Antecedents of Pro-environment purchase intention of Coir Composite Furniture in Emerging Economy: A study extending the Theory of Planned Behaviour

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Abstract: With a greater emphasis on the concept of sustainability in recent decades, governments, businesses, and individuals have become more conscious of the need to reduce ecological impact. Consequently, the concept of sustainable consumption behavior towards products and class of products is well defined and well established. The major objective of this article is to investigate more about the factors that influence individuals' pro-environmental buying intentions for coir composite furniture by expanding the theory of planned behaviour to include an additional construct of environmental consciousness. Structured interview schedule were employed to 260 individuals from the Indian states of Karnataka and Kerala to take part in the study. The results indicated that the level of environment consciousness is high among individuals in India. This research would aid the retailers to create effective marketing programmes to positively influence potential customers to direct their attention to environment friendly furniture.
Keywords: Sustainable Consumption, Environment consciousness, Coir Composite, Environment friendly furniture, Emerging Economy

1. INTRODUCTION

Deforestation and forest degradation are major environmental concerns around the world. Trees are cut down to fulfill industrial and individual demands, resulting in increased resource usage and environmental consequences. The construction sector, particularly the furniture business, plays a critical role in this regard. Trees, especially rare species, are being felled to fulfill the needs of the

furniture industry, resulting in an alarming pace of deforestation. The United Nations Environment Programme (UNEP) emphasises the importance of environmental sustainability. To address environmental challenges, it is necessary to rely on more environmentally friendly and alternative sources. Environmentally friendly items are regarded as a safer mode of consumption that does not hurt the environment (Chan, 1996). Consumers all over the world have been more concerned about the environment in recent years. They are far more aware of the environmental damage produced by the things they consume on a regular basis (Singh et.al. 2018; Kumar et.al. 2020). One of the most important parts of sustainable consumption is the use of eco-friendly furniture. 'Eco-furniture' refers to furniture that is designed to have the least negative impact on the environment during each step of the product life cycle. (Dangelico and Pujari, 2010).

Furniture manufactured of Coir Composite Board (CCB) is a pioneering alternative to wood-based furniture. It can be used as a substitute for wood as well as compressed furniture materials like plywood and Medium Density Fiber board. Many researches have been carried out in India on environmentally friendly consumption and behaviour in relation to a variety of products ranging from durables to organic food items (Saxena and Khandelwal, 2010). However, less understanding was gained about environmentally appropriate stocks of furniture. The furniture industry in India plays a big part in the gross domestic product of Nation. In the period 2020-2024, it anticipates CAGR growth potential of 12.91 per cent (TPCI, 2020).

In order to attain the aims of environmental protection and sustainable development, consumers have emerged as a major force to be reckoned with. Identification and targeting of "green customer segments" that exhibit pro-environmental behaviour in their use and consumption-related activities is an important part of addressing environmental concerns in business decisions. In academic circles, environmental consciousness has garnered considerable attention, and it's currently used as one of the foundational concepts to explain pro-environmental consumer behaviour.

The current paper is an attempt to pursue the following objectives:
1. To identify key antecedents to pro-environment purchase intention of coir composite furniture.
2. To determine the influence of environment knowledge and environment concern on environment consciousness.

2. LITERATURE REVIEW
2.1. Pro-environmental Purchase Behaviour
Change in behaviour is often seen as the "cornerstone" of long-term sustainability. Marketers must understand consumer behaviour in order to effectively target their marketing efforts. A substantial amount of study has been done on consumer behaviour in relation to environmentally friendly products. Many factors, such as values, beliefs/knowledge, needs and motives, attitudes, and demographics, have been proven to influence customer decision when it comes to buying environmentally friendly products. However, relatively few researches on pro-environment purchasing behaviour have been performed. It has been claimed that green marketing research in Asian nations is less extensive than in Western countries. As a result, it is critical to comprehend pro-environmental purchasing behaviour, especially in the context of Indian consumers. According to Yadav and Pathak (2016), there is an increasing demand for green products in India. Marketers must perform perception mapping of customers' concern for utilising environmentally friendly products in both the short and long term if they are to succeed in the long run.

2.2. Theory of Planned Behaviour (TPB)

In his Theory of Planned Behaviour, Icek Ajzen pointed out that in order to uncover a strong link between attitude and behaviour, the researcher must first assess the researcher's attitude toward the behaviour in question. People are inherently rational, according to their idea, in the sense that they make methodical use of the knowledge available to them and are not governed by unconscious reasons or overpowering urges. The classic variables inclusive of attitude, subjective norm and perceived behavioural control are proven to the formation of 'behavioural intention' among consumers (Ajzen, 2020).

