Saint Petersburg State University
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Master Thesis

A Model of Green Purchase Behavior of Russian Millennials

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1. Introduction

1.1. Consumers understand the responsibility for environmental changes

There are many trends that shape consumer behavior nowadays and environmental concerns are among the biggest. Big industrial jumps from previous century, growing population, household income and Internet penetration contributed to rise in consumption of all services and goods. However, such progress came at a cost as its consequences intervene the lives of ordinary consumers on permanent basis: a part of daily routine of many Chinese citizens is to check Air Quality Index to decide whether they need a mask to protect lungs from smog before they get out (Deutsche Welle, 2017); multiple studies (Cox, 2019; WWF, 2019) predict that people consume around 245 grams of microplastic each year, which equates to literally eating a credit card every week – tiny bits of plastic get in the food from oceans, processing and packaging. In fact, Ivanova (2015) reported that household consumption is responsible for more than 60% of global greenhouse gases emissions and between 50% to 80% of total resource use. While many consumers can observe only first order effects like smog generated by transport traffic, they severely lack understanding of second order effects like meet producers which on average use 15,5 tons of water to produce 1 kg of beef (such drastic amount of water is explained by the fact that grain requires watering to grow, but cows are not efficient at converting the consumed grain into actual meat). As Ivanova (2015) concludes in her research: “A significant portion of the emissions and resource use are embodied in internationally traded commodities.” However, general awareness has spread over the years and currently more consumers than ever understand their responsibility for environmental changes. This paper intends to analyze the efforts of Russian millennial consumers and understand what measures they take to contribute to sustainability. But firstly, it is important to set up terms in order to avoid confusion.

1.2. Term disambiguation: sustainable, green and eco-friendly

The meaning of the word “green” has long outgrown the color. It is now frequently used in a colloquial speech to apply to almost everything related to benefiting the environment: from the movement to architecture and fashion (Simons, 2018). “Eco-friendly” is defined a little less broad and distinguishes products that do not harm the planet. “Eco-friendly” is frequently used in advertising materials since it is the best grasped word by consumers (Smith, 2012). Though businesses actively employ “green” and “eco-friendly” terms in advertising campaigns and labeling to underline some environmental benefit coming from their products, the amount of such benefit varies greatly. “Sustainable”, on the other hand, is the most strictly defined term and the

one that has the highest standards. The Oslo Symposium (1994) proposed a working definition of sustainable consumption as "the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations". Although past research (Shamdasami et al., 1993; Chan and Chai, 2010) was found to include "sustainable" into "green", current research does not do so because truly sustainable products are very rare; rather some products are more sustainable among their alternatives (Simons, 2018). Thus, sustainable includes "green" and "eco-friendly", but "green" may not be sustainable. To identify a particular product as "green", the whole value chain should be analyzed. For instance, a product made from renewable resources is considered green, but if it required much energy for production and distribution, and/or not recyclable, then it cannot be considered sustainable. Some examples of green products include organic products, energy efficient light-bulbs, paper bags, footwear made of recycled rubber and plastic etc.

Throughout this work the author uses term "green" to signify product that benefits the environment on at least one stage of its life cycle, be it raw materials, production process, distribution, use or disposal. Products that benefit the environment on all stages are considered not only green but sustainable. It means the item or action is generating environmental, social and economic benefits, while not using too many resources or causing pollution. In other words, the process can be repeated many times without altering surrounding ecosystem, so that future generations are not compromised on their life quality.

1.3. The trend of responsible consumption in the Russian context

Nielsen (2015) research of Russian consumers pointed out that 61% of respondents are ready to pay premium for products that treat environment in a responsible manner, it is just 5 p.p. lower than world's average. Moreover, in 2014 the same research discovered only 38% of eco-oriented Russian consumers and 55% worldwide, therefore suggesting growing trend of responsible consumption. Interestingly, Nielsen (2015) also highlighted that there is no direct correlation between *willingness to pay premium* for eco-brands and monthly income of respondents. However, numerous studies (Padel and Foster, 2005; Vermeir and Verbeke, 2006; Connell, 2010; Gleim et al., 2013) indicate that price acts as a significant barrier towards *actual green purchase behavior*. In Russian context Shabanova (2017) suggests that higher price of eco-products is among key barriers in converting traditional consumers to ethic ones as 49% of traditional consumers were not going to pay premium for almost anything and 16% were undecided. Additionally, 40% of Russian ethic consumers had shown the willingness to pay

premium but no more than 5%. Finally, the author mentions that consumers with lower income are twice as engaged (42%) in non-market sustainability activities such as separate garbage collection as consumers with higher income (23%), meaning that Russian ethic consumers with lower income still behave environmentally friendly but do so outside the market.

1.4. Rising awareness of environmental footprint

The Collapse of Soviet Union was in line with the birth of new generation of millennials, characterized by high application of digital technologies, strive for work-life balance and flexible schedule, impact orientation and correction of mistakes made by previous generations. The highest Internet penetration rate together with social networks and fastest means of information sharing brought us on hand access to everything, while the verb "to google" has reserved its place in Oxford dictionary meaning "to find information about something via google.com". Thus, millennials are more educated consumers, which implies that, besides other knowledge, they better understand the impact of their behavior on surrounding environment. Shabanova (2017) found that 87% of respondents receive information on sustainability issues via tv, while 45% and 22% via Internet and newspapers. However, the author analyzed consumers of several generations (18 to 60 years old), not just millennials. Thus, online media, social networks and Internet are believed to play more important role for millennial generation than traditional media sources (Skolkovo, 2019). For instance, Nielsen (2018) shows that sustainable shoppers in the U.S. are 67% more likely to be digitally engaged and their devices play significant role in frictionless experience between on and offline shopping.

1.5. The role of millennial consumers

The study specifically considers millennial generation since it shows higher sensitivity towards environmental issues comparing to baby boomers and generation X. For instance, US millennial respondents in the survey conducted by Nielsen (2018) were twice as likely to change their consumption habits to reduce impact on the environment, showing 74% likelihood against 34% for baby boomers. The same study suggests that millennials are more likely (53% vs 34% for baby boomers) to stop purchase favorite brand and switch to environmentally friendly one. Millennials represent 51% of those who will pay extra for sustainable products and 51 percent of those who check packaging for sustainable labeling (Nielsen, 2014).

However, Ginsberg and Bloom (2004) point out that, consumers of all age groups, in general, are not ready to sacrifice anything for green products, instead they expect to obtain more benefits such as: financial savings, health benefits or lesser environmental footprint with the same

performance. Smith (2010) concludes that millennials will advocate for brand or particular product if it brings additional value for them and benefits the environment at the same time.

Therefore, millennials, who are more perceptive towards sustainability issues, become core work force and financially independent consumers with distinctive values: they shape their attitudes and alter behavior to lessen environmental footprint, thereby imposing higher requirements on products and services. Research suggestions of past research (Uddin, 2018; Joshi and Rahman, 2015; Chen, 2012; Smith, 2010) point towards the necessary investigation of green purchase behavior in different cultural, geographic and demographic settings as well as longitudinal studies to account for factor development.

1.6. The relevance of the research

Although sustainability issues originate back in previous century, the trend only begins pacing in Russia. Even if it is acknowledged on the level of United Nations' protocols and conventions, considerably less progress has been made when it comes to actual policies and ordinary consumers (Avdeeva, 2020). In general, Russia lacks legislative framework for regulation of production, distribution and utilization of goods and certification of organic-based products; infrastructure for separate garbage collection and recycling of common types of solid waste including plastics, cardboard, metals, glass, fabric and hazardous waste; business incentives for adoption of pro-environmental practices and business models (Skolkovo, 2019). Thereby, since the trend of sustainability in Russia only begins pacing, there are 4 main reasons that explain the relevance of current research.

Firstly, the empirical evidence suggests that green trends indeed impact consumption and this impact only increases: 83% of respondents from survey conducted by PwC (2019) care about sustainability, while 44% directly search for green products, read reviews and join healthy lifestyle communities. The same survey also says that around 32% of Russian consumers actively avoid plastic where possible and 29% either look for eco-friendly packaging or try to find less-packaged products. In addition, Russians are more likely to care about the traceable origin of products than their global counterparts (29%). Only 3% of consumers buy eco-friendly products impulsively (Ecological Union and Eco-bureau GREENS, 2018), which underlines the fact that most consumers take informed decisions under green trend. Additionally, experts from Skolkovo Sustainable Business Centre (2019) claim that the gap between declared willingness to buy sustainable products and actual buying differs from 2 times in developed countries to 10 times in developing countries – Russia's growing economy serves as a premise for the gap decrease.

Second, most companies still do not address those trends since they provoke costly changes in business operations and compliance to higher requirements. On the other hand, Skolkovo (2019) suggests 2 ways business can grow by following green trends: by basing competitive advantages on pro-environment parameters of the product and/or by occupying new niches with higher growth rates and thus increasing overall market share. However, companies understand that active and even proactive position of responsible consumers makes them difficult to work with. On the one hand, such consumers can attract new clients, but on the other hand, if responsible consumers are seriously disappointed with a brand, they may boycott it, which will draw the attention of general public through social networks and other communication channels and create more problems than benefits for a business (Skolkovo, 2019). Reputational risks combined with the gap between claims and actual green purchase behavior make companies postpone green projects and maximize their efforts on cost saving or quality-focus strategies both of which usually are not aligned with sustainability. Following the model of economic cycles, which stipulates that every economic expansion is followed by downturn, crisis and recovery, businesses often prefer to maximize short term gains and predictable streams of revenue, which makes eco-friendly projects lie on a shelf for another couple of years. However, Russian economy does not bounce back as quickly as it did in 1998 and 2008, which again underlines the importance of long-term sustainable projects over short term profit making.

Thirdly, there are barriers which slow down green consumption. According to Blake (1999), barriers may be classified as individual or institutional/social barriers. Among particular constraints that halt pro-environmental behavior Blake lists an individual's lack of time, money, information, mistrust in institutions and strengths of habits. Kollmuss and Agyeman (2002) suggested that primary motives such as environmental responsibility are often overridden by selective motives such as personal comfort. Additionally, the authors outline old consumption habits as underestimated and very strong barrier to pro-environmental behavior: customers tend to fall for default choice or avoid decision at all upon facing uncertainty. Moreover, when it comes to institutions and business side, the situation gets even trickier. According to Laroche et al. (2001) 666 out of 907 respondents were undecided consumers who were not sure about whether they would pay a premium for an ecofriendly product. Shiffman and Kanuk (2003), Wang (2017) proposed that these skeptical consumers did not believe in green policies of producers, questioning the effectiveness or products or perceiving their marketing campaigns as greenwashing, a phenomenon that prescribes opportunistic behavior regarding environmental trends to manufacturers and service providers (Westerveld, 1986).

Fourthly, ecologisation of consumption is unavoidable global trend. Generational shifts, technological progress, development of institutions together with legislative regulation suggest that trend is not likely to forego but rather continue increasing (Skolkovo, 2019). As suggested by Mazurek-Łopaciñska and Sobociñska (2018): "Consumption ecologisation is related to a transition to higher levels of development, and as such it is reflected in buying and consuming green products, but also to a transition from rational egoism to eco-rationality, i.e., economical and efficient use of consumer goods and limiting or abandoning consumption of goods that require excessive amounts of non-renewable resources". It is commonly observed business scenario when the most successful players are those who were early adopters of the trend. Niches targeting responsible consumers indicate growth rates similar to those of European markets (Skolkovo, 2019). Therefore, companies are recommended to begin now and develop long term responsible strategies if they want to capitalize on the growth of these niches as much as possible and undergo the green transitioning smoothly. Smith (2012) states that on their path to sustainability companies experience problems with communicating the results of green business operations or convincing clients of product recyclability, implying that it is crucially important to learn green language before the market turns into blood bath. The oncoming time of mass adoption of green trends will impose differentiation challenges on business side. Yet if a company started to communicate green value earlier, customers will likely to have higher confidence in its brand and products.

1.7. Overview of the models explaining green consumer behavior

According to Kardes et al. (2014) consumer behavior entails consumer activities and responses that precede, determine or follow these activities. Under consumer activities Kardes lists purchasing, usage (consumption) and disposal, while under consumer responses – emotional, mental and behavioral ones. Therefore, in terms of green context those activities turn into green purchasing, green consumption and green disposal. Conversely, literature overview (Nguyen et al., 2018) suggests broader application of green consumption term by colligating all activities besides usage phase. Thus, in this paper the author follows that tradition and considers green consumption a combination of all activities. Moreover, the body of research shows that this term may be interchangeable (Kim et al., 2012; Atkinson, 2015) with terms such as socially responsible consumption (Antil, 1984), ecologically conscious consumption (Fraj and Martinez, 2006), environmentally responsible consumption (Gupta and Ogden, 2009), environmentally friendly consumption (Laroche et al., 2001) and pro-environmental consumption (Welsch and Kühling, 2009). Sometimes the term green consumption is replaced with green consumer behavior to emphasize behavioral aspect rather than the phenomenon itself.

Like any research on individual's behavior the research on green consumer behavior has made a great leap. It began with basic models of rational choice, continued by adjusting them for affective, social and situational influences, passed incorporating personal norms, morals and social identity all the way up to including routinised unconscious habits as well as past behavior. Theories of different schools viewed green consumer behavior from different relationship angles: intention-behavior relationship (Ajzen), norm-behavior relationship (Shwartz), habit-behavior relationship (Triandis), intention-trying relationship (Bagozzi and Warshaw). However, with such variety of explanations only several theories gained popularity among researchers – as Jackson (2015) stated: "Models that are good for heuristic understanding are not necessarily good for empirical testing, and vice versa. A good conceptual model requires a balance between parsimony and explanatory completeness."

Apparently for businesses and marketers one of the most interesting phase of green consumption is green purchasing since it is market related activity, unlike usage and disposal. According to Joshi (2015) and Nguyen (2018), initial attempts to explain green purchase behavior included application of the theory of reasoned action, which postulates that intention is the main predictor of behavior. The intention itself is influenced by attitudes (feelings towards a particular behavior) and subjective norms (perceived social pressure to or not to perform the behavior). However, Jackson (2005) underlines that the theory was criticized for ignoring circumstantial limitations and further evolved into the theory of planned behavior (TPB) by adding perceived behavior control (the perceived degree of confidence that the person is capable of performing the specific behavior successfully). Many studies (Arvola et al., 2008; Smith and Paladino, 2010; Tanner and Kast, 2003; Tarkiainen and Sundqvist, 2005) have employed the TPB to explain green purchasing but instead discovered its low predictive ability. Therefore, these TPB variations greatly elaborated on the antecedents (pre-consumption intentions) of green consumer behavior, but they were unable to capture consumer decision-making process during purchase and predict further green purchasing behavior (Thøgersen and Olander, 2003; Phipps et al., 2013).

In the context of the TPB, green purchase behavior represents actual acts of buying and decision-making process behind them, while green purchase intention resembles an individual's willingness to buy a green product (Joshi and Rahman, 2015). Numerous studies (Tanner and Kast, 2003; Vermeir and Verbeke, 2008; Wheale and Hinton, 2007) had shown that intention indeed positively affects behavior, but the strength of such influence is moderate (0.45 to 0.62, Ajzen and Fishbein, 2005) and researchers observe that consumers fail to convert stated intentions into actions. This discrepancy is referred as intention-behavior gap, a concept coming from social

psychology (Nicholls and Lee, 2006) that is also observed in other kinds of purchasing besides green one.

