

## ANALYSING THE MEDIATING EFFECT OF INVIGORATING GREEN PURCHASE INTENTION IN THE RELATION OF PERCEIVED VALUE, CUSTOMER EXPERIENCE AND CUSTOMER EXPECTATION ON GREEN PRODUCT MARKET AGILITY

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**Abstract:** *Purpose* – The purpose of the study was to analysis the mediating role of green purchase intention the presence of perceived value, customer experience and customer expectation on green product market agility. India is an upcoming market and a shining star especially in Asia and India has reacted positively to it. We could have used IGPI as an independent variable but we strongly believed that it will have a statistically significant effect when used as mediator in relation to consumer’s expectation combined with their experience and perceived value on market agility of that product.

**Design/methodology/approach:** Formulated hypothesis were tested by sample based methods, using 40-item questionnaire and snowball sampling method. A sample size of 252 Indian respondents in Uttrakhand was analysed using Exploratory Factor Analysis (EFA) in SPSS. Then Structure Equation Modelling (SEM) using Amos was used to test the model fit and proposed hypothesised model.

**Findings:** After going through a lot of literature review it was decided to check the impact of IGPI acting as mediator variable in relation to PV, CExpec and CExper on GPMA. The findings were consistent with Nam et al (2017) who concluded that creating a positive attitude towards buying green sportswear enables a significant consideration for apparel retailers who aim to increase consumers’ purchase intention for green sportswear. In addition suggesting for apparel retailers to develop effective and different segment marketing strategies between non-green and green product users that meet consumers’ satisfaction and awareness for green sportswear.

**Research limitations/implications:** Implications would be particularly useful for marketing professionals in devising effective green marketing strategies by providing valuable insight to know the drivers that are able to motivate the change behaviour of the consumer in making their green product purchases. It would also help marketers prioritize their resources.

**Originality/value:** This research provides valuable insights into green consumer behaviour in Indian context by examining the factors that influence their purchase decisions towards green products.

**Keywords:** Green product Market Agility, Invigorating green purchase Intention, Green issues, Green product, Agility.

**Paper type:** Research paper

## INTRODUCTION

Consumers are becoming more eager to participate in new “green consumption” as they become aware of problems in relation to global warming (Whitmarsh, 2009). Green With demands from various stakeholders, environmental sustainability is becoming an important business practice (Babiak and Trendafilova, 2011). The demand for green products has increased significantly (Dangelico and Pontrandolfo, 2010). Ottman *et al.* (2006), state that “although no consumer product has a zero impact on the environment, in business the terms ‘green product’ or ‘environmental product’ are used commonly to describe those that strive to protect or enhance the natural environment by conserving energy and/or resources and reducing or eliminating use of toxic agents, pollution, and waste. ‘According to Borin and Lindsey-Mullikin (2010), customers are willing to buy a green product in form of new green, recycle or refurbish product and company who practice green manufacturing in production process. While Dyllick & Hockerts (2002) states that, “designing a new product in the 21st century shows tremendous challenge because the mission in doing business relies on sustainability performance in triple bottom line dimension; wealth creation, social development and pollution prevention”. Understanding customers’ perceptions about green products can provide companies an opportunity regarding with green product longevity of life cycle. Therefore, it is imperative for companies to integrate consumers perception of green products, consumers’ perceived value and consumers’ experience for the green product market agility. There are relatively less studies to unveil the relationships between consumers’ perception of green products, consumers’ perceived value, consumers’ experience and green product market agility. Also, this study examines whether the variable invigorating green purchase intention has a potential to become a mediating factor. The present study aims at analysing the variables that have significant effect on enhancing the green product market agility. Specifically, the goal of the present study aims: (1) to explain the effects that consumers’ perception, consumers’ perceived value, consumers’ experience might play to elongate the green product life cycle; (2) to examine the mediation effects that invigorating green purchase intention to green product market agility may play in the

sustainability of the green product; and (3) to integrate and examine a new model of green product market agility, therefore helping green marketers / organizations to increase their green product sales and hence green product life cycle.