2.2.1. Attitude

"Attitude refers to the degree to which a person has a favourable or unfavourable evaluation of behaviour" (Ajzen 1991). It is also regarded as a set of beliefs about a certain object that may lead to certain intention to carry out a particular action (Schwartz, 1992). With regard to environmental scenario, people's attitude becomes all the more important in determining their pro-environmental behaviour (Tanner and Kast, 2003)

2.2.2. Subjective Norm

Subjective norm is considered to be a "social factor" in nature (Ajzen and Driver, 1992). SN refers to 'the perception of an individual about how others would want him to behave in a certain situation or circumstance' (normative belief). It also refers to 'the individual's desire to comply with the opinion of others' (motivation). Thus, Subjective Norm is an end result of motivation and belief called normative belief. It is also the social impression one would establish in using environment friendly furniture stock. Many research work conducted have proven to have a positive correlation between social impression and purchase intention (Chen and Hung, 2016).

2.2.3. Perceived Behavioural Control
PBC refers to all the situational factors ranging from resource availability to chances and opportunities to perform certain behaviour (Yadev and Pathak, 2016). The various resources required to perform the behavioural intention would be inclusive of time and money factors whereas the later part would showcase the personal evaluation and the confidence to perform the behaviour (Ajzen, 1991).

2.3. Theoretical support for additional constructs
2.3.1. Environmental Consciousness among Consumers

The study focuses on analyzing the level of environmental consciousness among the individuals across socio-demographic variables. A number of social demographic and individual
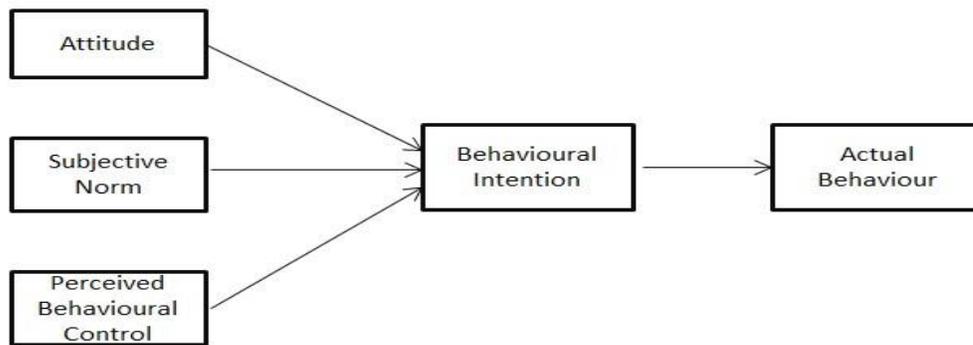
Figure 1. Theory of Planned Behaviour: Source: Ajzen (1991)

characteristics have been used by several investigations to identify environmentally conscious customers as segmentation variables. This research proposes to treat variables as preceding conditions for consumer environmental consciousness, which is a critical cornerstone in understanding pro-environmental behaviour. As a result of the differences in the preceding circumstances, it is reasonable to conclude that environmental consciousness varies across consumers, between products, and even different scenarios or contexts. The two major components to have a bearing on environment consciousness are environmental knowledge and environmental concern. Environmental knowledge may be defined as "Knowledge an individual has about environment issues" (Chan and Lau, 2000).The intention to act on sustainable grounds is significantly influenced by the knowledge that the consumers carry pertaining to environmental issues (Rokicka, 2002). Environmental knowledge has a positive influence on consumer attitude (Mostafa, 2007). Knowledge about environmental issues is an indirect antecedent of pro-environmental behaviour (Bamberg and Moser, 2007). The comprehension of environmental issues involves an interpretation of ecological knowledge. Environmental awareness differs amongst various consumers, facilitating market segmentation.

Concern about the environment is a key aspect to environmental research (Hines et.al., 1987). "Environmental concern may be defined as a strong attitude for protecting the environment" (Crosby et.al., 1981). Environmental concern is often used synonymously to Environmental attitude (EA).It is regarded as "the collection of beliefs and affects behavioural intention a person holds about environment related issues" (Schultz et. al., 2004). Many studies have confined that Environmental concern is positively correlated with sustainable consumption behaviour (Stern et.al., 1993).