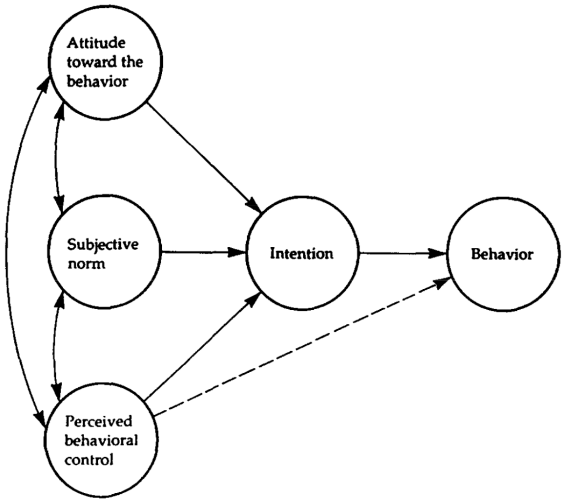

Figure 1. The model of planned behavior. Dashed line represents insignificant relationship (Ajzen, 1991)

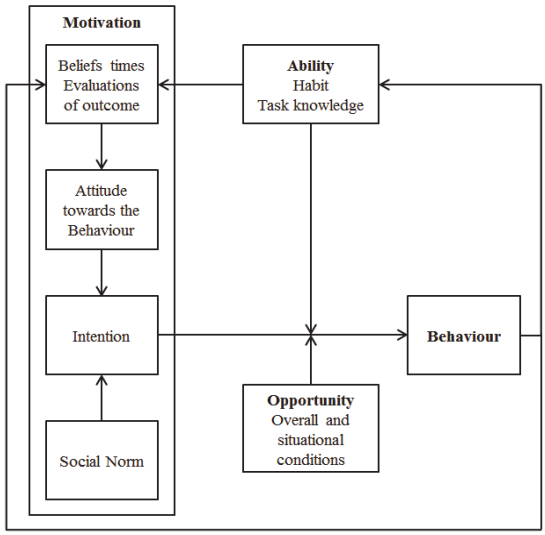

Figure 2. The motivation-ability-opportunity model (Ölander and Thøgersen, 1995)

Two integrated theories were introduced to increase the understanding of decision-making process during actual purchase and the role of situational, affective and habitual factors. The attitude-behavior-context (Guagnano et al., 1995) theory admitted that green purchase behavior is susceptible not only to attitudinal but also to situational factors: favorable conditions strengthen the intention-behavior relationship, while unfavorable conditions weaken the relationship. The motivation-ability-opportunity (Ölander and Thøgersen, 1995) theory also added ability – a habit-bound construct that indirectly affects attitude, which in turn is a part of motivation. Figure X depicts motivation, which is the traditional block of attitude, intention and social norms albeit further expanded by beliefs and outcome evaluations.

Finally, in attempt to predict future green purchasing, Phipps et al. (2013) proposed a framework with reciprocal (bidirectional relationship) constructs to account for the fact that past behavior can influence attitudinal and contextual factors, which in turn may influence future behavior. This way behavior construct influences itself through other constructs over time.

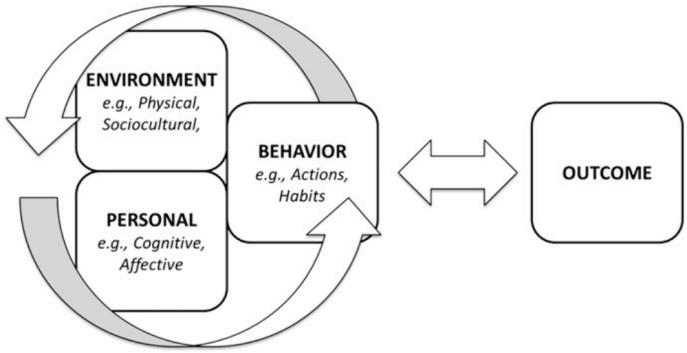

Figure 3. The reciprocal-deterministic model (Phipps, 2013)

While modifications of the TPB have increased explanatory power, it remains below accepted values of 0.7 – 0.8 (in terms of R^2 value of green purchase behavior) to be judged as a good explanation of green purchase behavior (Jackson, 2005). The researchers seek more efforts in explaining the intention-behavior gap across different industries, geographic areas and generations. In the Russian setting little research was conducted to study specifically green purchase behavior: Russian contemporary body of research selectively covers consumers purchase intentions (Shabanova, 2017), responsibility of institutional centers (Avdeeva, 2020), infrastructural barriers (Lonina, 2013; Shabanova, 2015) and environmental awareness (Musatova, 2013) – but no models were introduced to explain what specifically drives purchase behavior of millennial generation. Thus, the goal of this research is to build a model of green purchase behavior of Russian millennials, while research questions include:

→ Which factors can potentially be included in the model of green purchase behavior among Russian millennials?

→ How do these factors relate to each other in attempt to explain green purchase behavior of Russian millennials?

→ Which factors serve as barriers that inhibit green purchase behavior among Russian millennials?

1.8. Theoretical framework and hypothesis development

The proposed research model is based on modified version of the TPB to account for Russian specifics and increase explanatory power of the plain TPB. This selection is primarily dictated by the popularity of the theory: the TPB-based models are widely validated in predicting green purchase behavior across different industries (Ramayah and Rahbar, 2013): FMCG (Maichum et al., 2016), fashion retail (Park and Lin, 2018), food products (Zhou et al., 2013), hotels (Han and Yoon, 2015), tourism (Barber et al., 2010), packaging (Prakash and Pathak, 2017), luxury goods (Park et al., 2010) and recycling (Ramayah and Rahbar, 2013).

Joshi and Rahman (2015) conducted review of 53 empirical articles on green purchase behavior from year 2000 to 2014 and summarized most of previously researched factors in two groups: individual and situational. In this paper the author intends to use findings of Russian research to select most important factors from global research in attempt to build the model of Russian millennial's green purchase behavior. Additionally, to increase comprehensiveness of the model, the author follows requirements proposed by Stern (2000), who highlighted that a useful integrated model has to account for:

→ motivations, attitudes and values

→ contextual and situational factors

→ social influences

→ personal capabilities

→ habits

Factor group	Factor subgroup
Situational	Product price
	Product availability
	Product attributes and quality
	Store related attributes
	Brand image
	Eco labeling and certification
	Social norms and reference groups
	Other situational: environmental structures and services, consumer's local environmental involvement, consumer's media exposure to environmental messages, regulatory laws (organic foods)
Individual	Emotions
	Habits
	Perceived consumer effectiveness
	Perceived behavioral control
	Values and personal norms
	Trust
	Knowledge
	Other individual: perception of consequences, response efficacy, variety seeking (organic foods), self-indulgence (organic foods)

Table 1: Categories and subcategories of factors that impact green purchase behavior (compiled from Joshi and Rahman, 2015). Cells highlighted with green color are selected for the model of green purchase behavior of Russian millennials.

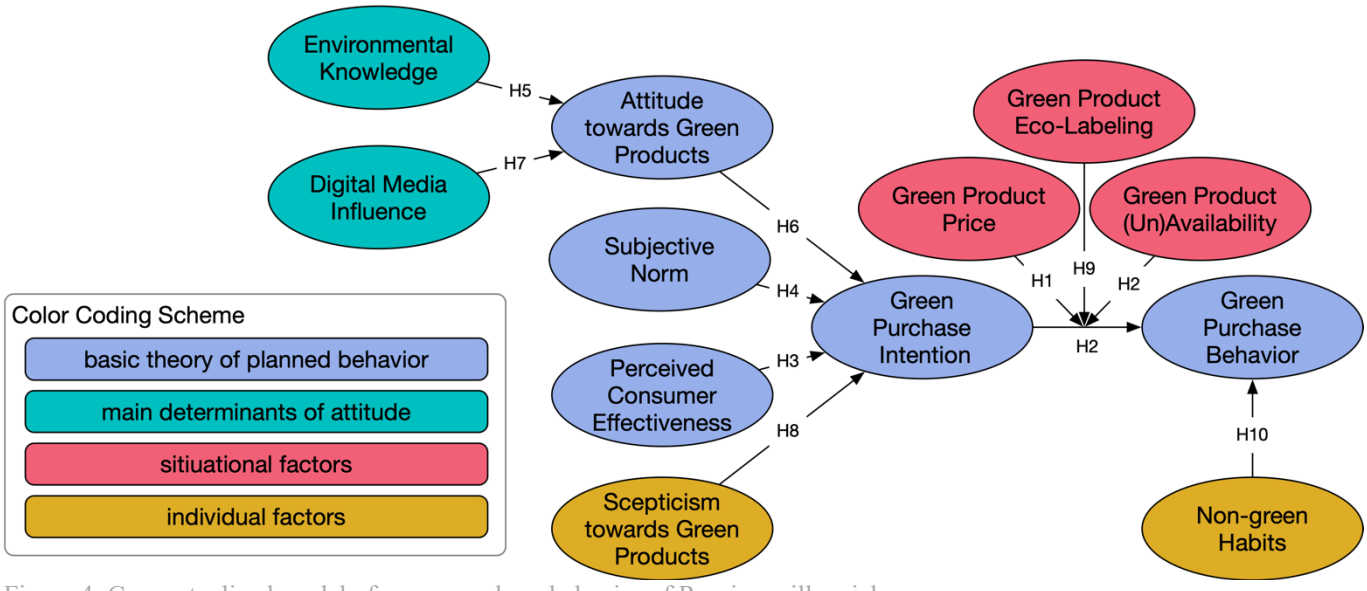

Figure 4: Conceptualized model of green purchase behavior of Russian millennials

The price of a green product is one of the most studied element of marketing mix when it comes to green research. Connell (2010) reports that high price often diminishes consumer's ethical aspirations due to limited financial resources. On the other hand, price premiums are almost always necessary to cover higher production costs of manufacturers (Davari, 2014). In Russian context, consumers additionally prescribe to high price a sign of opportunistic behavior rather underlying value: options with over 200%

premium are regarded as niche products for wealthy section of the society rather than mass product for ordinary consumer with green intentions. Interestingly, there is a trend of rising acceptance of green price premium. The research by Khmelkova (2014, 2015) reveals that 26% of Russian respondents are not going to pay the premium, while 45% are almost equally distributed among premiums of 10%, 20% and 30% (15% of respondents per each premium). This suggests that Russian consumers tend to understand the reasons behind 10% - 30% premiums, but disprove much higher premiums. On the other hand, the same research also accounted for consumers who are going to purchase green products only if they are cheaper than ordinary alternatives, though less than 3% of respondents had chosen this answer. Possible explanation to that is perceived inferior quality of green products that are new and supposed to be more costly to produce but for some reason sold at a discount to non-green products. This explanation goes in line with findings from some other industries (Cheng-Yin, 2019). Young millennials are the most activated audience in terms of green consciousness, yet their financial spending is limited: the study includes price factor to retest its relevance. Thus, price is an important factor that is believed to moderate the intention-behavior relationship especially considering growing acceptance rate and generational shift: there must be a valid premium range that is accepted by both producers and consumers.

H1: Price moderates the intention-behavior relationship in such a way that higher price reduces the strength of the relationship, while lower price increases the strength

The product availability refers to physical access to green products in common places of shopping and quick navigation to them. Most studies (Padel and Foster, 2005; Young et al., 2010; Naderi, 2018; Nguyen et al., 2018) reflect that limited availability and accessibility difficulties significantly harmed consumer's green purchase behavior. Consumers do not prefer spend time searching for a particular product and avoid products that require higher perceived effort in purchasing (Gosslinga et al., 2005; Barbarossa, 2015). Musatova (2013) points that there is a demand for green products on developing markets but customers fail to locate such products because they are systematically underrepresented in local grocery stores as well as large retail chains: consumers can either shop for them online or drive big distances to a specialized store. In Russian context she contrasts largest Russian retailers (X5 Retail Group, Magnit, Diksi), which do not supply green products to examples of French, Austrian and Polish retailers, through which half of all green products is usually sold, while the other half is sold through specialized convenience stores. While millennial generation is more digitally engaged and open to e-commerce platforms, the absence of green products in generic places like grocery stores and retail chains creates additional perceived costs (time, convenience and footprint – delivery services assume additional packaging) and thus is hypothesized to reduce green purchase behavior.

H2: Availability moderates the intention-behavior relationship in such a way that lower availability weakens the intention-behavior relationship, while higher availability strengthens it

The perceived consumer effectiveness means consumer's evaluation of the extent to which their consumption can make a difference in the overall problem (Webster, 1975). Past studies (Kollmus, 2002; Heo and Muralidharan, 2017; Nguyen et al., 2018) showed positive correlation between PCE and green purchase intention, implying that consumers are sensitive towards the effect of their consumption patterns on nature and society. Some studies also underlined especial importance of PCE in collectivistic societies (Zhao et al., 2014; Yadav and Pathak, 2016). PCE also serves as a good explanation of why green knowledge does not always stimulate corresponding intention (Kollmus and Agyeman, 2002). While PBC measures the perceived level of control over individual's actions to produce certain outcome, PCE measures the level of perceived effectiveness of such outcome in a global sense. Some studies (Jackson, 2005; Weeden, 2014) previously showed that PCE is at least as effective as PBC in predicting intentions but better captures the "consumer" side of the individual's behavior rather than "psychological control". Although these constructs are not interchangeable, in this study only PCE is used to represent personal capabilities according to model guidelines proposed by Stern.

H3: Perceived consumer effectiveness is positively associated with green purchase intentions in such a way that stronger belief in one's ability to make impact leads to stronger intentions to purchase green products, while weaker belief leads to lower intention

One of the original components of the TPB is the subjective norm – a construct designed to estimate an individual's perception of others' approval or disapproval of a behavior (Ajzen, 1991). Social influence exerts a normative pressure that orchestrates the performance of that behavior (White et al., 2009). Such influences are particularly strong if emitted from important people (Rivis and Sheeran, 2003). However, subjective norm received some criticism: it was often discovered to be the weakest predictor (Armitage and Conner, 2001) of intention among the 3 basic predictors (attitudes, subjective norms, PBC) and often blamed for poor conceptualization and single scale of measurement (Armitage and Conner, 2001; Rivis and Sheeran, 2003). Subjective norm was also found to exhibit varying strength of influence on green purchase intentions depending on consumer's culture type: Chan (2002) reported the dominance of environmental attitudes over subjective norm in influencing green purchase intention in American culture and dominance of subjective norm over environmental attitudes in Chinese culture. Ultimately, some researchers simply removed subjective norm from their models (Kurland, 1995; Sparks, Shepherd, Wieringa, and Zimmermanns, 1995), while others (Lawton et al., 2012; White et al., 2009) suggested to reconceptualize it in order to improve its predictive ability. In this study, however, the author preserves subjective norm and its original meaning because of its increasing importance specifically among millennials: numerous studies (Singh et al., 2006; Kaur and Singh, 2007; Lueg and Finney, 2007; Lee, 2011) have reported that peers play a vital role in purchase decision-making of young consumers. In terms of green purchasing of younger audience, Lee (2010), Khare (2012), Muralidharan (2015), Uddin (2018), Chaudhary (2018) observed that

social influence is positively associated with green attitude. From Russian perspective, Shabanova (2017) states that gained authority and respect among peers are quite weak drivers of green consumption among Russians, proceeding to explain this through unestablished cultural norm of green consumption: "green consumption only begins pacing in Russia and has not became a cultural norm yet". She also elaborates by pointing out prevailing norm among Russian respondents: "…the responsibility for sustainable production process lies solely on the shoulders of businesses and government, ordinary consumers shall not bother themselves about that". These contradictory findings vote for inclusion of subjective norm in the model since young millennials in general are quite reliant on reviews and knowledge adopted from close acquaintances.