## LITREATURE REVIEW

### 1. Perceived Value

Green perceived value is defined by Chen and Chang (2012, p. 505) as “a consumer’s overall appraisal of the net benefit of a product or service between what is received and what is given based on the consumer’s environmental desires, sustainable expectations, and green needs”. Zeithaml (1988) defines consumer-perceived value as the ‘consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given’ (p.14). Also, According to Zeithaml (1988, p. 3), perceived quality is defined as “the customer’s judgments about a product’s over all environmental excellence or superiority”. The multidimensionality of perceived value was developed by Sheth et al. (1991a), who regard consumer choice as a function of multiple value dimensions. They identify five dimensions (functional, emotional, social, epistemic, and conditional) that make different contributions in the given choice situation. Consumer value is closely related to the product attributes, attribute performances, and emotional consequences arising from use (Woodruff, 1997). Emotional value refers to meeting the mental or psychological needs of product or service users (Sweeney and Soutar, 2001) and is the most important predictor of behavioral intention to purchase products or use services. Social value is obtained when consumers feel they are connected to others by using a product or a service (Sweeney and Soutar, 2001). According to Connolly and Davison (1996), buyers do not spend much time on logical thinking, as the research result estimated that a third of purchase decisions were made in the point of sale; therefore, packaging design has an extremely crucial role as a communication channel of a brand and further, directly or indirectly impacting on customer satisfaction (Rettie and Brew, 2000). In relation to studies of green consumer behaviour since the mid 1980s, the main focus is to understand the motives for buying

environmentally friendly products. The dominating approach has been to apply an attitude-intention-behaviour paradigm (O'lander and Thøgersen, 1995). Perceived value is rooted in equity theory, which says that consumers consider the ratio of their outcome/input to that of the service provider's outcome/input (Oliver & DeSarbo, 1988). As perceived value is becoming more and more important, companies can enhance consumer purchase intentions through providing superior product value (Steenkamp & Geyskens, 2006). A study by Bhaskaran et al. (2006) indicated that customers do not perceive those products produced under environmental sustainable standards as offering any distinct benefits to them and customers distrust the claims made by these organizations.

***Hypothesis 1: Customer's Perceived Value (PV) of green product has significant effect on Invigorating Green Purchase Intention (IGPI).***

***Hypothesis 2: Customer's Perceived Value (PV) of green product has significant effect on Green Product Market Agility (GPMA).***

## 2. CUSTOMER EXPERIENCE

Customer experience is defined as a set of interactions between a customer and a product, a company, or any part of an organization, which provokes a reaction (LaSalle & Britton, 2003; Shaw & Ivens, 2005). Gentile et al. (2007) believe that customer experience is a new lever to create value for both company and customer and a good experience must holistically and consistently involve a person at different levels. A consumer, who possesses typical ecological awareness and consciousness in associating to green concerns, is assessed as having more possibility to exhibit perception towards sustaining ecosystem, as well as being inclined to purchase eco-friendly products as a specific category (Kim, 2011). Based on the theory of planned behaviour (Ajzen, 1991), a customer's actual purchasing decision of environmentally friendly products is contingent on several factors, including an individual's ability, knowledge, and opportunity to engage in environmental issues beyond personal concern for the issue (Manaktola and Jauhari, 2007). Consumers build up their loyalty towards a product, service, or brand first in a cognitive sense, later in an

affective sense, and finally in a behavioural or conative manner (Oliver, 1999). Consumers' perception of eco-friendly brands provides positive influences to their purchasing behaviour (Lee et al. 2012). Verhoef et al. (2009) found that the customer experience construct is holistic in nature and involves the customer's cognitive, affective, emotional, social and physical responses.

