive view is another challenge where consumers are considered as ‘thinking problem solvers’. They are receptive and actively searching for the products and services that can fulfil their needs.

6. General Discussion

The initial accomplishment of this study lies in its significant response rate. Gathering 398 responses is not just a triumph in terms of numbers; it's indicative of the pulse of the populace. This robust participation speaks volumes, revealing a collective interest and engagement with environmental subjects. When juxtaposed with Paladino (2005) research, a recurring pattern emerges that accentuates the profound public significance of environmental challenges. The gender distribution among the sample leaned slightly toward females, who constituted 56.78% of the respondents. The analysis illuminates the nuanced role of women in GCB, emphasizing that their involvement extends beyond mere statistics and delves into societal norms and intricate behaviours. Historically cast as caregivers, women's roles have evolved to include being environmental sentinels, particularly in agriculture-centric societies (Mostafa, 2007). A wealth of research supports women's proactive stance in environmental conservation, showing that their eco-friendly behaviours are not passing trends but deeply rooted ethical stances (Agarwal, 2019). Through the lens of the TPB (Ajzen, 1991), women's significant representation in the study is noted to influence both attitudes and subjective norms towards GC. Their central role in household decisions further amplifies their perceived behavioural control in making green choices (Migheli, 2021).

The age group that was most represented in the sample was the '26-35' category, making up 30.15% of respondents. This age group is often in a life stage marked by significant transformations, such as career development and family planning, making them more susceptible to adopting green habits (Howell & Laska, 1992). Their digital literacy and exposure to global environmental discussions likely amplify their eco-consciousness. Educational curricula have evolved to include a focus on green practices, which may have nurtured an eco-aware mind-set in this demographic from a young age. Economically speaking, their relative affluence and career stage may grant them the financial flexibility to invest more in green choices, reflecting a value system that prioritizes long-term environmental health (Howell & Laska, 1992). This demographics' prominence should catch the attention of policymakers and marketers aiming to promote green consumerism. Utilizing social media platforms popular among this age group could optimize the impact of such campaigns. Future research can further explore what specifically motivates their GB, offering refined strategies for encouraging eco-conscious choices. As this age group advances into roles of societal influence, their values are likely to shape broader societal and intergenerational norms around GB.

The study delves into the intricate relationship between education, employment, income levels, and green-conscious behaviour (GCB). It underscores the significant role of education in fostering environmental awareness and critical thinking, as individuals with higher educational attainment tend to exhibit greater green consciousness. Employment status emerges as a key determinant of eco-friendly purchasing power and exposure to sustainable practices. Surprisingly, the study finds that middle-income groups, rather than higher-income brackets, are at the forefront of driving GCB, suggesting a nuanced interplay of affordability, values, and market

accessibility in shaping green consumer behaviour. This underscores the importance of considering socioeconomic factors in understanding and promoting sustainability initiatives.

The study reveals a markedly positive inclination towards green products and services, aligning with Ajzen's Theory of Planned Behavior (TPB). A substantial 95% awareness rate highlights the efficacy of environmental education and outreach initiatives. This awareness lays the groundwork for favorable attitudes, with 90% of respondents expressing positivity towards green options, reflecting societal norms and personal experiences. Moreover, 83% of participants demonstrate strong intentions to adopt green practices, indicative of their perceived behavioral control and alignment with subjective norms. These findings underscore TPB's principles, where attitudes, subjective norms, and perceived behavioral control collectively shape behavioral intentions, ultimately influencing actual behavior. The convergence of high awareness, positive attitudes, and strong intentions suggests promising prospects for green consumer behavior, emphasizing the significance of continued efforts to foster sustainability awareness and uptake.

The study employed eight hypotheses, rigorously tested through Chi-Square and Phi-Cramer's V tests, to explore various facets of Green Consumer Behaviour (GCB). Notably, the study challenges conventional wisdom regarding the relationship between age and consumer awareness in Mauritius. Despite previous research suggesting a connection, the study found no significant correlation, possibly attributed to unique cultural and educational factors. The p-value of 0.077 indicates that while age may not strongly predict awareness, it shouldn't be entirely dismissed, opening avenues for nuanced research and policy initiatives. In contrast, the study establishes a significant relationship between education level and consumer awareness (p-value = 0.002), emphasizing the role of education in shaping green attitudes and implying implications for policy and curriculum development. Additionally, the study reveals statistically significant correlations between gender, revenue, and consumer attitudes towards green products (p-values of 0.005 and 0.002, respectively), prompting considerations on the intersectionality of economic and gender factors in GCB. Despite significant relationships among awareness, attitudes, and intentions in GCB (p-values below 0.05), a methodological limitation regarding low expected counts in Chi-Square tests is acknowledged, suggesting the need for further research with larger samples and qualitative methods for more robust findings. These results contribute to a deeper understanding of GCB and offer valuable insights for policymakers and marketers.

7. Conclusion and Recommendations

The study encapsulates the comprehensive research findings and their implications for Green Consumer Behaviour (GCB), contributing to both the academic literature and policy discourse on GCB, particularly within the Mauritian context. Built upon the solid framework of the TPB (Ajzen, 1991), the research achieved a high number of respondents, highlighting significant public interest in the subject. Notably, the

majority of the respondents were female, aged 26-35, employed, and held at least a diploma, aligning well with the existing literature (Howell & Laska, 1992).

In evaluating the model's validity, several key aspects warrant consideration. First and foremost, the study adopts a rigorous methodological approach that adds credibility to its findings. The high number of respondents also suggests a strong level of interest in the topic of GCB, which could imply that the sample is representative, although this is not definitively confirmed. Moreover, the statistical significance of the findings is mostly robust, with most hypotheses being confirmed at p-values below 0.05. However, the study does face challenges concerning low-expected count cells in the Chi-Square tests, which may compromise its statistical validity.

The model's theoretical foundation is grounded in the well-established TPB, further bolstering the validity of its outcomes. Additionally, the findings largely align with existing literature while also offering novel insights, especially in the Mauritian context. Such consistency adds another layer of validity to the research. Importantly, the study also acknowledges its limitations, including the aforementioned issues with the Chi-Square tests. This transparent acknowledgement not only adds to the research's credibility but also suggests areas for further investigation.

Based on these findings, several recommendations emerge. Policymakers are advised to introduce subsidies or tax breaks for green products to stimulate green consumerism, particularly among the middle-income population (Gatersleben et al., 2002). They are called to leverage existing high levels of consumer awareness and positive attitudes by instituting financial incentives such as subsidies or tax benefits for green products. The multiple pathways to sustainable lifestyles: Beyond the behavioural approach in environmental policy studies. Businesses should target eco-friendly products for females and the 26-35 age groups, possibly through special promotions or loyalty programs. Future research is needed to address the study's limitations and should include a more diverse sample size. The research enriches the TPB by adding demographic variables like gender, age, educational level, and income, thereby offering a more nuanced understanding of GCB in Mauritius (Devi Juwaheer et al., 2012). Its practical implications are manifold, offering targeted strategies for both policymakers and businesses to stimulate green consumerism (Khan et al., 2020). To conclude, this study provides valuable insights into GCB by employing robust descriptive and inferential analyses. While it confirms many aspects of existing theories, it also introduces new, context-specific variables, making important contributions to both academic discourse and policy interventions in the field of GCB.

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