H4: Subjective norm is positively associated with green purchase intentions in such a way that higher subjective norm leads to higher green purchase intentions, while lower subjective norm leads to lower green purchase intentions

The environmental knowledge is the most studied factor in green consumption research (Joshi and Rahman, 2015). Fryxell and Lo (2003) define it as the general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems, including problems associated with them. Past research has made many attempts to bind the environmental knowledge directly to green consumption, but weak relationship between the two prompted for a more complex relationship (Kaiser et al., 1999). Kaiser et al. (1999) point out that since acts of benefiting the environment involve conscious decision-making, knowledge is a necessary prerequisite for green attitude. Moreover, he elaborated that knowledge should be concretized: knowledge about green consumer behavior (i.e knowledge about what and how something can be done) appeared to be much stronger predictor than simple factual knowledge about the environment. Frick, Kaiser, and Wilson (2004) proposed the categorization of knowledge by defining 3 types of it: system-knowledge (similar to factual knowledge regarding environmental issues), action-related knowledge (possible measures to combat environmental issues and reduce footprint) and effectiveness-knowledge (justification of attempts to benefit the environment and understanding the benefits of acting in a responsible manner). Heo and Muralidharan (2017) assessed the impact of system-knowledge on green purchase behavior of young US millennials and concluded positive influence, although quite weak ($\beta = 0.18$). Again, the weakness is explained by direct application of knowledge to green purchase behavior, which is not effective since knowledge alone is not enough (Kang et al., 2013). In this study, however, the environmental knowledge is hypothesized to predict attitude towards green purchase behavior. According to Shabanova (2017) knowledge and labeling are among the primary factors responsible for activating green consumer behavior among traditional Russian consumers: almost half of respondents who were not engaged in green consumer behavior agreed that they don't have enough information either about ethical efforts of product producer (green labeling) or about consequences of

purchasing a product (action-knowledge). Uddin (2018) underlined the increasing importance of the environmental knowledge in emerging economies. Ultimately, the environmental knowledge is believed to be the entry point of green consumer behavior and a necessary pillar of green purchasing behavior (Shabanova, 2015).

H5: Environmental knowledge is positively associated with green attitude in such a way that increasing the environmental knowledge leads to increasing green attitude, while decreasing the knowledge decreases green attitude

The attitude towards green purchase behavior is another core element of the TPB and is one of the strongest determinants of green purchase intentions (Armitage and Conner, 2001; Chan, 2002). Originally, attitude is defined as the appraisal of the behavior in question (Ajzen, 1991). For green purchasing, Amyx et al. (1994) defines attitude as whether consumers view green purchase behavior as important to themselves or society as a whole. This importance is crucial since people are unlikely to mimic the behavior, which they personally find unfavorable: Laroche (2001) reveals that consumers who are not engaged in green purchasing behavior find this behavior inconvenient. Another important feature of attitude is that it is better conserved comparing to knowledge: Morgan et al. (2011) observed that over time consumers have developed greater understanding of their attitudes and become less certain about knowledge of green products. Finally, attitude played the strongest role among 3 basic TPB determinants in determining green behavior intention in American individualistic culture (Chan, 2002). Similarly, younger Russian generations originated at the completion of Soviet epoch, thus being quite unfamiliar with collectivistic values and often "worshipping the new dogmas and idols of Western societies" (Mamontov, 2014). It is thus hypothesized that attitude towards green purchasing favorably contributes to the formation of green purchase intention of Russian millennials.

H6: Attitude towards green purchasing is positively associated with green purchase intentions in such a way that better attitude leads to stronger green purchase intentions and worse attitude leads to weaker green purchase intentions

Besides the environmental knowledge, this study intends to explore the role of the media influence towards green purchasing attitude. Past research suggests positive influence of the media on green attitudes (Good 2006; Holbert, Kwak, and Shah 2003; Shanhan, Morgan, and Stenbjerre 1997). Holbert et al. (2003) asserts that this positive effect happens in 2 ways: (1) the media set environmental agenda by raising important issues periodically; (2) the media suggest to the audience which specific attributes of the environmental topics deserve most attention. Therefore, media plays informative and educational (together with the environmental knowledge) roles when it comes to green consumption. Unlike peer pressure coming from subjective norm – the media does not influence intention directly since its influence does not come from close circle of important people around the consumer and, thus, bears solely informative tone

(Muralidharan, 2015). Interestingly, Lee (2010) showed that among tv, billboard advertisements, radio and Internet the first three channels were primary sources of environmental information for young Hong Kong consumers engaged in green purchase behavior. Yet even if traditional media still serve as a source of information for digitally engaged millennials, the quality and purpose of this information is a hotly debatable issue. Elias (2019) found varying perceptions of environmental messages coming from conservative and liberal media in the US. Moreover, those perceptions depended not only on media source orientation but also on audience ethnicity. In general, traditional media was found to contain implicit preferential ideologies and consistent manipulations of original objective information (Gans, 1979). To overcome this loss of integrity of traditional media, younger millennials seek information in digital space, communities, social networks and forums. In fact, Shabanova (2015) points that the Internet is responsible for ever-growing environmental awareness of millennials: instant on-hand access to more reliable information from all parts of the world makes millennials much more educated, attentive and demanding than all previous generations. Thus, the role of digital media remains to be explored. In this study, digital media is hypothesized to influence attitude towards green purchasing.

H7: Digital media exposure to environmental messages is positively associated with attitudes toward green purchasing in such a way that higher exposure leads to better attitude towards green attitude and lower exposure leads to lower attitude

Consumers are gradually creating greener retail world. But it is tough for businesses to follow heightening requirements as consumers are not ready to sacrifice anything for green products, instead they expect companies to provide more benefits along with becoming green. According to TerraChoice (2010) there were just 4.5% of truly green products on shelves of an average US retailer, meaning that other green products contained at least one sin of greenwashing. Although companies incriminated in greenwashing abandoned it and adopted more reliable certification, continuing their green path, consumers are still pressured with the problem of trust. Trust, according to Ganesan (1994), is a willingness to depend on another party based on the expectation resulting from the party's ability, reliability, and benevolence. Consequently, mistrust or skepticism is unwillingness to depend on another party because of party's inability, unreliability or absence of benevolence. Mohr (1998), Kalafatis and Pollard (1999), Chen (2009, 2012), Mostafa (2006), Albayrak (2011), identified consumers' mistrust in environmental performance of green products to seriously deteriorate an intention to purchase such products. In fact, skepticism has enough power to break connections between other constructs as was shown by Obermiller et al. (2005) during their study of advertising influence on purchase intention of Egyptian consumers: high levels of skepticism proved to make consumers blind to advertising. Bray (2010) used focus group discussion to study factors impeding ethical consumption; notable replies from participants such as "It's purely for company profit. I think it begins and ends there" and "These multinationals, you can find a story associated

with all of them" revealed that respondents often discount environmental claims of producers. Interestingly, for some consumers skepticism serves as a simple exit from an ethical dilemma: they remain skeptical because it is convenient (especially from financial perspective), widely understood among peers, and easily supported with scandalous cases abundant in the media. It is quite hard to re-persuade such audience for producers (Calfee and Ringold, 1988) and requires additional investing in customer's development. However, most of such audience does not belong to young millennial generation. In Russian context, recent study by Edelman (2019) outlined Russia's record distrust in businesses, NGOs, government and media – Russia has scored 29 out of 100 points (for reference, Germany –44, South Africa – 45, Brazil – 46, the US – 49, Mexico – 58, India – 72, China – 79). The prevailing general skepticism is not a good prerequisite when it comes to emerging trends such as green consumption. Thus, skepticism is hypothesized to bear negative influence on green purchase intentions.

H8: Skepticism is negatively associated with green purchase intentions in such a way that increasing skepticism reduces green purchase intentions, while falling skepticism enlarges green purchase intentions

An eco-label is a label that reveals environmental benefits of a product to the potential consumer (Bratt et al., 2011). While the environmental knowledge induces forming of general attitude towards green purchasing, eco-labeling delivers the environmental performance of a particular to the customer, assisting him or her in taking purchase decision driven by ethical concerns. The Nielsen (2018) study of Russian consumers showed that 46% of respondents use eco-labeling as a primary source for green purchase decision-making process. At the same time, Smith (2012) suggests that many companies spend millions of dollars on green initiatives without getting credit for it because they fail to properly communicate their efforts: either by not including them at all (Henrichs, 2008), or by specifying irrelevant information (Henrichs, 2008), or simply by using words that consumer perceive worse (Smith, 2012). It is important for companies to nail down the communication of their results via eco-labeling since contemporary consumers have lesser attention span. As people have busier lifestyles, it becomes harder to reach them; consumers are not going to search information on each product from their daily life since it increases perceived efforts (Young et al., 2010). From consumer point of view, a basic understanding of ecological and social problems might not be enough to motivate them towards adopting green consumption practices. A deeper understanding of the consequences of irresponsible consumption might prove to be more effective in making the consumer shift towards green consumption. Studies have revealed that consumers generally look for simple and user-friendly information while purchasing green products (Mondelaers et al., 2009). Interestingly, Smith (2012) figured out that packaging (and hence eco-labeling) bears bigger impact on consumer than word of mouth from peers. The above discussion suggests that eco-labeling has potential to boost or halt conversion of green purchase intention into green purchase behavior.

H9: Eco-labeling moderates the relationship between green purchase intentions and green purchase behavior in such a way that effective eco-labeling increases the strength of the relationship, while improper eco-labeling decreases the strength of the relationship

Stern's (2001) final guideline for good model was to account for habitual behavior. Habit has been reported as a significant obstacle to purchasing green products (Tsakiridou et al., 2008). Vermeir and Verbeke (2006) reported that consumers were more prone to follow their habitual consumption patterns when purchasing low involvement products such as daily food, household chemicals and other grocery items. This holds especially true if consumers do not have high environmental and social concern. Magnusson et al. (2001) asserted that consumers select a product not only on the basis of rational and emotional aspects, but also unconscious and past behavior. Currently, all parts of the model have conscious origins or not directly related to the consumer, the final element of non-green habit represents subconscious decision-making made by the consumer: although habits are good because they help consumers save time and cognitive resources, they prevent changes in the behavior, which are required to flip consumption from ordinary to green. Although habits begin consciously by repeated learning of a particular series of actions, they are further passed to subconsciousness and thus cannot be targeted directly by external parties (Vermeir and Verbeke, 2006). Habits can be changed by conscious unlearning or re-learning other habit to replace a given one, both of these processes require consistent special conditions for consumers to be realized (Jager, 2000). Consequently, habit is culturally independent phenomenon defined mostly by the structure of human's brain (Smith, 2016). Since habits are among the least researched factors in green consumption research, this study includes it in the model by hypothesizing direct negative impact on the green purchase behavior.

H10: Non-green habit is negatively associated with green purchase behavior in such a way that the lower involvement in purchasing process worsens green purchase behavior, while the higher involvement increases green purchase behavior

2. Empirical research

2.1. Research design

The empirical procedure incorporates several steps, some of which were fulfilled in the first chapter – namely hypothesis development and conceptual model proposition. The following chapter begins with construct operationalization, followed by data handling, model assessment and findings interpretation. All data handling performed using IBM SPSS software package, while CFA and path analysis required AMOS 26 plugin. Specifically, the empirical research procedure includes the following steps (Hair et al., 2017):

→ review of the relevant literature to justify model specification

→ conceptual model specification (path diagram and hypothesized relationships)

→ selection of measurement scales for the variables represented in the model

→ survey design, distribution and data collection

→ preliminary descriptive statistical analysis (e.g., socio-demographic balance, unengaged responses, missing data, outliers, normality issues)

→ multiple linear regression analyses with Attitude, Intention, Behavior as dependent variables

→ confirmatory factor analysis of 4 measurement models to assess convergent validity and discriminant validity as well as construct reliability

→ path analysis to test relationship hypothesis and to assess structural model fit

→ cluster analysis

→ interviews

→ findings interpretation

2.2. Latent constructs operationalization

Latent variable	Measurement scale source	Measurement scale improvements
Green purchase behavior	Wu and Chen (2014), Nguyen (2018)	Removed scale representing purchases of green appliances because of lowest factor loading
Green purchase intention	Paul et al. (2016)	Adopted as is
Non-green habits	Rebar et al. (2018)	Fully developed scale based on recommendations from Rebar et al.
Eco-labeling	D'Souza (2019)	Fully developed scale based on recommendations from D'Souza
Green product availability	Kim et al. (2012), Nguyen (2018)	Additional item added to measure in-store availability (2 items for in-store availability and 2 items for general availability)
Green product price	Bray (2010), Gleim (2014), Shabanova (2015)	Fully developed scaled based on inferences from qualitative studies by Bray, Gleim and Shabanova

Subjective norm	Chan and Lau (2002), Chaudhary and Bisai (2018)	Adopted as is
Attitude towards green products	Paul et al. (2016)	Adopted as is
Skepticism towards green products	Mohr et al. (1998)	Adopted as is
Environmental knowledge	Leonidou and Skarmeas (2015), Zarei and Maleki (2017)	Adopted as is
Digital media influence	Lee (2010), Muralidharan (2015)	Fully developed scale based on Lee and Muralidharan
Perceived Consumer Effectiveness	Shabanova (2017), Roberts (1996), Heo and Muralidharan (2017)	Adopted as is
Age	Khare (2015)	Adopted as is
Gender		
Marital status		
Place of residence		
Income		
Education		

Table 2. The summary of tested variables along with adopted, modified and newly created measurement scales

2.3. Research instrument

Most research papers used for model construction and hypothesis development in previous chapter rely on online questionnaire as a primary research instrument. The survey consisted of 3 sections presented in a sequential manner.

The first section greeted respondents and explained terms extensively used throughout the survey: green product and green consumption. In the end of the first section respondents were asked to provide an example of recently purchased green product – a small open-ended question designed to preview the level of consumer's involvement in green purchasing and to help them to focus on the survey. The first section also emphasized particular green products for consideration: green food, green household chemicals, green cosmetics, green apparel and footwear, green baby products and green household accessories. The list of these categories was adopted from the research on green Russian consumers published by Ecological Union and Eco-bureau GREENS (2018): respondents were primarily concerned with greenness of food (83,6% of respondents), household chemicals (74,1%), cosmetics (63,8%), apparel and footwear (26,6%), baby products (24,9%) and household accessories (15,7%). This emphasis is important since purchase behavior greatly varies depending on the type of product: purchase decision-making process for hybrid car or solar panels differs from that for daily FMCG products.

The section 2 was the core part of questionnaire, employing 51 questions to measure each of 12 constructs with 7-point Likert scale: respondents were given statements and prompted to express their level of agreement from "absolutely disagree" to "absolutely agree". Some questions were prefaced with explanations to ensure better grasping of question content and to avoid confusion of concepts. These explanations, however, did not educate respondents, so that the level of knowledge remained unbiased and measured as is. The final part represented 6 socio-demographic questions to record respondents' profile.

2.4. Sampling method and data gathering

Snowball sampling was used to recruit participants of different age groups and from different regions of Russia. Additionally, quota sampling was utilized to compensate for less active male audience, which is in line with findings by Smith (2010) and Shabanova (2015). Smith (2010) came up with significant differences in mean scores of male and female groups in terms of green consumption: women are better influenced by green product advertising and packaging, women are better advocates of green products, women make more efforts to buy green products. Shabanova (2015) supports this by noting that Russian female audience was twice bigger (48%) in actual green purchase behavior comparing to male audience (24%).

The first open-ended question was designed to help respondents to focus on the subject of the survey and was not used in further analysis. Interestingly, 94% of respondents had purchase experience of green products: most popular green products among Russian millennials are biodegradable garbage bags (17% of respondents), dishwashing liquids (23%, 10% mentioned specifically "Synergetic"), organic FMCG products (16%), energy efficient light bulbs (26%), reusable grocery bags (28%), reusable coffee cups (13%) and organic food products (23%).

A typical respondent's profile was middle income non engaged citizen of Saint Petersburg with higher degree. The descriptive statistics suggest that although sample size is small, it is balanced in terms of gender and income. Full frequencies analysis is listed in the table below.