Gentile et al. (2007) form holistic customer experience and identify six experiential components: a sensorial component (sense); emotional component (feel); cognitive component (think); pragmatic component; lifestyle component (act); and relational component (relate). The utilitarian and hedonic attributes, refers to the functional and instrumental value of consumption offerings and the hedonic benefit refers to their pleasure and experiential value (Strahilevitz & John, 1998).

***Hypothesis 3: Customer's Experience (CE) of green product has significant effect on Invigorating Green Purchase Intention (IGPI).***

***Hypothesis 4: Customer's Experience (CE) of green product has significant effect on Green Product Market Agility (GPMA).***

## 3. CUSTOMER EXPECTATION

Consumers today are more concerned about environmental degradation and negative impact of their uses of product and services on environment. The reason for this concern could be visible climatic changes, global warming and increasing air and water pollution. Vermier and Verbeke, (2004) forwarded that even if there was the intention to purchase a product and the consumer discovers that the product is out of store, he/she becomes discouraged and the behaviour becomes difficult to perform; translating intention into actual purchase becomes impossible based on the mere fact that accessibility is difficult. A green product is defined as "a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures, and which is certified as such by a recognized organization" (Gurau and Ranchhod, 2005). Lubin and Esty (2010) emphasized that sustainability is an "emerging megatrend". They argued that most executives are really aware of their response to the challenge of sustainability

which may have for competitiveness, and perhaps even survival, of their organizations. As green products have gained popularity in the market (Raska and Shaw, 2012), and in turn, more consumers prefer to purchase environmentally friendly products (Royne *et al.*, 2011). A brand is “a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller, or group of sellers and to differentiate them those of competitors” (Kotler and Keller, 2009). Organizations differentiate their products through branding, and a lack of effective branding can cause products to fail in the marketplace (Aaker, 2007). Eco-friendly product development strategies can lead to cost reduction through more efficient use of processes, resources, and inputs (Aragon-Correa and Sharma 2003) across different product development projects. Consumers determine whether a product’s performance meets their expectation based on their satisfaction level regarding the current requirements for a given product (Oliver 1981). Tseng and Hung (2013) classified 11 sustainable attributes into three dimensions (tangibility, assurance, reliability) to measure differences between consumers’ expectation and perception associated with green products. Their results showed that when consumers’ expectation was significantly higher than the perceived quality of the products, many were not willing to purchase green products.

*Hypothesis 5: Customer’s Expectation (CE) of green product has significant effect on Invigorating Green Purchase Intention (IGPI).*

*Hypothesis 6: Customer’s Expectation (CE) of green product has significant effect on Green Product Market Agility (GPMA).*

#### 4. INVIGORATING GREEN PURCHASE INTENTION

Chen and Chang (2012) defined green purchase intention as the likelihood that a consumer would buy a particular product resulting from his or her environmental needs. According to the Theory of Planned Behaviour by Ajzen (1991), the combination of attitudes towards the behaviour, subjective norms, and perceived behavioural control guide the formation of an intention, and thus, intention is assumed to be the predecessor of the actual

behaviour. Studies on green purchase intention showed that intention is an influential predictor of green purchase behaviour because purchase intention strongly affects the likelihood of decision to buy the product (Chen, 2010). Moreover, the theory of planned behaviour by Ajzen (1999) explained that green purchase intention is a crucial element in ascertaining the real or actual buying behaviour of an individual. Consumers may acquire their expectation through word-of-mouth, experience, and social media (Anderson and Fornell 2000). Consumers’ expectation can be predicted and observed with regard to beliefs and the reliability regarding products or services (Lee *et al.* 2014). Green purchase intention is “conceptualized as the probability and willingness of a person to give preference to products having eco-friendly features over other traditional ones in their purchase considerations” (Rashid, 2009, p. 134). “It is the readiness expressed by the consumer to act for the benefit of the environment” (Akehurst *et al.*, 2012, p. 978). The value perceived by customers is believed to be a major contributor to purchase intention (Chang & Wildt, 1994). Chen (2009) has developed a theoretical framework which shows that the green brand equity can be enhanced by green brand image, green satisfaction and green trust. Companies realized that supplying environmental products or services will satisfy customers who have concerns about environmental issues and as a result favourable attitudes will be achieved regarding their products or services (Kang and Hur, 2012, p. 307). Kronrod and Danziger (2013) showed that figurative language in online reviews positively affected consumer attitudes and choice for hedonic goods. Hamilton *et al.* (2014) considered negative WOM, finding that using softening language when conveying negative opinions (e.g., viewer credibility and likability). Tang *et al.* (2013) considered two kinds of neutral language, mixed (positive and negative) versus indifferent. They show that mixed neutral (vs. indifferent) WOM amplifies effects of WOM on purchasing. Lovett *et al.* (2013) found that online WOM is driven by social and functional brand characteristics whereas offline WOM is driven by emotional brand characteristics. Eisingerich *et al.* (2015) studied differences between transmitting WOM in social media (e.g., on Face book) versus offline (in person), showing that consumers are less inclined to transmit WOM in social media because