3. CONCEPTUALISATION AND HYPOTHESES

In this section the researcher proposed a theoretical model to measure the influencing factors and pro-environmental purchase intention for coir composite furniture. The conceptual model for this research was developed based on the Theory of Planned Behaviour model and additional constructs from the literature in the area of pro-environment purchase. The following figure 2 illustrates the conceptual model for this research work.

The following hypotheses were suggested for the study:

H1. Attitude has significant influence on Pro-environment purchase intention

H2. Subjective Norm has significant influence on pro-environment purchase intention

H3. Perceived behavioural control has significant impact on pro-environment purchase intention

H4. Environmental Consciousness has a significant impact on pro-environment purchase intention
H5. Environment Knowledge and environment concern has significant influence on environment consciousness.

4. RESEARCH METHODOLOGY

The data were acquired by means of a structured interview schedule, designed to attain the objectives of this paper. The population has been identified of the organisations purchasing coir composite furniture. A source list of users was prepared from the documents made available from the authorities concerned. The survey was conducted among the users of coir composite furniture in various departments and sections. The study is focused in the state of Karnataka and Kerala.
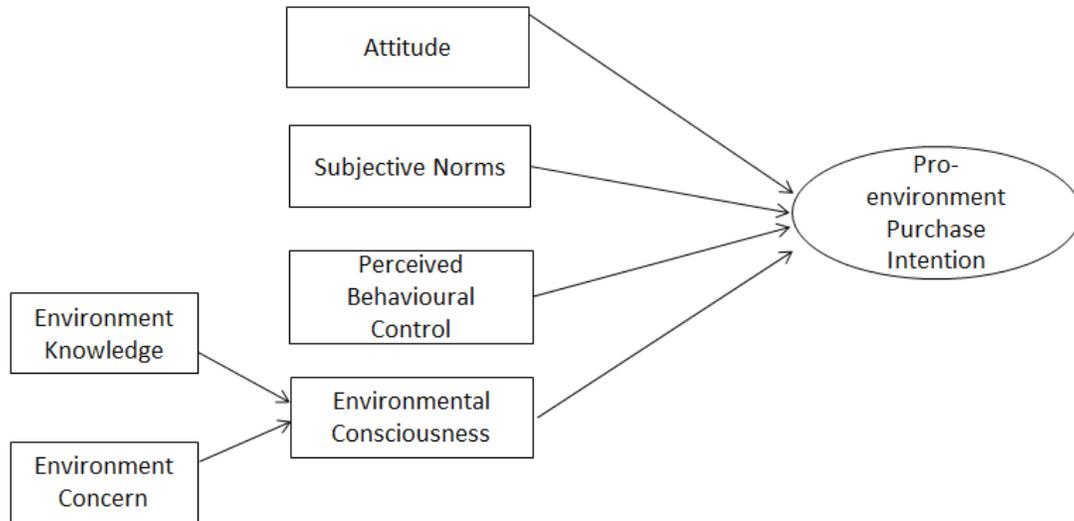

Figure 2 Proposed Conceptual Framework

The method used for the data collection was a face-to-face interview, using a structured interview schedule which was assigned to only those individuals who were using coir composite furniture. A total of 260 respondents participated in the survey. The initial section of the interview consisted of socio-demographic information such as the consumer's age, gender, education level, occupational status, and location. Interview schedules were double-checked and data collection was initiated. A range of statistical methods and approaches were used to analyse the data. Multiple regressions, factor analysis, and ANOVA, were decided upon during the interview schedule design stage to analyse the data. Structural Equation Modeling was also used in the data analysis.

5. DATA ANALYSIS AND DISCUSSION
5.1. Socio-Demographic characteristics of respondents
Table 1 Socio-demographic Profile of the Respondents

Sl.No.	Socio-Demographics	Category	Number	%age (%)
1	Gender	Male	145	55.8

		Female	115	44.2
2	Age	25-35	117	45.0
		36-45	81	31.2
		46-55	62	23.8
3	Educational Qualification	Graduate	189	72.7
		Post-Graduate	71	27.3
4	Occupational Status	Government employee	211	81.2
		Professional	49	18.8
5	Type of Organisation	Educational Institution	100	38.5
		Hospital	60	23.1
		Public Administrative Department	100	38.5
6	Locality	Panchayath	30	11.5
		Muncipality	12	4.6
		Corporation	218	83.8
7	State of Residence	Kerala	30	11.5
		Karnataka	230	88.5