		Frequency	Percent	Bar chart representation
Total respondents		106	100%	
Gender	Female	62	58,8%	
	Male	44	41,3%	
Age	23-26 years old	52	48,8%	
	27-31 years old	34	32,5%	
	32-36 years old	20	18,8%	
City	Moscow	37	35,0%	
	Saint Petersburg	64	60,0%	
	Nizhny Novgorod	3	2,5%	
	Krasnodar	3	2,5%	
Education	Higher school degree	95	90,0%	
	Incomplete higher school degree	9	8,8%	
	Incomplete middle school degree	1	1,3%	
Marital status	Not engaged	52	48,8%	
	Married	17	16,3%	
	Partnership	37	35,0%	
Income	I can only afford food products	7	6,3%	

	I can afford food products and apparel, but have to save money to purchase home appliances	36	33,8%	———
	I can afford different household appliances (washing machine, personal computer, refrigerator), but purchasing a car requires loan financing	40	37,5%	———
	I can afford a new car, but cannot afford a house or an apartment without loan financing	17	16,3%	—
	I can afford a house or an apartment without additional financing	7	6,3%	

Table 3. Sample frequencies after all data handling procedures

2.5. Data preparation procedures

Initially 132 responses were collected, but final sample size appeared to be 106 cases. Firstly, totally empty responses were removed, most of them unfortunately were left by respondents from cities smaller than Moscow and Saint Petersburg. Several responses contained at most 1 missing value, which was imputed using average value of all responses for a particular scale item, but before that outlying responses were observed and no such detected. Also, respondents of non-target (younger than 23 y.o. and older than 36 y.o.) demographic group were removed. Unengaged responses were detected using standard deviation of all answers submitted by a respondent (1 such case removed) and time spent on filling the questionnaire (most cases were the same as empty responses, 2 cases of random answers were discovered additionally and removed). Before proceeding with any analyses negatively formulated questions were reverse coded to avoid scale reliability failures (only 1st item of skepticism scale was reverse coded).

The response data was analyzed for extreme non-normality issues – all items lied within necessary bounds of -3…3 for skewness and kurtosis (Hair et al., 2010) except answers to the 4th item of environmental knowledge scale with high kurtosis of 5.7 – the item was removed for this particular reason. All variables were checked for multicollinearity issues and did not exceed VIF threshold of 5. In fact, all variables were below the limit of VIF = 3, yet Intention and Behavior showed higher VIF = 4.5. This is still acceptable according to O'Brien (2007), who stated that multicollinearity consequences arise when VIF exceeds 10.

2.6. Confirmatory factor analyses of measurement models

The full model testing assumes sequential testing of measurement and structural models. The measurement model refers to relationships between indicator variables and latent constructs, while the structural model refers to relationships among latent constructs themselves. The objective of the CFA is to test whether the data fits a hypothesized measurement model, i.e. the CFA is used to test whether measures

of a construct are consistent with a researcher's understanding of the nature of that construct. Unlike the EFA, the CFA is driven by theoretical assumptions and prior understanding regarding the number of latent constructs and their loadings onto corresponding indicator variables. In order to actually infer whether constraining theory makes sense and the data fits that theory, measurement models are assessed using model fit indices. Finally, after all modifications have been made it is important to establish convergent (related indicator variables are indeed related) and discriminant (unrelated indicator variables are indeed unrelated) validities of final measurement models.

Due to limitations imposed by smaller sample size the whole measurement model was divided into 4 measurement models (further referred as blocks) on the basis of parent-antecedent relationship. Each of block passed the CFA along with reliability and validity procedures separately.

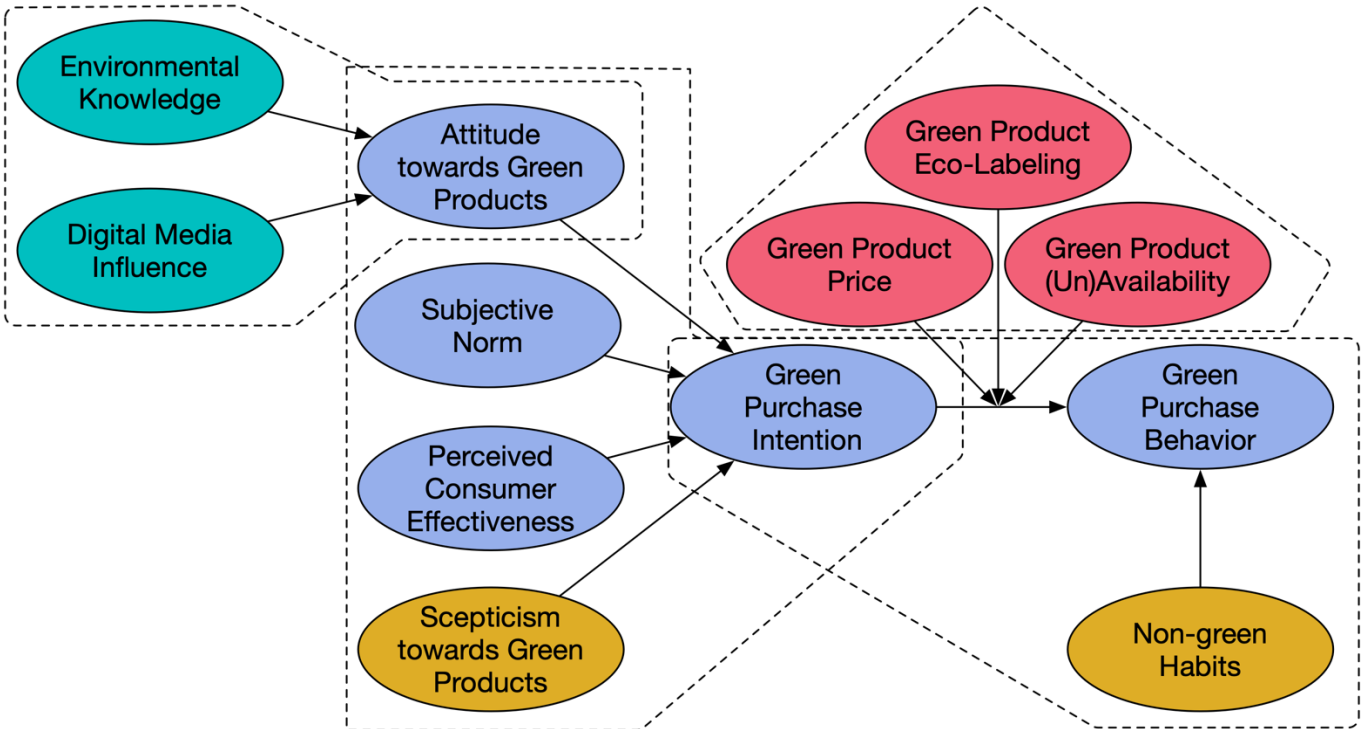

Figure 5. The proposed distribution of measurement models for further CFA analysis

The convergent validity ensures that indicator variables converge to the same construct as hypothesized, while the discriminant validity ensures that indicator variables of a given construct do not converge to other constructs as well. The confirmation of convergent and discriminant validities proves the construct reliability, i.e. variables measure the same concept and do so correctly. In the EFA, the measure of reliability is Cronbach's alpha and the measure of validity is Explained variance. However, in the CFA these have analogs – Composite reliability (CR) and Average variance extracted (AVE). The convergent validity was established when all constructs demonstrated CR values above the required threshold of 0.7. AVE was above 0.5 for all constructs, thus being compliant with the threshold of 0.5 (Hair, 2017). The discriminant validity was checked by extracting the square root of AVE and comparing it to the inter-

construct correlations – it is achieved if the square root of AVE is higher than correlations with other constructs. The table below provides a summary of convergent and discriminant validity analyses for 4 blocks.

Block	Latent constructs	CR	AVE	Knowledge	Media	Attitude		
Attitude block	Knowledge	0,718	0,575	0,758				
	Media	0,897	0,745	0,413	0,863			
	Attitude	0,891	0,732	0,481	0,566	0,855		
		CR	AVE	Eco Labeling	Price	Availability		
Moderators block	Eco Labeling	0,822	0,609	0,78				
	Price	0,865	0,685	-0,280	0,827			
	Availability	0,817	0,602	-0,13	0,447	0,776		
		CR	AVE	Skepticism	Attitude	Norm	Intention	PCE
Intention block	Skepticism	0,854	0,664	0,815				
	Attitude	0,891	0,732	-0,442	0,856			
	Norm	0,701	0,501	-0,059	0,213	0,707		
	Intention	0,916	0,786	-0,351	0,630	0,338	0,886	
	PCE	0,885	0,796	0,172	-0,528	-0,413	-0,774	0,892
		CR	AVE	Intention	Behavior	Habit		
Behavior block	Intention	0,917	0,786	0,887				
	Behavior	0,846	0,649	0,897	0,806			
	Habit	0,794	0,661	-0,325	-0,304	0,813		

Table 4. Convergent and discriminant validity analysis of latent constructs behind 4 blocks and inter-item correlations. CR = Composite Reliability, AVE = Average Variance Extracted

Indicator variables with factor loadings less than 0.6 were removed to improve model fit as was suggested by modification indices proposed by AMOS. However, no latent variables were left with less than 2 indicator variables. The final results of the CFA of 4 measurement models are summarized in the table below. The results suggest that all blocks comply with all necessary requirements for model fit (Hu and Bentler, 1999).

	Estimates				
Measures	Attitude Block	Intention block	Behavior block	Moderators block	Thresholds
CMIN	18,574	53,664	22,678	31,1	–
DF	7	48	17	24	–
p-value for χ^2 test	0,354	0,266	0,16	0,151	> 0.05
CMIN/DF	1,093	1,118	1,334	1,296	< 3
CFI	0,995	0,989	0,986	0,977	> 0.95
TLI	0,993	0,984	0,977	0,965	> 0.9
RMSEA	0,034	0,039	0,065	0,061	< 0.1
PCLOSE	0,561	0,607	0,332	0,354	> 0.05

Table 5. Model fit indices after all procedures for each block. CMIN = χ^2 value; DF = degrees of freedom; CMIN/DF = relative χ^2 value; CFI = Comparative Fit Index; TLI = Tucker-Lewis; RMSEA = Root Mean Square Error of Approximation; PCLOSE = p of Close Fit.

The final indicator variables are summarized in the table below. Each indicator variable demonstrated factor loadings above 0.5 and Cronbach's alpha above 0.7, suggesting that scales were approved to stand for reliability standards.

Latent construct	Mean	SD	Cronbach's alpha	Final indicator variables	Factor loadings
Attitude	6,1583	0,90003	0,89	ATTITUDE_1	0,82
				ATTITUDE_2	0,85
				ATTITUDE_3	0,9
Skepticism	4,0875	1,19745	0,848	SKEPTICISM_3	0,92
				SKEPTICISM_4	0,74
				SKEPTICISM_5	0,78
Subjective norm	3,9958	1,16137	0,7	SUBJECTIVE_NORM_1	0,64
				SUBJECTIVE_NORM_2	0,76
				SUBJECTIVE_NORM_3	0,58
Purchase intention	5,475	1,43864	0,914	PURCHASE_INTENTION_1	0,86
				PURCHASE_INTENTION_2	0,88
				PURCHASE_INTENTION_5	0,92
Purchase behavior	4,5167	1,49533	0,829	PURCHASE_BEHAVIOR_1	0,7
				PURCHASE_BEHAVIOR_3	0,79
				PURCHASE_BEHAVIOR_4	0,91
PCE	2,3063	1,40409	0,873	PCE_2	0,79
				PCE_3	0,98
Habit	3	1,44301	0,784	HABIT_4	0,89
				HABIT_5	0,73
Digital media	5,225	1,47818	0,886	DIGITAL_MEDIA_2	0,76
				DIGITAL_MEDIA_3	0,96
				DIGITAL_MEDIA_4	0,86
Knowledge	4,65	1,31838	0,67	KNOWLEDGE_3	0,55
				KNOWLEDGE_5	0,92
Eco-labeling	4,1292	1,49306	0,816	ECO_LABELING_1	0,71
				ECO_LABELING_2	0,87
				ECO_LABELING_3	0,75
Price	3,8208	1,60164	0,857	PRICE_2	0,71
				PRICE_3	0,78
				PRICE_4	0,97
Availability	3,775	1,42686	0,803	AVAILABILITY_1	0,92
				AVAILABILITY_3	0,69
				AVAILABILITY_4	0,69

Table 6. Scale reliability and factor loadings of latent constructs that passed convergent and discriminant validity tests

2.7. Multiple regression analyses

Before proceeding with multiple linear regression analysis, latent constructs were converted into observed variables by calculating mean values of corresponding indicator variables. Also, the scales of Intention, Price, Availability and Eco-labeling were prepared for moderation analysis using conversion into standardized Z values. This conversion is required to calculate interaction terms, which actually represent the effect of moderation, implying that the effect of Intention on Behavior is different at different values of Price, Availability and Eco-labeling.

Multiple linear regression analysis was performed for 3 models with dependent variables of Attitude, Intention and Behavior respectively. At this point, it can be inferred that Knowledge and Media significantly influence Attitude, Attitude and PCE significantly influence Intention and Intention significantly influences Behavior. However, Norm and Skepticism failed to influence Intention, while Habit was not found to significantly affect Behavior. Additionally, no moderation by Price and Availability was revealed, while Eco-labeling was found to influence Behavior directly and via moderation effect. Moreover, Availability was found to directly impact Behavior at a .05 significance. Unfortunately, Habit showed extremely insignificant and weak relationship with Behavior. The results of regression analyses are summarized in the table below: all models suggested adjusted $R^2 > 0.3$ and significant F-statistics, implying that analysis may be proceeded. Although, Hair et al. (2013) posit that R^2 near 0.25 is associated with weak explanatory power, it is quite expected that Attitude has been explained insufficiently since there are many factors that affect it – the scope of this study targets new and least explored ones such as Knowledge and Media, excluding others for the sake of parsimony and novel theoretical and managerial contribution.

Independent variables	Dependent variables		
	Attitude	Purchase intention	Purchase behavior
Knowledge	0,270**		
Digital media	0,418***		
Attitude		0,271**	
Subjective norm		$0,053^{ns}$	
PCE		-0,527***	
Skepticism		$-0,114^{ns}$	
Purchase intention			0,8***
Price			$0,035^{ns}$
Eco-labeling			0,191**
Availability			-0,165*
Purchase intention X Price			$-0,071^{ns}$
Purchase intention X Eco-labeling			0,155*
Purchase intention X Availability			$-0,069^{ns}$
Habit			$0,046^{ns}$
Adjusted R^2	0,315	0,543	0,730

F-statistic	19,177***	24,443***	27,692***

Table 7. Standardized β coefficients from multiple linear regression analyses of 3 blocks along with F-statistic from ANOVA test and adjusted R^2 of corresponding dependent variables

The variables of Norm, Skepticism, Habit and Price which failed to affect dependent variables as was hypothesized, remain in the model for further investigation: these variables may be a part of new relationships previously unexpected. Path analysis will be utilized to explore the model as a whole and discover any potential applications of Norm, Skepticism, Habit and Price.

2.8. Path analysis of the structural model

Path analysis is employed to support results coming from multiple regression analyses and discover new applications of constructs that were previously found to have insignificant relationships. The first structural model reflected only hypothesized relationships among observed variables (averaged indicator variables to represent latent constructs in multiple regression and path analysis) to serve as a basis for further comparisons with the model that accounts for moderation effects as well. The base model demonstrated poor fit to the data. However, at this point relationships Attitude-Intention ($p < 0.001$), PCE-Intention ($p < 0.001$), Intention-Behavior ($p < 0.001$) revealed strong statistical significance, providing support for the TPB. On the other hand, Norm-Intention ($p = 0.499$) was found to be very insignificant and weak ($\beta = 0.054$). Further, Knowledge and Media successfully predicted Attitude at 0.05 level with $\beta = 0.27$ and $\beta = 0.418$ respectively. Additionally, Skepticism-Intention ($p = 0.134$, $\beta = -0.116$) and Habit-Behavior ($p = 0.918$, $\beta = -0.007$) were found to be insignificant. The mentioned results go absolutely in line with those of multiple regression analyses.