of a higher perceived social risk. Finally, other recent articles considered additional online WOM-related issues. For instance, He and Bond (2013) considered when online reviews provide good versus bad forecasts of consumer brand enjoyment, finding that the forecast error/discrepancy depends on the degree to which a reviewer's and consumer's preferences are similar. (Lee *et al.* 2012). Consumers' perception has also been shown to directly influence their purchase intention for organic or green products, because of perceiving the products to be more environmentally friendly, safe, and good for their health (Lai and Cheng 2016). Conformity theory is now widely applied in consumer research (Deutsch and Gerard).

*Hypothesis 7: Invigorating Green Purchase Intention (IGPI) for green product does have a significant effect on Green Product Market Agility (GPMA).*

## **5. GREEN PRODUCT MARKET AGILITY(GPMA)**

Green product market agility was the predictor variable in our research and very little literature review was available, basically the prime reason for this study was to know if there is innovation in the packaging and pricing will it lead to a longer life cycle of green products. agility is synonym with longevity. With less literature review available we hypothesised that no matter if the marketer does innovation in their packaging and pricing it has no effect on the buying behaviour, this hypothesis was rejected and pricing however was very significant decider that if marketer keeps price competitive will surely have consumers inclined to buy green products over non green products, packaging does attract consumers but does not significantly influence their buying.

After going through a lot of literature review it was decided to check the impact of marketing innovation related to packaging and pricing on the longevity (Agility) of green products. Most of the studies conducted are based outside India. Moreover, the studies have focused on the overall marketing mix. The current paper explores the green product agility in India context and focus on price and packaging . Our hypothesis correlates with the findings of Follows and Jobber (2000) that tested positive that consumers who understand environmental consequences of their consumption patterns have

environmentally responsible purchase intention. And our fourth hypothesis has a strong linkage with the findings of Lee (2009), Oliver and Lee (2010) and Ozaki and Sevastyanova (2011) who also tested positive that individuals who want to be associated with environmentally friendly society and also contribute towards developing and maintaining environmental friendly standard of living are more inclined towards purchasing green products.

## **OBJECTIVES**

The purpose of the paper is to identify the effects of invigorating green purchase intention in relation to perceived value, customer experience and customer expectation with green product market agility, the study also examines the direct effect and indirect effects. There has been very less study done in the area of green product market agility so an attempt has been made to understand what factors contribute more towards agility (longevity) of the product as this helps marketers device a viable strategy to elongate the life cycle of the green product as it is becoming evident that green products are the future.

## **RATIONAL OF THE STUDY**

The logic is to understand how a consumer expects the green product to be and based on that expectation the experience is formed which leads to a comparison state where the consumer attempts to do a cost benefit analysis, if it is positive it leads to purchase intension and which ultimately increases the agility (longevity) of the product, for a marketer it is important to know this process so that there is a potential of expanding the product line and come up with solutions if there is any issues in the process.