Source: Survey Data, 2021

Males account for 55.8% of the population, while females account for 44.2 %. According to the age group distribution of respondents, 117 respondents (45.0%) belong to the 25-35 year age group, 81 respondents (31.2%) to the 36-45 year age group, and 62 respondents (23.8%) to the 46-55 year age group. It may be concluded that the majority of the respondents were between the ages of 26 and 35 and 36 and 45. The breakdown of respondents' educational qualifications shows that 189 respondents (72.7 % of total respondents) are graduates and 71 respondents (27.3 % of total respondents) are post graduates. As a result, the majority of respondents had a bachelor's degree. On the basis of occupational status of the respondents, it is possible to deduce that overall 211 numbers of the respondents which consist of 81.2 % of the total respondents are government employees and 49 numbers of respondents consisting of 18.8% of the total respondents are professionals. The type of organization that the respondents belong to from the above mentioned table (table. 1) represents 100 number of respondents consisting of 38.5% of the total respondents belong to educational institution, 60 numbers of respondents consisting of 23.1% of the total respondents belong to hospital and 100 number of respondents consisting of 38.5% of the respondents belong to public administrative departments.

Based on the respondents' localities, it can be determined that 218 respondents, or 83.8 % of the total, are located in Corporations, 12 respondents, or 4.6 % of the total, are located in Municipality, and 30 respondents, or 11.5 %, are located in Panchayath. Hence, the distribution in terms of locality of the respondents illustrates that majority of the respondents are located in Corporations. The distribution of respondents based on state of residence, illustrates that 230 numbers of respondents which consists of 88.5% of the total respondents belong to the state of Karnataka and 30 numbers of respondents which

consists of 11.5% of the total respondents belong to the state of Kerala. Thus, it is inferred that a vast majority of the respondents belong to the state of Karnataka.

5.2. Reliability Test

The degree to which a measure is free of random error and hence delivers consistent findings is referred to as its reliability. The consistency and reliability of the items within the four constructs were tested using Cronbach's alpha. In this investigation, the value was utilised as a general guideline to check that the instruments were constant. The results showed that the Cronbach's alpha values for the constructs employed in the study were within the acceptable ranges, indicating that the construct measurement scales were stable and consistent in measuring the constructs. The influence of environment knowledge and environment concern on respondents' environment consciousness was determined thereafter. For this, at first the measurement model of factors to test the convergent validity was initiated. The various factors under Environment Consciousness were considered and the hypothesis was tested using measurement model of Confirmatory Factor Analysis.

Table 2 Measurement scales and assessment of internal consistencies.

Factors/ Latent Variables	Construct	Factor Loading	Variance explained (%)	Composite Reliability
Environment Knowledge (EK)	1.Environment degradation has become a serious problem	0.466	21.7	0.978
	2. Individuals have the responsibility to protect the environment	0.477	22.7	
	4. You always want to have a deeper insight of the inputs, processes and impacts of products before purchase	0.818	66.9	
	5.Climate structure of the earth has been changing due to excess tree cutting	0.787	61.9	
	6. Excessive deforestation for furniture production is a major cause for natural degradation	0.951	90.4	
	7. Coir Composite Furniture is a better alternative to wooden and plywood furniture	0.530	28.1	
Environment Concern (EC)	2. Humans have the obligation to modify their needs to suit natural environment	0.723	52.2	0.979
	3. You are willing to control your consumption to protect the environment	0.535	28.7	
	4. Using environment sustainable product is one great approach to conserve natural resources	0.874	76.3	
	5. Our consumption pattern dealing with furniture degrades the environment	0.709	50.3	
	6. ncreasing the use of alternatives to wood and allied products will help curb deforestation to a large extent	0.641	41.0	
	7. Use of CCF would help curb deforestation to a large extent	0.814	66.2	
Attitude (ATT)	2. CCF help curb the wasteful use of solid timber	0.800	64.0	0.994
	3. Using CCF contributes to environment friendly consumption	0.821	67.5	
	4. It is easy to differentiate between CCF and conventional furniture	0.855	73.1	