As was anticipated, modification indices revealed potential relationships such as Skepticism-Attitude and Media-Intention. Interestingly, the base model revealed bad fit even after removing insignificant paths and applying relationships suggested by modification indices. This underlines the fact that the simple TPB is not enough to explain green purchase behavior, although it is a good platform for further modifications in attempt to gain holistic understanding of it.

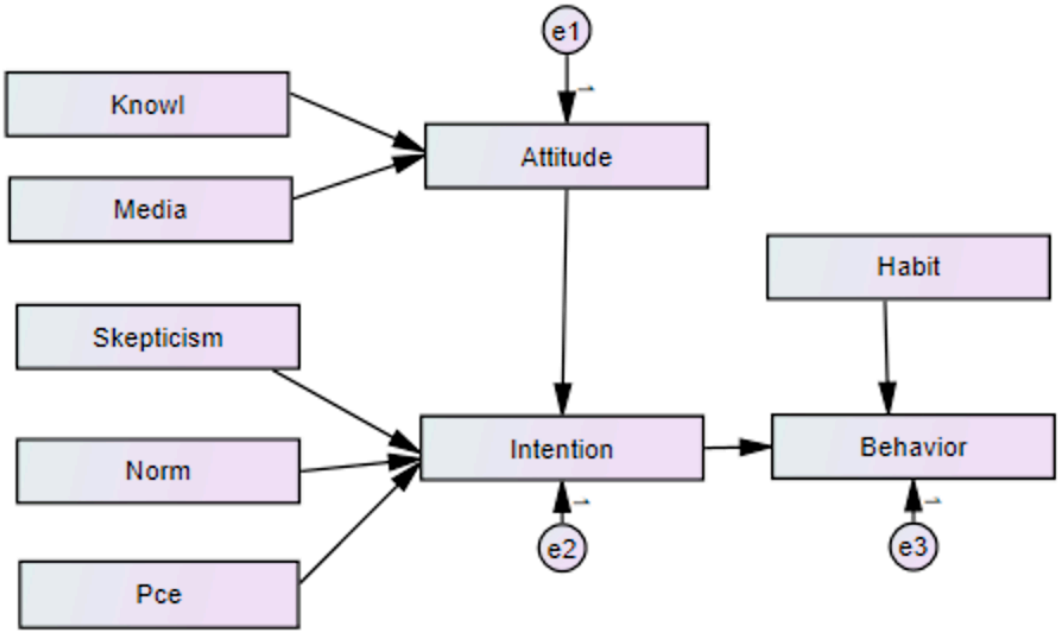

Figure 6. The base (without moderation effects) hypothesized model showed low model fit.

Next, the full (moderators included) hypothesized model was tested, yet revealed no fit to the data. The full model reassured insignificant paths Skepticism-Intention and Norm-Intention with the same values of p and β as in the base model. The Habit-Behavior has shifted β to 0.046 and p-value to 0.447, remaining weak and insignificant. The moderation effects were assessed by p-values of relationships between interaction term and dependent variable. Among 3 moderators Eco-labeling was found to moderate Intention-Behavior relationship at 0.05 level with p-value of 0.012 and β = 0.155. Price and Availability failed to moderate the relationship with p-values of 0.254 and 0.253 respectively, and β = -0.071 and β = -0.070. The revealed results, again, precisely support the results of multiple regression analyses.

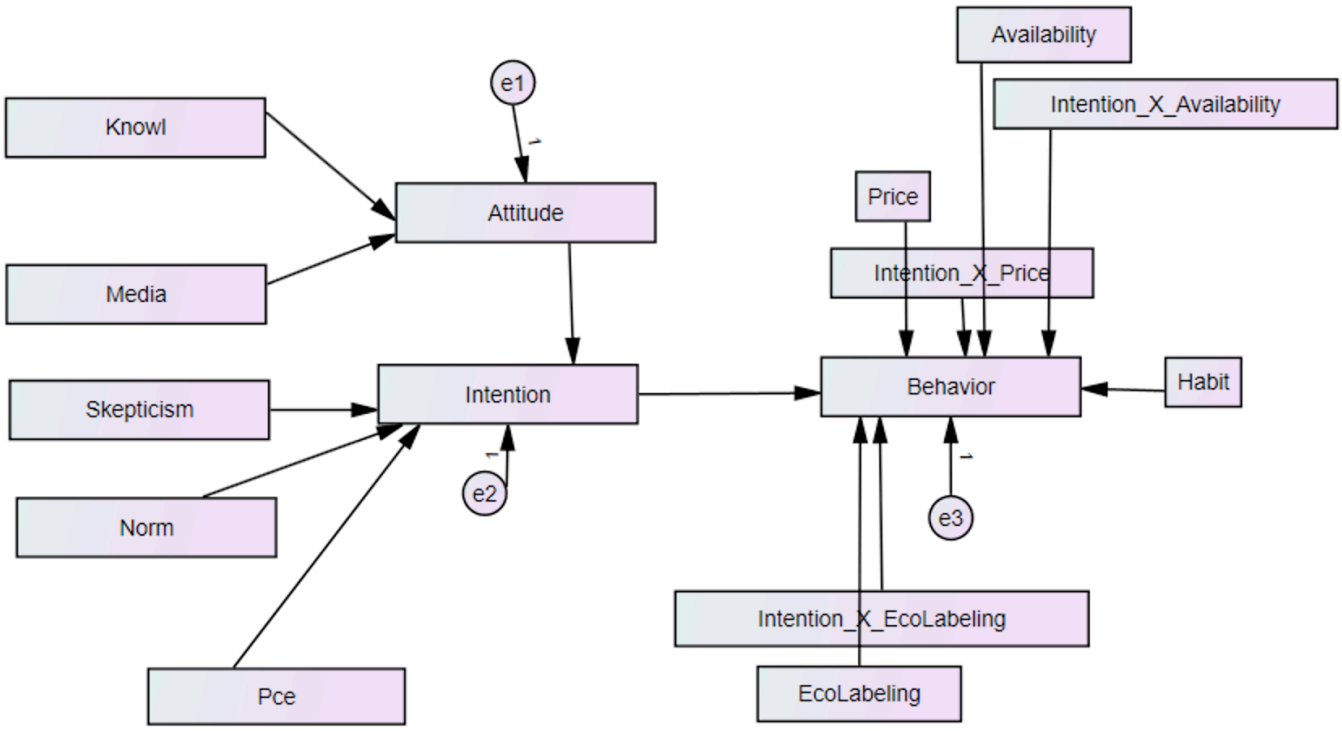

Figure 7. The full (including moderation effects) hypothesized model for path analysis showed low model fit.

Several steps were made in order to increase the fit of the full model. Firstly, as was suggested by results from model fit of the base model, the insignificant relationship of Skepticism-Intention was removed and replaced by the new non-hypothesized relationship Skepticism-Attitude. Then, new non-hypothesized direct Media-Intention path was introduced. Price moderation was removed for insignificance, yet model indices suggested that Price directly regresses Intention – this path was introduced as well. Habit and Norm variables were removed completely because of highly insignificant relationships with respective dependent variables. Availability moderation was discarded for insignificance, instead direct effect on behavior was discovered. Eco-labeling preserved moderation, however, direct effect on Behavior was also discovered. All these changes were performed sequentially and gradually contributed to good model fit. The final model together with model fit and paths description are presented below.

	Estimates				
Measures	Base hypothesized model	Base factual model	Full hypothesized model	Final model	Thresholds
CMIN	58,673	20,824	72,720	23,859	–
DF	13	8	25	16	–
p-value for χ^2 test	0,000	0,008	0,000	0,093	> 0.05
CMIN/DF	4,067	2,603	2,909	1,491	< 3
CFI	0,863	0,951	0,886	0,978	> 0.95
GFI	0,888	0,939	0,907	0,954	> 0.95
TLI	0,620	0,873	0,523	0,924	> 0.9
RMSEA	0,197	0,142	0,155	0,079	< 0.1

PCLOSE	0,000	0,025	0,000	0,222	> 0.05

Table 8. The comparison of model fit indices from base hypothesized model to final model. CMIN = χ^2 value; DF = degrees of freedom; CMIN/DF = relative χ^2 value; CFI = Comparative Fit Index; TLI = Tucker-Lewis; RMSEA = Root Mean Square Error of Approximation; PCLOSE = p of Close Fit.

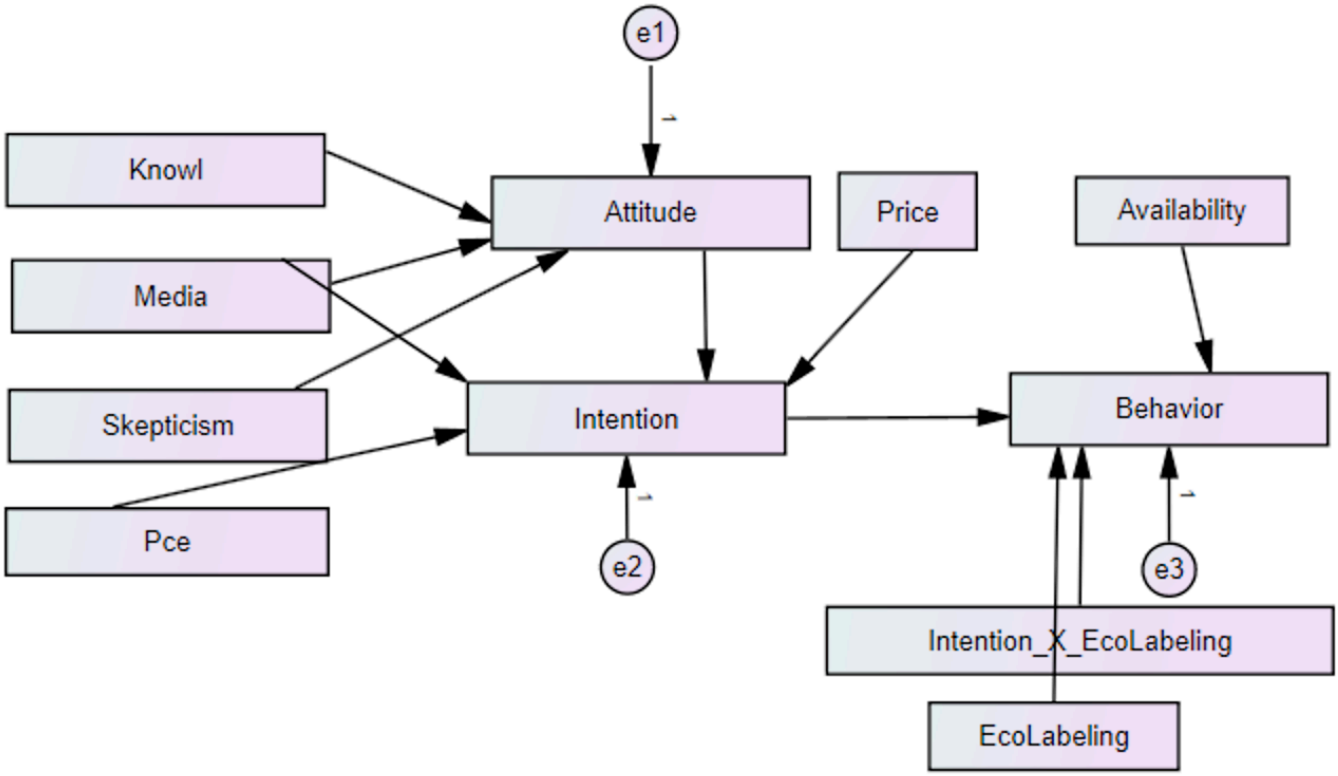

Figure 8. The final model of green purchase behavior of Russian millennials

Path	β	p-value	Path status
Media → Attitude	0,337	***	Significant as hypothesized
Knowledge → Attitude	0,267	0,005	Significant as hypothesized
Skepticism → Attitude	-0,242	0,01	Significant new path
Attitude → Intention	0,144	0,065	Significant as hypothesized
PCE → Intention	-0,349	***	Significant as hypothesized
Media → Intention	0,355	***	Significant new path
Price → Intention	-0,207	0,006	Significant new path
Intention → Behavior	0,737	***	Significant as hypothesized
Availability → Behavior	-0,17	0,003	Significant new path
Intention × EcoLabeling → Behavior	0,188	0,001	Significant as hypothesized
EcoLabeling → Behavior	0,194	0,002	Significant new path
Norm → Intention	–	–	Removed for insignificance
Intention × Price → Behavior	–	–	Removed for insignificance
Intention × Availability → Behavior	–	–	Removed for insignificance
Habit → Behavior	–	–	Removed for insignificance

Table 9. The final model relationships strength and significance

2.9. Empirical findings interpretation

The aforementioned analysis provides the grounds for interpreting anticipated and unexpected yet interesting findings. The research generally validated the integrity of all proposed constructs and partially proved causal relationships between them. Following the TPB, Attitude ($\beta = 0{,}277$) and PCE ($\beta = -0{,}539$) substantially contribute to Intention, while Intention strongly ($\beta = 0{,}787$) contributes to Behavior. Subjective Norm was not found to impact Intention, which goes in line with findings of Connel (2010) and Lee (2011). This finding is supported by the fact that there is no established culture of ethical consumption yet (Shabanova, 2017): the effect of subjective norm may be revealed if a consumer's close circle shows signs of ethical consumption, which is usually rare in Russia, possibly because the trend only emerges. However, the subjective norm effect may be investigated in future studies, since it was proven to be present in Western developed markets.

The fact that Skepticism was found to be directly associated with Attitude, but not Intention, suggests that Skepticism actually takes place in the attitude-formation process similar to Media and Knowledge, rather than plays a role of an obstacle in transforming positive Attitude into positive Intention. Additionally, it is quite unlikely to hold a good attitude towards green purchasing, being skeptical towards this activity at the same time.

Knowledge and Media have proven to be predictors of Attitude. The easy on-hand access facilitates the process of gaining understanding, forming better Attitude and Intention to act in a responsible way. Surprisingly, Media was found to affect purchase Intentions directly as well. This can be explained in the following way: for millennials, permanent digital media exposure contributes to willingness to try new products even without properly formed attitude yet. Constant environmental messages poke the minds of consumers, so that each time they evaluate whether there is anything they can do to reduce footprint. This way, intention powered by Media serves as a trigger for Behavior, which, after evaluation, enhances Attitude, which reinforces Intention. Notably, the strength of direct influence on Intention is almost equal to that of Attitude, signifying the importance of Media in building Intention and launching the traditional path of Attitude-Intention-Behavior afterwards.

Additionally, there was another potential trigger discovered – Price. Initially, Price was hypothesized to act as a last-stage barrier that prevents people with substantial green attitudes and intentions from actual purchases, but the direct contribution of price towards Intention was neglected. Though Price still acts as a barrier, its effect begins long before the actual purchase – Intention is adversely affected when millennials fail to comprehend the higher premiums of green products and simply not ready to engage in buying twice or thrice more expensive green products. Ultimately, the strength of $\beta = -0.207$ suggests that such Price effect on Intention is not a total deal-breaker: it cannot be said that the problem of green consumption penetration into masses is solely a matter of price.

Contextual variable Eco-labeling was indeed found to act as a moderator of Intention-Behaviour relationship: the strength of the relationship increases if certification is present. In fact, the power of certified labels is enough for consumers to finally make a purchase decision, thus the direct effect of Eco-Labeling on behaviour was established. Eco-labeling may not drive the intention to purchase green goods, but it facilitates such purchases by reassuring consumers about their correct choice on path to ethical consumption.

There is a similar case with Availability, which contributes to Behavior directly. Making green products available (preferably on a special "green island" or separate rack) slightly helps persuade consumers to try such products, even if they didn't have an intention to do so. As suggested by $\beta = -0.17$, even in the era of developing e-commerce platforms with quick delivery, millennials expect easy physical access to essentials such as green food or household chemicals.