## **METHODOLOGY**

The model was proposed keeping in mind the how the consumer expect the green product to be and the marketers potential to offer green products without greenwashing, the model was then tested in SPSS 20 and EFA was conducted on a sample of 280 respondents of the state of Uttarakhand. Three cities were identified namely Bhowali, Dehradun and Nainital. The demographics table is shown below in Table 1

**Table 1**  
**[Demographic]**

	<i>Frequency (%)</i>
Gender (n = 280)	Male 156 (54.9) Female 124 (45)
Age (n = 280)	Under 18 years 11 (04) 18-24 years 41 (16) 25-34 years 42 (15) 35-44 years 71 (25) 45-55 years 56 (20) 55 and above 27 (17)
Qualification (n = 280)	Non – matriculate 03 (01) High school (Matriculation/ 12th) 20 (07) Bachelor’s Degree 84 (31) Professional/Master’s Degree 167 (59) Doctorate Degree 01 (01)
Professional status (n = 280)	Student 33 (13) Looking for work 03 (01) Homemaker 20 (07) Employed 133 (47) Self – employed 48 (17) Retired 34 (12)

**ANALYSIS**

The Durbin-Watson statistics shows in table 2 is to know whether or not there is autocorrelation and the value must be between 1.5 and 2.5 and our value 2.004 is between this so there is no issue of autocorrelation.

**Table 2**  
**Durbin Watson Test**

**Model Summary<sup>b</sup>**

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Durbin-Watson</i>
1	.524 <sup>a</sup>	.275	.268	.66874	2.004

a. Predictors: (Constant), CUSTOMER EXPERIENCE, PERCEIVED VALUE, CUSTOMER EXPECTATION

b. Dependent Variable: INVIGORATING GREEN PURCHASE INTENTION

The direct effect of Customer Expectation (CExpec), Perceived Value (PV) and Customer Experience (CExper)

on Green product market agility (GPMA) was found to be significant, which shows the bootstrapped value all below 0.05 signifying the relation as statistically significant. The model was then mediated with Invigorating Green Purchase Intension (IGPI) to see the effect of the mediation.

The first thing we check is the role of independent variables CExper, PV and CExpec with Mediator IGPI all are significant see below table 3

**Table 3**  
**Regression Weights: (Group number 1 - Default model)**

	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>	<i>Label</i>
IGPI <— CExper	.378	.042	9.062	***	
IGPI <— PV	-.098	.045	-2.197	.028	
IGPI <— CExpec	-.154	.054	-2.879	.004	

We then check the role of mediator IGPI with the dependent variable GPMA which is also significant see below table 4

**Table 4**  
**Regression Weights: (Group number 1 - Default model)**

	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>	<i>Label</i>
GPMA <— IGPI	1.234	.039	31.806	***	

The Total Effects on GPMA was found to be -.202, .005 and .559, which was subtracted with the Direct Effects -.080, .196 and .092. This gave us the Indirect Effects value  $-.202-.080=-.121$ ,  $.005-.196=-.190$  and  $.559-.092=.467$

The next step was to know if the above calculated values were statistically significant which was tested by looking at the bootstrap output using the bias-corrected percentile method two tailed significance [90% bias-corrected confidence interval was taken with 2000 bootstrap samples] table 4

**Table 4**  
**Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)**

	<i>PV</i>	<i>CExpec</i>	<i>CExper</i>	<i>IGPI</i>
IGPI	...	...	...	...
GPMA	.029	.007	.001	...