	5. Buying CCF gives more satisfaction than conventional furniture	0.544	29.6	
	6. You purchased CCF just for a change	0.551	30.4	
	7. Using CCF helps you to change to a greener lifestyle	0.931	86.6	
	8. You feel good about yourself when using CCF	0.864	74.7	
	9. Opting CCF is a favourable decision	0.969	94.0	
	10. CCF is not widely advertised hence not popular	0.941	88.5	
	11. You recommend CCF to your friends and dear ones	0.880	77.4	
	12. Whenever you get a chance you explain the benefits of CCF to people around	0.873	76.1	
	13. It is worthwhile to pay a little extra price for CCF over conventional furniture	0.628	39.5	
Subjective Norms (SN)	1. You learned about CCF from your peer group	0.822	67.6	
	3. Your friends think you should use CCF	0.653	42.6	
	4. Your Co-workers think you should use CCF	0.872	76.1	
	5. You value the opinions of family on purchase of CCF	0.408	16.6	0.983
	6. You value the opinions of friends on purchase of CCF	0.781	61.0	
	7. You value the opinions of co-workers on purchase of CCF	0.934	87.2	
	8. Purchasing CCF is to benefit other people as well as oneself	0.82	67.3	
Perceived Behavioural Control (PBC)	1.You are economically self-sufficient to purchase CCF	0.709	50.2	
	2. You can dedicate sufficient time to engage in the purchase of CCF	0.770	59.3	
	3. You have sufficient Information and knowledge of CCF before purchase	0.716	51.3	
	4. There are likely to be plenty of opportunities for you to purchase CCF	0.684	46.7	
	5.ou can decide whether to purchase CCF or not by yourself	0.491	24.2	0.990
	6. You participate in the decision making process of purchasing CCF	0.820	67.2	
	7. You see yourself as capable of purchasing CCF	0.735	54.0	
	8.You feel that purchasing CCF is not totally within your control	0.755	57.0	
	9. You are confident enough to purchase CCF	0.631	39.8	
	10.You are familiar with the availability of CCF in your locality	0.704	49.6	
Pro-Environment Purchase Intention	1.You would purchase CCF for it has the same quality as that of conventional furniture	0.948	89.9	0.993
	2.You would purchase CCF to avoid unnecessary cutting of trees	0.999	99.8	

(PEPI)	3. You would purchase CCF for it leads to less wastage of solid timber	0.997	99.4	
	4. You would purchase CCF as it is manufactured using natural ingredients	0.988	97.6	
	5. You would not mind switching over to other furniture if they are environment safe	0.916	84.0	
	6. You would not mind spending more for CCF being environment friendly	0.923	85.6	
	7. You buy CCF for health reasons	0.821	67.4	
	8. You buy CCF as it is highly recommended by others	0.714	51.0	
	9. You enjoy the recognition you get in society for the use of CCF	0.916	83.9	
	11. You buy CCF just to try them out	0.872	76.0	
	12. You would buy CCF as it is domestically manufactured	0.957	91.6	

5.3. Structural equation modeling (SEM): Model fit Assessment

Table.3. Model Fit Indices

Fit Indices	Results	Suggested values
Chi-square	12.702 (DF-15)	P-value >0.05
Chi-square/degree of freedom (x2/d.f.)	.847	≤ 5.00 (Hair et al., 1998)
Goodness of Fit Index (GFI)	.989	>0.90 (Hair et al. 2006)
Adjusted Goodness of Fit Index (AGFI)	.967	> 0.90 (Daire et al., 2008)
Normated Fit Index (NFI)	.942	≥ 0.90 (Hu and Bentler, 1999)
Tucker Lewis Index (TLI)	1.030	≥ 0.90 (Hair et al., 1998)
Comparative Fit index (CFI)	1.000	>0.90 (Hu and Bentler, 1999)
Root mean square error of approximation (RMSEA)	.000	< 0.08 (Hair et al., 2006)

Based on the obtained samples, structural equation modelling was performed to assess the model's appropriateness. According to Anderson and Gerbing (1988), the measurement model was studied first to test the reliability and validity of the survey instrument, and then the structural model was analysed using AMOS version 16. The structural equation model (SEM) is particularly beneficial when examining the causal link between variables and validating the model's compatibility (Peter, 2011). Structural equation modelling determines whether or not the data fits a theoretical model. Chi-square/degrees of freedom (x2/df), CFI, GFI, AGFI, TLI, IFI, RMSEA, and PGFI were used to evaluate the model (Table 3). As a result, Chi square statistics with p = 0.000 do not demonstrate a