Finally, Habit was not shown to have an impact on Behaviour, probably supporting the claims regarding millennials flexibility: millennials were on-par with Generation Z in their expressed ability to change consumption habits in order to benefit the environment. Nevertheless, millennials are demanding consumers and the search for better products prevents the formation of habitual buying.

#	Hypothesis	Multiple regression		Path analysis – hypothesized model		Result
		β	p-value	β	p-value	
H1	Price moderates the intention-behavior relationship	-0,071	0,310^{ns}	-0,071	0,254^{ns}	Rejected
H2	(Un)Availability moderates the intention-behavior relationship	-0,069	0,284^{ns}	-0,070	0,253^{ns}	Rejected
H3	Perceived consumer (in)effectiveness is positively associated with green purchase intentions	-0,527	<0,001***	-0,539	<0,001***	Accepted
H4	Subjective norm is positively associated with green purchase intentions	0,053	0,513^{ns}	0,054	0,499^{ns}	Rejected
H5	Environmental knowledge is positively associated with green attitude	0,270	0,009**	0,270	0,006**	Accepted
H6	Attitude towards green purchasing is positively associated with green purchase intentions	0,271	0,004**	0,277	<0,001***	Accepted
H7	Digital media exposure to environmental messages is positively associated with attitudes toward green purchasing	0,418	<0,001***	0,418	<0,001***	Accepted
H8	Skepticism is negatively associated with green purchase intentions	-0,114	0,173^{ns}	-0,116	0,134^{ns}	Rejected
H9	Eco-labeling moderates the relationship between green purchase intentions and green purchase behavior	0,155	0,020*	0,155	0,012*	Accepted
H10	Non-green habit is negatively associated with green purchase behavior	0,046	0,469^{ns}	0,046	0,447^{ns}	Rejected

Table 9. Consolidated hypothesis testing summary

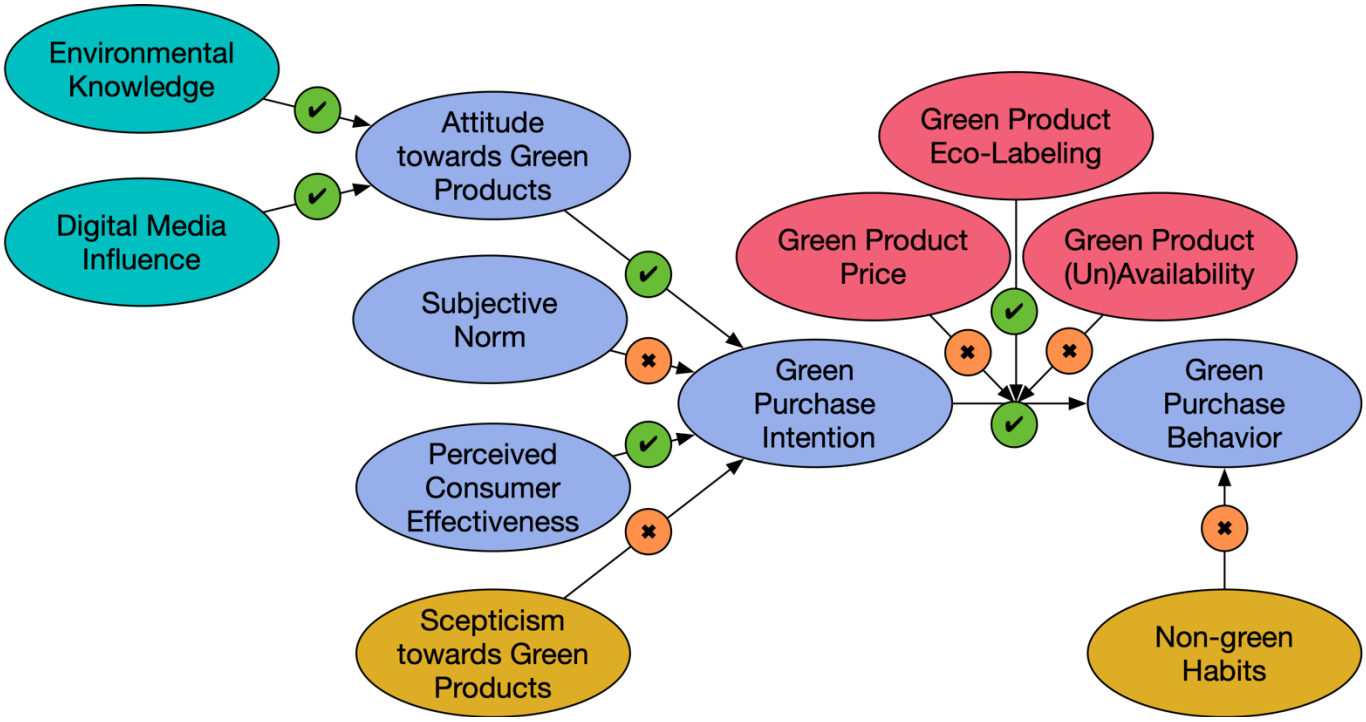

Figure 10. The graphic representation of accepted and rejected hypotheses

The final model depicts actual relationships found in the sample data along with their strength. Interestingly, Attitude has the smallest β among all regressors of Intention, implying that on the way to positive Intention fundamentals should be nailed first – millennial consumers need to be equipped with relevant information, entrusted their effectiveness and encouraged by affordable premiums. Contextual factors such as Price, Eco-Labelling and Unavailability have similar coefficients, but make their impact on different stages of consumer journey: Price degrades Intention, Eco-labeling increases the likelihood of purchase Behavior and even serves as a stimulus to Behavior, while Unavailability inhibits actual behavior irrespectively to Intention.

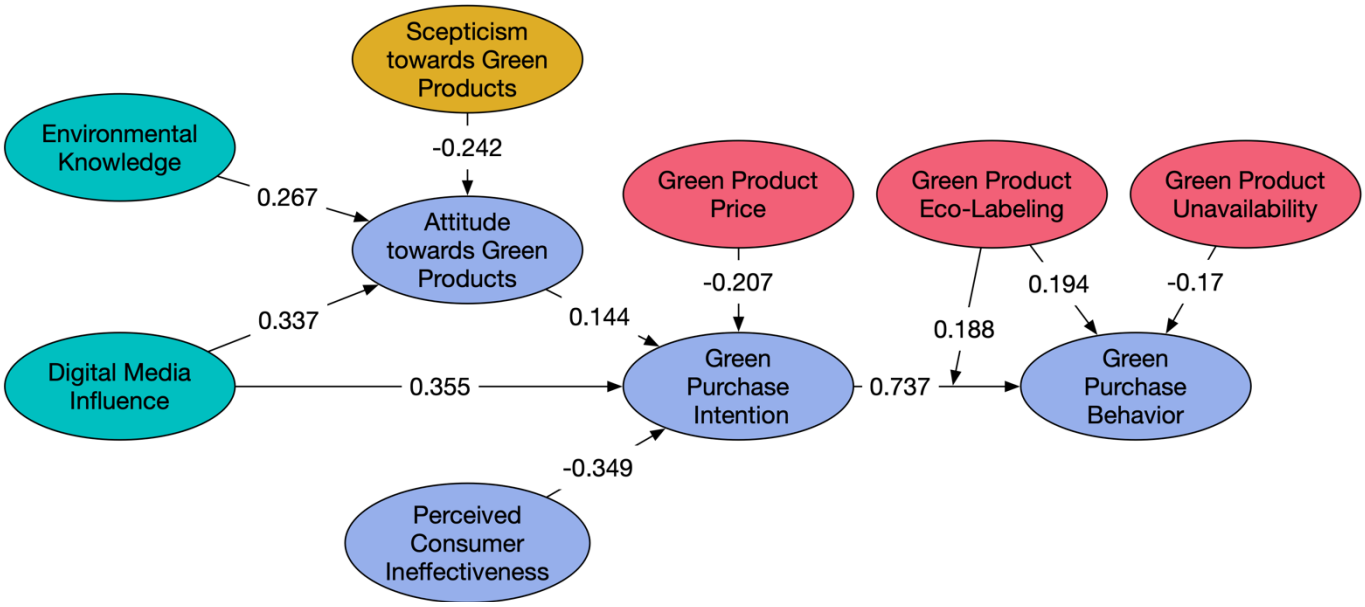

Figure 11. The graphic representation of final model with standardized β coefficients. Although PCE and Availability were referred as is to comply with past research, in this research these concepts were measured with inverted scales, in fact measuring Ineffectiveness and Unavailability – this explains corresponding negative coefficients.

2.10. Cluster analysis

Cluster analysis was utilized in order to gain more comprehensive view of how outlined constructs behave in different socio-demographic pre-sets. The survey collected 6 variables that create such pre-sets: Gender, Age group (young, core and mature millennials), Income, Marital status, City and Education. It should be noted that overwhelming majority of respondents possessed higher degree – thus Education was excluded from clustering analysis. Also, respondents were predominantly coming from Moscow or Saint-Petersburg and initial overview suggested now potential differences between populations of 2 largest Russian cities. Since other cities were underrepresented in the sample, City was removed from clustering analysis as well. Finally, Marital Status was recoded into binary variable Relationship to account for respondents who either have a partner or do not and suspending the details of relationships. Again, initial skimming revealed no potential differences between consumers those two groups and Relationships were excluded from further analysis. Thus, Gender, Income and Age group were left for further investigation.

Two-step cluster analysis was selected as an exploratory tool to reveal natural groupings within the dataset. It has several advantages comparing to traditional clustering techniques: it can handle not only continuous but also categorical variables (in this case – Gender) and it does not require predefined number of clusters to be set (instead, optimal number of clusters can be inferred using Akaike Information Criterion). Log-likelihood method was selected to calculate distances between clusters as it is the only option which works with categorical variables. The AIC indexes obtained from pivot table are summarized below and illustrate the best option of 5 clusters. However, symmetric options are more interpretable and it makes sense to select either 4, 6 or 8 clusters: the AIC curve shows that these options are very close to the best one. All of these options will have the same groupings by Gender, but vary in Age and Income granularity. Naturally, a high correlation between Age and Income was established (younger millennials had lower income, core millennials hag higher income), thus including them both does not enhance classification in any way. Therefore, all 3 options were tested using one-way ANOVA to understand if there are any substantial gains as a result of higher granularity. In fact, findings that were demonstrated by 6-cluster and 8-cluster option were already present in 4-cluster option. For this reason, the author selects 4-cluster option based on Gender and Age group for the sake of parsimony and ease of interpretation.

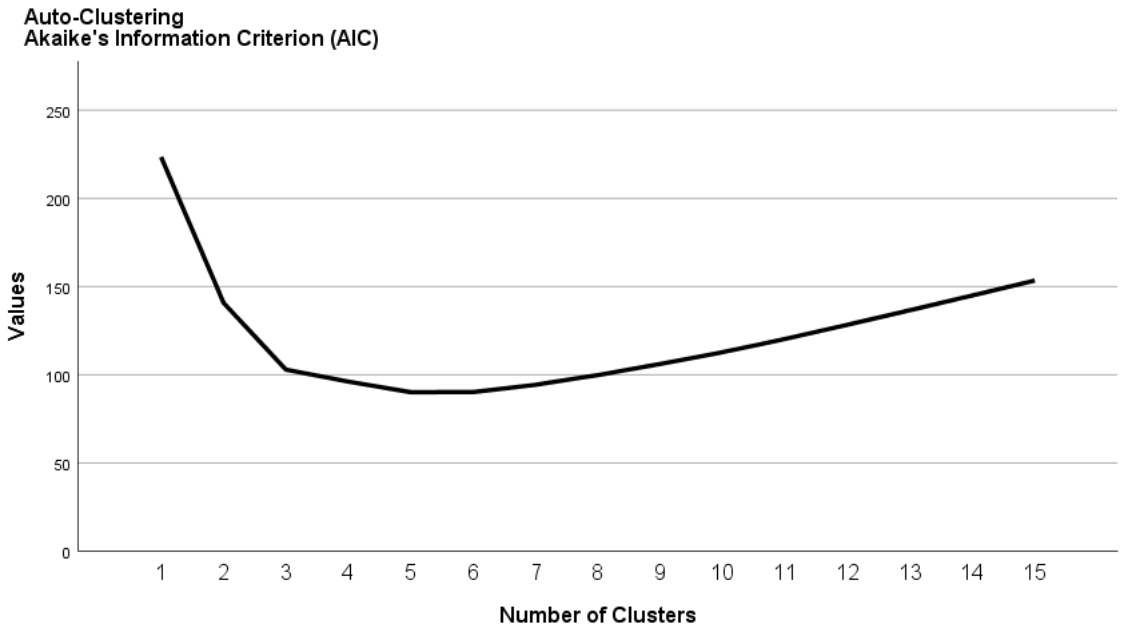

Figure 12. The decision-making criterion for optimal number of clusters. The lower the AIC, the better the clustering option

The Average silhouette method was used to validate the quality of 4-cluster option. The silhouette value is a measure of how similar an object is to its own cluster (cohesion) compared to other clusters (separation). It ranges from −1 to +1, where a high value indicates that the object is well matched to its own cluster and poorly matched to neighboring clusters. If most objects have a high value, then the clustering configuration is appropriate, which is the case with 4-cluster option that showed Average silhouette of 0.9.

Predictor Importance was used to assess the relative contribution of socio-demographic variables into clustering model – Age was completely utilized and Gender was utilized by half, which is acceptable. Thus, 4 clusters were formed: younger (less than 27 y.o.) millennial men and women, and core (around 30 y.o.) millennial men and women.

Variable	Young Women	Core Women	Young Men	Core Men
Age group	1	2,5	1	2,2
Gender	Female	Female	Male	Male
Income	3,7	4,56	3,74	4,79
Knowledge	5,13	4,33	4,03	3,47
Attitude	6,54	6,44	5,48	5,4
Media	5,89	5,94	3,97	4
Intention	6,16	5,94	4,2	4,47
Skepticism	3,96	3,22	4,48	4,53
Behavior	5,2	5,06	3,42	2,67
Eco-labeling	4,62	4,17	3,39	3
Unavailability	3,56	4,11	4,07	4
Higher price	3,44	3,72	4,33	5,07
Perceived consumer ineffectiveness	1,74	2,25	3,39	2,6

Table 10. Mean values of variables for different clusters. Green-yellow color coding indicates desirable-undesirable values from the perspective of ideal consumer. Young age group is less than 27 years old, and Core age group is around 30 years old.

One-way ANOVA is a statistical technique, which allows to compare mean values of more than 2 groups using F-distribution. The significant F-statistic in ANOVA test proves that there is a difference between compared groups. Thus, 4 clusters were taken through ANOVA test against 10 variables – constituents of final model from path analysis (Knowledge, Media, Skepticism, Attitude, Intention, Behavior, Price, Availability, Eco-labeling, PCE). The results indicated statistically significant differences among clusters for all variables. However, ANOVA does not highlight the exact clusters, which are significantly different, it just points that there is a difference among clusters for a particular variable. A post-hoc Tuckey's test was conducted to resolve this issue. The results were cleaned from duplicate pairs and are summarized in the table below. For the sake of convenience, the discussion of findings is incorporated in the table to match against variables, clusters and their mean differences.