As the values .029, .007 and .001 all were below 0.05 indicating statistically significant result so mediation was tested positive. The R<sup>2</sup> was .259 that implies 25.9% shown below table 6

**Table 6**  
**Squared Multiple Correlations: (Group number 1 - Default model) without mediation**

	<i>Estimate</i>
GPMA	.259

And after mediation the probability values of Independent variables (CEspec, PV and CExper) were still significant with the dependent variable (GPMA) as shown below. Also the mediation was partial as the probability values of Independent variables (CEspec, PV and CExper) were significant with the dependent variable (GPMA) after mediation as shown below table 7

**Table 7**  
**Regression Weights: (Group number 1 - Default model)**

	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>	<i>Label</i>
GPMA <— CExpec	.196	.037	5.325	***	
GPMA <— PV	-.080	.031	-2.626	.009	
GPMA <— CExper	.092	.032	2.891	.004	

The R<sup>2</sup> increased from .259 that means 25.9% to .829 that means 82.9% a substantial increase of 57% shown below table 8

**Table 8**  
**Squared Multiple Correlations: (Group number 1 - Default model) with mediation**

	<i>Estimate</i>
GPMA	.829

This indicates that mediation increases the R<sup>2</sup> so IGPI has an important role in the above proposed model and acts as a catalyst in increasing the market agility of green products by 57%.

**Table 9**  
**Hypothesis testing results**

<i>Hypothesis</i>	<i>Direct effect (x → y)</i>	<i>Indirect effect</i>	<i>Result</i>
CEspec → IGPI → GPMA	0.128(ns)	0.284***	Full Mediation
PV → IGPI → GPMA	0.131***	0.100***	Partial Mediation
CExper → IGPI → GPMA	0.479 (ns)	0.187***	Full Mediation

\*\*\*=p<0.001; \*=p<0.05; ns="not significant"

It can now be concluded that there was full mediation seen between CExpec and GPMA and CExper and GPMA and partial mediation between PV and GPMA

**Table 10**  
**Scales used in research (prepared by the authors)**

<i>Construct</i>	<i>Items</i>	<i>Lab</i>
CEspec	I feel green products are environmentally safe	CEspecQ1
	I firmly believe that green products are safe for my health	CEspecQ3
	I strongly believe that green products are made from raw materials which are recyclable	CEspecQ4
	I strongly believe that green products are made from raw materials which are reusable	CEspecQ
	I strongly believe that green products reduce wastages	CEspecQ7
CExper	While purchasing green product I am naturally inclined to buy it.	CExperQ2
	I firmly believe that my purchase decision of green product will have a positive impact on the environment.	CExperQ3
	I purchase only those products which are environmentally friendly even when others buy non green products.	CExperQ5

contd. table 10

Construct	Items	Lab
PV	I buy green products only when product characteristics of non green products are same as green products.	CExperQ7
	I purchase only those products which are environmentally friendly even when the price of the product is somewhat on the higher side.	PVQ2
	I buy products of those companies which have promotional offers.	PVQ4
	My monthly budget plays an important role in purchasing the product.	PVQ5
	While buying green products, it gives me a deep sense of feeling that I am caring for the environment.	IGPIQ2
IGPI	I can protect the environment by buying products that are environmentally friendly.	IGPIQ3
	I take pride in buying green products.	IGPIQ5
	I instinctively feel that my action will benefit the environment and hence the society at large.	IGPIQ6
	I firmly believe that my decision to buy green products have an impact on others and environment issues are also addressed.	GPMAQ4
GPMA	I spend time and effort in activities like recycling.	GPMAQ5
	I do not consider environmental aspects while buying green products.	GPMAQ6

SPSS and Amos were used in the testing. During EFA the factor having loading below 0.7 were omitted to get good model fit resulting in all AVE above 0.5 and CR > 0.7, and CR>AVE thus convergent validity holds true, in

addition an internal consistency was conducted in SPSS by using Cronbach's alpha and all value were above 0.60. shown below table 11

