

A Comparative Theoretical Analysis of the Theory of Planned Behaviour and Value-Belief-Norm Theory in Predicting Green Buying Behaviour

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Abstract: *This paper provides an insight on Theory of Planned Behaviour and Value Belief Norm theory in reference to green buying. The Theory of Planned Behaviour considers attitude, subjective norm and perceived behaviour control as the key determinants of purchase intention, while Value belief theory highlights that moral and normative belief is affected by personal and environmental beliefs. This paper critically evaluates both the theories for its strength, concepts and limitation in predicting green behaviour. The comparative framework shall put light on how both theories are different in predicting consumer green behaviour and that integration of both the theories might provide a new and holistic approach in determining sustainable consumption through green behaviour..*

Keywords: Green Buying, Theory of Planned Behaviour, Value- Belief Norm Theory, Sustainable consumption, Consumer Behaviour