Dependent Variable	Cluster A	Cluster B	A-B	Findings regarding cluster comparison
Knowledge	Young Men	Young Women	-1,101*	Young men and Core women share the same level of knowledge. Generally, the level of Knowledge was lower for higher Age groups.
	Young Men	Core Women	-0,304	
	Young Men	Core Men	0,562*	
	Young Women	Core Women	0,797*	
	Young Women	Core Men	1,664*	
	Core Women	Core Men	0,867*	
Attitude	Young Men	Young Women	-1,065*	Attitude was high in general, but higher for women than men irrespectively to Age. Within Gender differences were insignificant.
	Young Men	Core Women	-0,966*	
	Young Men	Core Men	0,078	
	Young Women	Core Women	0,099	
	Young Women	Core Men	1,143*	
	Core Women	Core Men	1,044*	
Digital media exposure	Young Men	Young Women	-1,92*	Men were significantly less exposed to environmental messages irrespectively to Age. Young and Core women were found to be equally exposed to media.
	Young Men	Core Women	-1,973*	
	Young Men	Core Men	-0,029	
	Young Women	Core Women	-0,053	
	Young Women	Core Men	1,891*	
	Core Women	Core Men	1,944*	
Intention	Young Men	Young Women	-1,957*	Men had significantly less intention to buy green products. Younger and Core women were on par and posessed significantly higher intention.
	Young Men	Core Women	-1,742*	
	Young Men	Core Men	-0,264	
	Young Women	Core Women	0,215	
	Young Women	Core Men	1,693*	
	Core Women	Core Men	1,478*	
Skepticism	Young Men	Young Women	0,522*	Young men and Core men were found to be equally highly skeptical. Interestingly,
	Young Men	Core Women	1,256*	

	Young Men	Core Men	-0,055	Younger women were found to be significantly more skeptical than Core women. This is possible due to the fact that younger women are looking for better price-value deals products because of limited bugets and thus review green products more critically. They have also shown the highest level of Knowledge, including the awareness of vastly applied greenwashing practices – it is harder to convince and go through skepticism of well-educated younger women.
	Young Women	Core Women	0,734*	
	Young Women	Core Men	-0,577*	
	Core Women	Core Men	-1,311*	
Behavior	Young Men	Young Women	-1,775*	Once again both Younger and Core women equally exhibit higher levels of green purchase behavior comparing to men of both Age groups. Importantly, Younger men behave significantly better than Core men, although not as good as women – there is still a room for betterment.
	Young Men	Core Women	-1,635*	
	Young Men	Core Men	0,754*	
	Young Women	Core Women	0,140	
	Young Women	Core Men	2,529*	
	Core Women	Core Men	2,389*	
Eco-labeling	Young Men	Young Women	-1,225*	Core men do not comprehend Eco-labeling, while Younger men are slightly better but still under 4. On the other hand, Younger women extract real value from Eco-labeling and seem to be the only cluster to actively check certification or special symbols.
	Young Men	Core Women	-0,775*	
	Young Men	Core Men	0,391*	
	Young Women	Core Women	0,449*	
	Young Women	Core Men	1,616*	
	Core Women	Core Men	1,167*	
Unavailability	Young Men	Young Women	0,514*	Younger women showed better Availability awareness comparing to other groups. Their highest level of Knowledge and Media exposure probably drive the better understanding of where to find green products, while other groups reflected neutrality: there is no clear sign that Men together with Core women can easily locate such products, some assistance is needed to resolve the issue of Unavailability for them.
	Young Men	Core Women	-0,039	
	Young Men	Core Men	0,072	
	Young Women	Core Women	-0,553*	
	Young Women	Core Men	-0,442*	
	Core Women	Core Men	0,111	
Price	Young Men	Young Women	0,891*	Higher price of green products is a lesser concern for women. Unexpectedly, Core men report that price for green products is a significant barrier even when they have above average income levels. This finding may be supported by higher level of Skepticism of men clusters: the perception of green products as being overpriced for no significant reason and thus unwillingness to pay more.
	Young Men	Core Women	0,611*	
	Young Men	Core Men	-0,733*	
	Young Women	Core Women	-0,280	
	Young Women	Core Men	-1,625*	
	Core Women	Core Men	-1,344*	
Perceived consumer ineffectiveness	Young Men	Young Women	1,652*	All 4 clusters showed mean values less than 4, suggesting that consumers generally believe in their power to produce change with Young women being most certain about that. Young men, on the other hand, demonstrated significant doubt regarding their effectiveness: even Core generation is more positive. This might be explained by
	Young Men	Core Women	1,141*	
	Young Men	Core Men	0,791*	
	Young Women	Core Women	-0,511*	
	Young Women	Core Men	-0,861*	
	Core Women	Core Men	-0,350	

				higher levels of Skepticism and limited financial resources prescribed to younger audience. Core generation is much more financially stable and can afford paying green premiums, which supports their beliefs in personal consumer effectiveness.

Table 11. Tuckey HSD test for multiple mean comparisons. * denotes mean difference significance at 0.05 level

To conclude the findings from cluster analysis, it should be stated that there are more gender wise differences rather than age wise: males comprise significantly less active audience when it comes to green purchasing, supporting and expanding findings by Smith (2010) and Shabanova (2017). However, generational shift introduces positive changes to both genders: younger audience is a better green buyer comparing to their respective core counterparts. Still, men cannot catch on women – males on average are less knowledgeable, less sure about their consumer effectiveness, less aware about eco-labeling, more skeptical and have higher concerns about pricing of green products. A desirable finding was that millennial consumers generally express positive effectiveness, suggesting that they accept the responsibility for environmental footprint coming from them and believe in their ability to reduce it – millennial consumers do not blindly blame other parties involved like governments, institutions or businesses, instead they share responsibility with them. Positive perceived consumer effectiveness is a necessary prerequisite for green products market growth and it was proved to be present in the minds of Russian millennial consumers.

2.11. In-depth interviews

A series of online telephone in-depth interviews were conducted in order to gain support for findings illustrated in quantitative analysis. The interviewees were selected on voluntary basis and according to clusters defined in paragraph 2.10. In the beginning of the interview, all interviewees were asked to share their profile to the extent they trust to the interviewer; the names of companies and universities were suppressed for the sake of anonymity. The interviewer used a finite set of topics as a guideline but followed the logic of the conversation in attempt to better grasp the interviewees' opinions. The questions used as guidelines include:

→ Do you consider green products as a viable alternative to classic products? Why or why not?

→ Follow me through your purchasing process. Which green products did you buy? Why or why not?

→ Have you made any preliminary research before the purchase? Why? What sources have you used?

→ Do you follow brands online? For what reason? Do you trust the information you find online?

→ Do you consider yourself a loyal customer? Name several products, that you stick to. Have you ever tried to switch from them? What happened? Would you consider a greener alternative to them?

→ Is it difficult to be a responsible consumer? Does it make any sense to you? Should consumers be responsible?

→ What prevents you from green buying? Is it a personal barrier? Is it temporary?

A total of 4 respondents took part in the in-depth interviews. All interviews were recorded using VoIP software with the verbal permission of the respondents. Next, the recordings were transcribed into written text based on which the content analysis was performed. The results of content analysis are presented in the table below with only most vivid and reflective statements being provided.

Short profile	Interesting quotes	Interpretation
Rostislav, 23 years old, single, student, currently works part-time as a junior software engineer in a leading IT company, income level 3, Moscow	"…I would not say that I am devoted to any brands. Many products are essentially made from the same raw materials and sold under different slogans, so I try to always buy everything at a discount. And eco-goods are no exception for me: it is nice if I can get it at a discount, and no problem if I can't as I will just skip it. I don't perceive eco-products as special, but I'm fine with them. I just don't make that much money yet…"	Rostislav clearly defined his attitude towards green products as normal. However, when it comes to actual purchasing, he indicated no loyalty and inclination towards goods with discounts. He points out that it is inappropriate to expect green purchases from the person of his income level. This supports the finding regarding income level impact on PCE of younger males.

Marina, 24 years old, in a relationship, alumna, business analyst in a consulting firm, income level 4, Saint Petersburg	"…For example, I switched to the moisturizing cream "Aloe", because I am sure about its composition and there are no harmful components. I had read somewhere that Johnson & Johnson depletes the skin over time. That is, it gives a visual short-term effect, but actually spoils the skin. In case of "Aloe" you don't even need to spend time comprehending its composition – 99% percent is the aloe itself, while all sorts of SLS, phthalates and other bad things are not there…" "I used to buy on "Ozon" (Russian e-commerce platform – author's note), as I have their pickup point on the first floor in the building where I live. Recently I found it in Watsons and the price was the same, so now I buy it there." "…I search the Internet for how they work, what kind of composition they have and that kind of stuff. Some magazine is suitable for getting acquainted with substances. I like to select specific cosmetic products based on people's reviews on "iRecommend" (Russian platform for consumers' reviews of products – author's note). I would be afraid to buy a product that I don't know anything about." "…but, of course, looking for all this on the Internet is tedious, so I have been using "Aloe" for the last six months straight. I found it once and now I buy it all the time. It performs its duties and does not contain harmful substances."	Marina showed high level of Knowledge during the interview. She is quite concerned about her health and appearance, that is why she checks the contents of green products and precisely knows specific bad components. She also expressed the use of Media to switch from J&J product because of some scandal and the use of e-commerce service to get the desired green products. This supports the findings about higher media exposure and lower availability concern among young women. Marina pointed out that her preliminary research is very important, but it is very tiring and time consuming – that is why she decides to remain loyal to green products that work just fine for her. She heavily relies on reviewers and other services to understand whether the product will fit her requirements. This supports the finding regarding highest level of scrutiny among younger women.

Maria, 36 years old, single, specialist at a debt collecting department of a commercial bank, income level 5, Saint Petersburg	"When it comes to self-care, I buy mostly professional cosmetics from pharmacies and avoid the mass market. There are a lot of bad substances in mass market products that make cosmetics cheaper, but they do not meet my requirements and do not take into account my individual characteristics." "Speaking about food, I simply eat healthy food and I don't have a special need for green products, natural products are by definition "eco". But I order delivery only in trusted places, where the food contents are easily accessible and there is no extra packaging. I like to indulge myself sometimes, and I am shocked by the number of bags or plastic containers that restaurants occasionally deliver to me. I love "Yakitoria" (local chain of sushi restaurants in Saint Petersburg – author's note), they have delicious cuisine, they deliver orders in cardboard packaging, and they listen to me when I ask them not to put disposable appliances. They also bring the order in a cloth bag, which I can lately use for grocery shopping. Very convenient and clean, well done!" "I don't intentionally buy green household chemicals, maybe by chance. I can try "eco" if I am interested in some specific feature of it such as smell or health safety. Yet, I can't remember buying green household chemicals."	Maria has substantial level of income to purchase high quality cosmetic products and avoid purchasing mass market solutions. Maria claimed no purchasing of green food products, she simply sticks to healthy food lifestyle. But she tries to select delivery services that use more biodegradable packaging and do not overpackage food. She also replied that does not remember any green household chemical she ever bought, but is open to suggestions and may be attracted by some outstanding features like skin safety or natural smell. These findings go in line with Core Women being quite good buyers of green products, although slightly more influenced by availability than younger counterpart. However, it seems that Core Women are as demanding as younger women when it comes to beauty and selfcare.

Ivan, 32 years old, married, project manager at a leading oil and gas company, income level 5, Saint Petersburg	“My wife does all of that, I have no idea what is “eco” and what is not. Evgenia (the respondent's wife –author's note) likes all these healthy things. Recently, “VkusVill” (Russian retailer providing green products – author's note) has opened in front of our building and now she often checks it. I buy the classic products: fruits, vegetables, meat. To understand the contents of bottles and vials is not my thing, I do not understand what is written there and I certainly do not want to spend time on understanding it. But I support the initiative, although it is not necessary to spend money on it. In our office, for example, we have installed separate garbage collection, which is nice – my colleagues try it, they like it and they even feel some kind of moral satisfaction, they say they are "in the trend" and really do a good thing. And it wasn't us who paid for it, it was our company.” “I just don't understand it. And I don't like paying more for something I don't understand. I can pay more for the smartphone, because I understand what will the difference be, but not eco-shampoo or natural chips or green whatever. Where is the guarantee that this is not just some marketing trick? How can I check it? In general, it is somewhat difficult, not my thing.”	Ivan stated straight ahead that he has little experience with green products, pointing that his spouse deals with this matter. He prefers simple purchasing process and does not want to spend any time on figuring out what is written on the back. Although he supports the idea of responsible consumption, he promptly stated that is unnecessary to pay more, providing the example of separate garbage collection in his workplace. When he was asked why is it unnecessary to pay premium, Ivan again reflected that he does not understand the information on packaging and hence will not pay premium for what he does not understand. He has expressed doubts about green claims and his inability to verify them. Overall, he concluded that green purchasing is difficult, resource consuming and simply not his type of thing. The above interpretation supports the findings regarding higher skepticism of Core Men and why even having higher income they do not buy green products – because they don’t understand them and believe in other simpler practices of responsible consumption, in case of Ivan it was recycling.

Table 12. In-depth interview summary with findings interpretation. Original Russian quotes are located in the Appendix of this study.

3. Conclusions

3.1. Theoretical implications

The study has made several theoretical contributions to the global and Russian research. Firstly, the modifications of the TPB provided holistic view on green purchase behavior of Russian millennials by accounting for individual, social, situational and contextual factors. The proposed model was able to explain 75% of variance in the Behavior variable, thus demonstrating good explanatory power. Finally, the model reflected the importance of contemporary factors such as Skepticism, Digital Media and Eco-labeling.

Major theoretical contribution includes the development and probation of scales for measuring Availability, Price, Digital Media Exposure and Habits. The scales demonstrated high reliability and may be further employed to measure such factors in further research.

3.2. Managerial implications

The green purchasing in Russia only emerges and there is a potential left to be explored. The findings of this research communicate the importance of providing consumers with greener products and spreading the relevant information in digital space. Certainly, not all businesses are able to produce greener products and not all consumers are expected to instantly go "green". Like any global change, green consumption will take time – but only prepared market leaders will capitalize on that change as much as possible. Below is the list of managerial implications and recommendations for business actors:

→ Green product price plays an important role in forming purchase intention on consumer side and that is why it is crucial to select appropriate premium ranges for green products. The results of this study are supported by research from Khmelkova (2014, 2015), which generalized that 45% of respondents accepted the premium in 10%-30% range. Millennials do not believe that green products should be accessible solely to high-income individuals and thus trust less to higher markups. At the same time, the absence of markup or even cheaper green products are also perceived skeptically. Thus, millennials expect green products to be a reasonably more expensive option but still affordable – green premium for such products should be carefully selected.

→ Many businesses still employ greenwashing practices and consumers are aware of them. In this context, fair companies experience difficulties in communicating the unique value of a green product because of skepticism. However, the eco-labeling gains persuasive power among millennial consumers as a guideline for safe decision-making process. No green claims are better than false claims, since the latter bears long-term reputational risks, which are likely to be on par with the cost of certification or even higher.

→ Decision-makers are encouraged to use digital space to communicate the results of their green efforts. Traditional media loses credibility and millennials go online to validate information – this is the opportunity to educate consumer and create strong ties with a company's brand. The effectiveness of such communication is likely to increase if millennials are given factual data on environmental footprint together with call-to-action solution to lessen that footprint by using a company's brand. In the world of greenwashing, consumers become quite loyal to brands with established green reputation because such companies are rare.

→ Younger women represent the most lucrative market for businesses as they are the most prepared and educated audience, better translating intentions into actual purchasing. For younger men to catch on, businesses may invest in men consumer development by educating them through packaging (men are less susceptible to digital messages), and stimulating their partners to fight biases and try greener products. It should be noted, however, that such investments in male consumers are quite large for a single player to carry – instead businesses may unite in their promotion of green consumption among men by

introducing advertising, challenges and other forms of activities. Most importantly, such campaigns should target perceived effectiveness, entrusting men with their abilities to make the better impact.

→ The role of retailers as providers of green products is increasing as direct availability lowers perceived efforts and stimulates consumers to try green products. Retailers are very powerful when it comes to demand regulation. Unfortunately, the problem of a green product premium perception is multiplied by an order of a magnitude, when consumers have regular access to non-ordinary alternatives at discounts: it becomes quite difficult for them to justify the purchase of a green product if price gap widens that much. Apparently, retailers pursue profit maximization strategy, but if discounts cannot be avoided and green products niche is to be enlarged, consumers will need a form of appraisal. Otherwise, no actual support provided to those, who try to consume responsibly. At least some non-cash forms of benefits, such as better loyalty programs or privileges, may be granted to buyers of green products. Again, these loyalty programs can be established in cooperation with green product producers.

