

The Role of Emotional Intelligence in Green Consumption Behaviour

Jenifer Arokia Selvi A.¹, Prof. M. Geetha², Dr. P. Vasumathi³

¹SRM-VDP Campus, Chennai, India.

²Indian Institute of Management Kozhikode, Kozhikode - Kerala, India.

³Loyola Institute of Business Administration, Chennai, India

*Corresponding author's email id: jennhuphd@gmail.com

ABSTRACT

Climate change and global warming increased the awareness of the sustainability of the available resources and that demanded green consumption. This will further enhance the organizations to improve their performance and output resourcefully without major wastage adopt green consumption and save the environment. Hence, this current study aims to explore the factors that strongly influence consumption behavior and outline the intention through the moderated effect of emotional intelligence. The four antecedents namely: green attitude, green value, green belief, subjective norm, have been taken as an endogenous variable and intention as the mediating variable, and emotional intelligence as a moderating variable in the study. The data were collected using systematic random sampling and 400 respondents were approached to obtain the desired information. All hypotheses were found to be significant. The findings of the study will improve the competitiveness among the marketers and the consumer's intention to buy green products.

Keywords: Emotional Intelligence, Green Attitude, Green Value.