**Table 11**  
Result summary of the constructs

Latent Variable	Indicators	Loadings	AVE	Composite Reliability	Cronbach's Alpha
<b>CExpec</b>	CEXPECQ1	0.792	0.537	0.9039	0.8741
	CEXPECQ3	0.812			
	CEXPECQ4	0.757			
	CEXPECQ5	0.778			
	CEXPECQ7	0.768			
<b>CExper</b>	CExperQ2	0.742	0.607	0.8284	0.7155
	CExperQ3	0.628			
	CExperQ5	0.798			
	CExperQ7	0.762			
<b>PV</b>	PVQ2	0.75	0.592	0.8132	0.6692
	PVQ4	0.804			
	PVQ5	0.762			
<b>IGPI</b>	IGPIQ2	0.513	0.569	0.8386	0.7460
	IGPIQ3	0.801			
	IGPIQ5	0.823			
	IGPIQ6	0.84			
<b>GPMA</b>	GPMAQ4	0.785	0.524	0.8166	0.6876
	GPMAQ5	0.862			
	GPMAQ6	0.699			

Source: Author's calculations



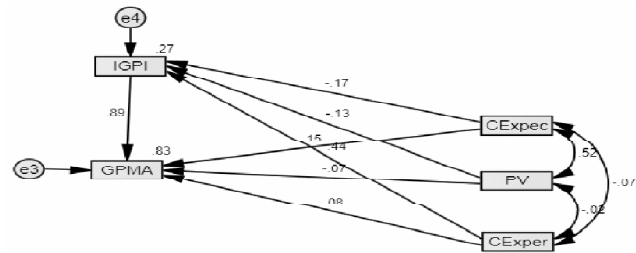
In order to determine the divergent validity we did the square root of AVE and saw there correlation and the Square root of AVE in bold were all higher which are shown in diagonal with respect to the correlated value it also test that there were no cross loading. (Hair et. al., 2014), Fornell-Larcker (1999) as shown in Table 12.

**Table 12**  
Discriminant validity

AVE Sq root comparison	GPMA	PV	IGPI	CExpec	CExper
GPMA	<b>0.72415</b>				
PV	0.6921	<b>0.76976</b>			
IGPI	0.5797	0.6944	<b>0.75474</b>		
CExpec	0.6322	0.7294	0.5885	<b>0.73319</b>	
CExper	0.5464	0.6965	0.6217	0.6535	<b>0.77958</b>

Source: Author's calculations

Figure 1 shows the final model in Amos with the transposed model to understand the mediation of IGPI on GPMA. Table 9 above shows the type of mediation between three construct namely, CExpec, CExpr and PV. There was full mediation seen between Cexpec and CExpr on GPMA while partial mediation between PV and GPMA.



**Figure 1: Model adjusted in research (Author's calculations)**

**Table 13**  
Hypothesis testing

S.No	Hypothesis	Findings
1	Customer's Perceived Value (PV) of green product has significant effect on Invigorating Green Purchase Intention (IGPI).	Supported (p>0.05)
2	Customer's Perceived Value (PV) of green product has significant effect on Green Product Market Agility (GPMA).	Not Supported (p<0.05)
3	Customer's Experience (CExpec) of green product has significant effect on Invigorating Green Purchase Intention (IGPI).	Supported (p>0.05)
4	Customer's Experience (CExper) of green product has significant effect on Green Product Market Agility (GPMA).	Not Supported (p<0.05)
5	Customer's Expectation (CExpec) of green product has significant effect on Invigorating Green Purchase Intention (IGPI).	Supported (p>0.05)
6	Customer's Expectation (CExpec) of green product has significant effect on Green Product Market Agility (GPMA).	Supported (p>0.05)
7	Invigorating Green Purchase Intention (IGPI) for green product does have a significant effect on Green Product Market Agility (GPMA).	Supported (p>0.05)

**CONCLUSION**

Customers experience with respect to green product should have a hedonic experience, which shall improve the consumers purchase intention of green products. Similarly green products should live up to the consumers' expectations not only in terms of attributes but also in terms of its value offering to the consumers. This shall lead an improvement in their intention towards

purchasing the green products. Once the green purchase intention is significantly influenced the consumer's longevity or agility of the green products shall be consistent. In addition since mentioned in the limitation section this study was confined to Uttarakhand we had respondents who were price conscious in Bhowali and reluctant not to change their buying behavior as there was lack of awareness about the importance of green products while respondents in Nainital showed concern



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