3.3. Limitations and further research suggestions

The main limitation of the study is acquired sample size of 106 respondents. The small sample size affected the research design of the study and prevented the application of robust methods such as SEM and multi-group analysis. Therefore, other methods were applied to obtain as much information from the data as possible. It is recommended to attest the validity of proposed model by employing larger sample size.

Also, the study analyzed mentioned factors in the scope of large cities – the importance of factors may vary in less populated regions of Russia with lower purchasing power and infrastructure development. Cultural and demographic restrictions imposed in the beginning of the research may not be easily removed without corresponding model updates. The importance of Subjective Norm may be reestablished in other cultural settings. Moreover, it is recommended to conduct longitudinal analysis later on to assess the changes in behavior of younger millennials – the gender disbalance in purchase behavior may be less evident and Subjective Norm may gain significance as green consumption trend expands.

It is recommended to avoid using Likert scales in order to measure pure fact-based concepts like Knowledge, since Likert scale is measuring perceived level of Knowledge, which may interfere with respondents' desire to appear more informed about global environmental issues. In fact, simple true/false questions on general topics may be applied as was done by Heo (2017). However, such questions substantially enlarge the volume of questionnaires, which may result in higher drop-off rate of respondents. Hence, optimal scales for measuring Knowledge are needed to capture the construct correctly.

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Appendix

Original survey contents

1. Давайте начнём? Приведите пример зеленого товара, который вы недавно купили:	
2. Как вы вообще относитесь к покупке зеленых товаров?	Я положительно отношусь к покупке зеленых товаров
	Мне нравится покупка зеленых товаров
	Покупка зеленых товаров - это правильно
3. Насколько вы доверяете зеленым товарам?	Многие зеленые утверждения, сделанные на упаковке или в рекламе товара, являются правдой
	Поскольку зеленые утверждения преувеличены, покупателям было бы лучше, если бы их убрали с упаковки или рекламы товара
	Многие зеленые утверждения на упаковке или в рекламе товара созданы скорее, чтобы обмануть покупателей, а не проинформировать их
	Я не доверяю многим зеленым утверждения, сделанным на упаковке или в рекламе товара
	Зеленые утверждения, сделанные на упаковке или в рекламе товара, – не более чем "рекламная уловка"
4. Как ваш близкий круг общения (партнеры, члены семьи, близкие друзья, близкие коллеги по работе и другие люди, мнение которых вам не безразлично) относится к тому, что вы покупаете зеленые товары?	Большинство моих близких полагает, что мне следует покупать зеленые товары, когда я иду за покупками
	Большинство моих близких ожидает от меня покупки зеленых товаров, когда я иду за покупками
	Люди, чье мнение мне не безразлично, одобрили бы, что я купил зеленый товар
	Положительное отношение моих близких к зеленым товарам подталкивает меня к покупке зеленого товара
5. Ориентируетесь ли вы на эко-маркировку?	Наличие у товара эко-маркировки помогает мне в принятии решения о покупке товара
	Я куплю зеленый товар только если на нем есть эко-маркировка
	Я делаю вывод о том, что товар зеленый, если на нем есть эко-маркировка
	Производители обязаны сертифицировать свою продукцию и использовать эко-маркировку, если хотят чтобы я покупал их зеленый товар
6. Насколько зеленые товары легкодоступны?	Я не замечаю зеленые товары в магазине
	Зеленые товары не продаются в магазинах, близких к моему месту жительства
	Я не могу идентифицировать зеленый товар в магазине, если только я не ищу его очень внимательно
	Я не знаю, где продаются зеленые товары

7. А что вы думаете о цене зеленого товара?	Я не могу позволить себе платить за товар больше, потому что он зеленый
	Я считаю что цены на зеленый товар неоправданно завышены
	Зеленый товар скорее для состоятельных людей
	Цена на зеленый товар препятствует моей покупке
8. Покупаете ли вы зеленый товар?	Я предпочитаю покупать товар с эко-маркировкой
	Я редко использую пластиковые пакеты, чтобы переносить свои покупки
	Я рассказываю о зеленых товарах, которые я попробовал, своим близким и знакомым
	Я покупаю зеленые товары на регулярной основе
9. Намерены ли вы покупать зеленый товар в будущем?	Я намерен покупать зеленые товары в некоторых категориях в следующем месяце из-за их положительного влияния на окружающую среду и мое здоровье
	Я готов рассмотреть возможность перехода на другие бренды по экологическим причинам
	Я намерен увеличить расходы на зеленые товары за счет снижения расходов на обычные товары
	Я готов заплатить больше за продукт, который благотворно сказывается на моем здоровье и помогает защитить окружающую среду
	Я готов рассмотреть покупку зеленого товара, поскольку он меньше загрязняет окружающую среду
10. Насколько вы восприимчивы к зеленой информации в цифровой среде?	Я часто сталкиваюсь с зеленой информацией в социальных сетях, медиа, блогах, и на иных ресурсах в Интернете
	Если я заметил(-а) зеленую информацию, то не откажусь посмотреть ее
	Я считаю, что зеленая информация помогает мне становиться более осознанным потребителем
	После просмотра зеленой информации я часто задумываюсь о своем экологическом следе
11. А есть ли смысл в покупке зеленых товаров?	Покупать зеленые товары с целью улучшения состояния окружающей среды довольно наивно
	Поскольку я один(-на) не смогу повлиять на экологические проблемы в России, то покупка зеленых товаров ничем не поможет
	В покупках зеленых товаров нет смысла потому что все вокруг покупают обычные товары - мои усилия будут потрачены впустую
	Ответственность за экологические проблемы в России лежит целиком и полностью на государстве и компаниях, обычные потребители здесь не причем
12. Как вы оцениваете ваши знания о проблемах, связанных с окружающей средой и влиянии человека на нее?	Я полагаю, что знаю больше о переработке и раздельном сборе мусора, чем среднестатистический человек
	Я понимаю смысл знаков, применяемых на упаковке товаров (например ♺, ♺, ♺, ♺, ♺, ♺, ♺)

	Я знаю, какие конкретные последствия имеет глобальное потепление
	Я понимаю, зачем нужен раздельный сбор мусора
	Я знаю, как выбирать товары таким образом, чтобы минимизировать свой экологический след
13. И последнее - ваши привычки!	Я бы назвал(-а) процесс покупки товаров в гипермаркете «автоматическим»
	Мне кажется, что я покупаю товары в магазине «не думая»
	Я всегда хожу по одному маршруту в магазине и подхожу к определенным полкам, зная какой именно товар мне нужен
	Однажды выбрав какой-то товар, я больше не смотрю на другие альтернативы
	Когда я в магазине, я редко пытаюсь узнать о новых альтернативах привычным для меня товарам
14. Укажите ваш гендер	Мужчина
	Женщина
	Другое (укажите)
15. Сколько вам лет?	17-22 лет
	23-25 лет
	27-31 лет
	32-36 лет
	37-51 лет
	Больше 52 лет
16. В каком городе вы проживаете?	
17. Какой у вас уровень образования?	Неоконеченное среднее
	Среднее
	Среднее специальное
	Неоконеченное высшее
	Высшее
	Ученая степень
18. Какой статус у ваших отношений?	Не состою в отношениях
	Состою в отношениях
	Состою в браке
	Вдовец(-а)
19. Как бы вы описали свой уровень дохода?	Денег не хватает даже на приобретение продуктов питания
	Денег хватает только на приобретение продуктов питания
	Денег достаточно для приобретения необходимых продуктов питания и одежды, но на более крупные покупки приходится откладывать
	Покупка большинства товаров длительного пользования (холодильник, телевизор) не вызывает трудностей, однако приобрести автомобиль мы не можем
	Денег хватает на новый легковой автомобиль, однако покупка квартиры или дома является для нас затруднительной

	Материальных затруднений не испытываем; мы можем позволить себе приобрести квартиру или дом

Translated survey contents

1. Let's get started?	Provide an example of a green product that you have recently purchased.
2. How do you feel about buying green products?	I have a positive attitude to buying green products
	I like buying green goods
	Buying green goods is the right thing to do
3. How much do you trust green products?	Many of the green statements made on the packaging or in the product's advertising are true
	Since green claims are exaggerated, customers would be better off if they were removed from the product's packaging or advertising
	Many green statements on packaging or in product ads are designed to deceive customers rather than to inform them
	I don't trust many green statements made on packaging or in product ads
	Green statements made on the packaging or in an ad of a product are nothing more than an "advertising ploy"
4. How does your inner circle (partners, family members, close friends, close work colleagues, and other people whose opinions you care about) feel about your buying of green products?	Most of my loved ones believe that I should buy green goods when I go shopping
	Most of my loved ones expect me to buy green goods when I go shopping
	People whose opinions I care about would approve of me buying a green product
	The positive attitude of my family to green products encourages me to buy green goods
5. Do you use eco-labeling?	The presence of eco-marking on the product helps me in making a decision about purchasing the product
	I will only buy a green product if it has an eco-label on it
	I conclude that the product is green if it has eco-labeling
	Manufacturers are required to certify their products and use eco-labeling if they want me to buy their green goods
6. How easily are green products available?	I don't notice green products in the store
	Green goods are not sold in stores close to my place of residence
	I can't identify a green item in a store unless I search for it very carefully
	I don't know where green goods are sold

7. What do you think about the price of green products?	I can't afford to pay more for the product because it's green
	I believe that the prices of green goods are unreasonably high
	Green goods are more likely for wealthy people
	The price of a green product prevents my purchase
8. Do you buy green products?	I prefer to buy an eco-labeled product
	I rarely use plastic bags to carry my purchases
	I tell my friends and family about the green products I have tried
	I buy green products on a regular basis
9. Do you intend to buy green products in the future?	I intend to buy green products in certain categories next month because of their positive impact on the environment and my health
	I am ready to consider switching to other brands for environmental reasons
	I intend to increase spending on green goods by reducing spending on conventional goods
	I am willing to pay more for a product that benefits my health and helps protect the environment
	I am willing to consider buying a green product because it is less polluting
10. How susceptible are you to green information in a digital environment?	I often come across green information in social networks, media, blogs, and other resources on the Internet
	If I noticed green information, I will not refuse to look at it
	I believe that green information helps me become a more aware consumer
	After viewing green information I often think about my environmental footprint
11. Does it make sense to buy green products?	Buying green goods in order to improve the environment is quite naive
	Since I alone will not be able to influence environmental problems in Russia, buying green goods will not help
	There is no point in buying green goods because everyone else is buying ordinary goods - my efforts will be wasted
	Responsibility for environmental problems in Russia lies entirely with the state and companies, and ordinary consumers have nothing to do with it
12. How do you assess your knowledge of environmental issues and human footprint?	I believe I know more about recycling and separate garbage collection than the average person
	I understand the meaning of the signs used on the product packaging (for example ♺, ♺, ♺, ♺, ♺, ♺, ♺)

	I know what specific consequences global warming has
	I understand why separate garbage collection is necessary
	I know how to choose products in a way that minimizes my environmental footprint
13. Lastly – your habits!	I would call the process of purchasing goods in a hypermarket "automatic"
	It seems to me that I buy products in the store "without thinking"
	I always follow the same route in the store and go to certain shelves, knowing which product I need
	Once I choose a product, I no longer look at other alternatives
	When I'm in a store, I rarely try to find out about new alternatives to my usual products
14. Choose your gender	Male
	Female
	Other (specify)
15. How old are you?	17-22 years old
	23-25 years old
	27-31 years old
	32-36 years old
	37-51 years old
	More than 52 years old
16. What city do you live in?	
17. What is your level of education?	Unfinished school degree
	School degree
	Specialty school degree
	Unfinished higher degree
	Higher degree
	Doctoral degree
18. What is the status of your relationship?	I'm not in a relationship
	I'm in a relationship
	Be married
	Widow(er)
19. How would you describe your income level?	I can only afford food products
	I can afford food products and apparel, but have to save money to purchase home appliances
	I can afford different household appliances (washing machine, personal computer, refrigerator), but purchasing a car requires loan financing
	I can afford a new car, but cannot afford a house or an apartment without loan financing
	I can afford a house or an apartment without additional financing

	I can only afford food products

Original quotes from in-depth interviews

Interviewee	Original quotes in Russian
Rostislav	"…не сказал бы, что я предан каким-либо брендам. Многие товары, по сути, сделаны из одного сырья и продаются под разными лозунгами, поэтому я стараюсь всегда покупать все по скидке. И эко-товар для меня не исключение – получиться купить по скидке – хорошо, а не получиться ну и ладно. Я не рассматриваю эко-товары как особенные, но нормально к ним отношусь. Просто я пока столько не зарабатываю…"
Marina	"…Например, я перешла на увлажняющий крем «Алое», потому что уверена в его составе и там нет вредных компонентов. Я где-то прочитала, что «Johnson & Johnson» со временем истощает кожу. То есть даёт визуальный краткосрочный эффект, но на самом деле портит кожу. А в «Алое» даже не надо разбираться в составе – там 99% процентов это сам алое, всяких SLS, фталатов и прочего там нет…" "Раньше я покупала на «Ozon», у меня на первом этаже дома их постамат. А недавно увидела его в «Watsons», и цена была такая же, так что теперь беру там." "…ищу в интернете, как они действуют, какой состав и всё такое. Какой-нибудь журнал подойдёт, чтобы ознакомиться с веществами, а конкретную косметику я люблю смотреть по отзывам людей на iRecommend. Я бы побоялась покупать средство, о котором ничего не знаю." "…но, конечно, искать все это в Интернете утомительно, поэтому я и пользуюсь «Алоэ» уже полгода – один раз нашла и теперь беру постоянно, свою функцию выполняет и не содержит вредных веществ."
Maria	"Если речь идёт об уходе за собой, то я покупаю в основном аптечную косметику и избегаю масс-маркета. В масс-маркете много нехороших веществ, которые делают косметику дешевле, но при этом не удовлетворяют моим требованиям и не учитывают мои индивидуальные особенности." "Если речь идёт о еде, то я правильно питаюсь и особой необходимости в зелёных продуктах у меня нет, натуральные продукты по определению «эко». А вот доставку я заказываю только в проверенных местах, где нормально расписанный состав и нет лишней упаковки. Я люблю иногда побаловать себя, и меня напрягает количество пакетов или пластиковых контейнеров, которые иногда мне привозят из ресторана. Я люблю «Якиторию», у них вкусная кухня, доставка в картонных коробках, и они слушают меня, когда я прошу не класть мне одноразовые приборы. А ещё они привозят заказ в тканевом пакете – а я потом иду с ним в магазин. Очень удобно и чисто, молодцы." "Бытовая химия – как получится. Могу попробовать «эко», если меня заинтересует какое-то свойство, например запах или безопасность для здоровья, но я как-то не помню, чтобы покупала такое."
Ivan	"У меня вообще всем этим жена занимается, я не в курсе что там «эко», а что нет. Женя (супруга респондента – примечание автора) любит все эти «здоровые» штуки, у нас ещё «ВкусВил» открылся напротив и теперь она туда зачастила. Я же покупаю обычные продукты: фрукты, овощи, мясо. Разбираться в составах бутылочек и флаконч иков это не моё, я не понимаю, что там написано и уж точно не хочу тратить на это время. Но инициативу поддерживаю, хотя необязательно тратить на это деньги. У нас в офисе, например, сделали раздельный сбор мусора, что приятно – коллеги пробуют, им нравится и они даже чувствуют какое-то моральное удовлетворение, мол они «в тренде» и реально делают благое дело. И за это заплатили не мы, а наша компания."

	“Да просто я не разбираюсь в этом. А я не люблю платить больше за то, в чем не разбираюсь. Я могу заплатить больше за телефон, потому что понимаю в чем будет разница, но не эко-шампунь или какие-нибудь там натуральные чипсы. Где гарантия что это все не простой маркетинг? Как я это проверю? В общем, как-то сложно это все, не моё.”