satisfactory model fit. Nonetheless, according to Schumaker and Lomax (1996), a sample size of more than 200 (260 in this study) may influence Chi-Square statistics to imply a significant probability level (p=0.00). As a result, the goodness of fit measures examines this model for further interpretation. To estimate the measurement model fit, common model-fit measures such as chi-square/degree of freedom (x2/df), the comparative fit index (CFI), root mean square error of approximation (RMSEA), the normed fit index (NFI), and the Tucker Lewis index (TLI) were utilised. The estimations of the model fit indices using AMOS structural modelling are shown in Table 3. Gerbing and Anderson (1992) define an appropriate model as having an RMSEA of 0.08 or less, a CFI of 0.90 or higher, and an NFI of 0.90 or higher. A chi-square goodness-to-fit (GFI) test can be used to assess the fit between the data and the suggested measurement model, with a probability greater than or equal to 0.9 indicating a good fit (Hu and Bentler, 1999). The GFI of this study was 0.955 higher than the recommended value of 0.90, and the other measures fit nicely; AGFI=.967, CFI=1.000, TLI=1.030 and NFI=.942 with x2/df < 3 at .847 and RMSEA=.000 (Bagozzi and Yi, 1988). The model fit is supported by goodness of fit indices, and these emphasised indicators show the acceptability of this structural model.

Table.4. Regression weights

Path	Estimate	Critical Ratio (CR)	P	Variance explained
Environment consciousness → Pro-environment Purchase intention	0.023	0.369	0.713	0
Attitude → Pro-environment Purchase intention	0.057	0.915	0.361	0
Subjective norm → Pro-environment Purchase intention	0.152	2.456	0.015	0
Perceived behavioural control → Pro-environment Purchase intention	0.114	1.836	0.068	0

The mathematical relationship or structural equation for the model is
Pro-environment Purchase Intention = 0.057 attitude +0.152 Subjective norm +0.114 perceived behavioural control + 0.023 environment consciousness.
The above equation indicate that one unit increase in attitude result a 0.057 unit increase in Pro-environment Purchase intention provided all other variables kept constant. One unit increase in Subjective norm result in increase of 0.152 pro-environment purchase intentions. One unit increase in perceived behavioural control results in an increase of 0.114 units in pro-environment purchase intention. One unit increase in environment consciousness results in an increase of 0.023 units in pro-environment purchase intention.

Table.5. Regression Coefficients – Environment Consciousness

Path	Estimate	Critical Ratio (CR)	P	Variance explained	Average variance extracted	Composite reliability
Environment knowledge → Environment consciousness	0.756	15.820	<0.001	57.7	0.507	0.799

Environment concern → Environment consciousness	0.654	12.541	<0.001	43.6		
EK1 → Environment knowledge	0.454	7.851	<0.001	20.6		
EK2 → Environment knowledge	0.565	10.262	<0.001	31.9		
EK4 → Environment knowledge	0.844	19.797	<0.001	71.2	0.476	0.971
EK5 → Environment knowledge	0.732	14.957	<0.001	53.6		
EK6 → Environment knowledge	0.925	26.012	<0.001	85.6		
EK7 → Environment knowledge	0.479	8.363	<0.001	22.9		
EC2 → Environment concern	0.483	8.447	<0.001	23.4		
EC3 → Environment concern	0.463	8.034	<0.001	21.4		
EC4 → Environment concern	0.666	12.881	<0.001	44.4	0.477	0.972
EC5 → Environment concern	0.859	20.673	<0.001	73.7		
EC6 → Environment concern	0.750	15.598	<0.001	56.3		
EC7 → Environment concern	0.816	18.351	<0.001	66.7		

The results exhibited in Table 5 revealed that the regulatory construct Environment knowledge has significant influence on Environment consciousness as the standardised direct effect of this construct on Environment consciousness is 0.756, which is more than the recommended value of 0.4 (p value is significant). So the hypothesis is accepted and concludes Environment knowledge has a significant influence on Environment consciousness. Also the regulatory construct Environment concern has significant influence on Environment consciousness as the standardised direct effect of this construct on Environment consciousness is 0.654.

6. FINDINGS AND DISCUSSION
The primary goal of this study was to gain a better knowledge of the factors that influence pro-environmental purchase intentions by investigating the impact of attitude, subjective norms, perceived behavioural control, and environmental consciousness on the purchase of coir composite furniture. Encouraging and accelerating the adoption of these types of products has been identified as a critical worldwide need in response to climate change and the increased demand for deforestation. As a result, consumers as well as those interested in understanding the drivers of sustainable consumption, such as diverse stakeholders in India and other emerging markets, as well as foreign governments and organisations, could benefit from this research. The first key finding of this study reveals that constructs attitude, subjective norms, perceived behavioural control, and an additional construct being environment consciousness all had a significant impact on consumers' pro-environment purchase intention, which is a significant predictor of actual purchase behaviour of coir composite furniture.

Environmental and sustainability advocates may wish to target environmentally concerned consumers in order to accelerate the adoption of coir composite furniture. Furthermore, efforts should be made to increase environmental consciousness among the younger generation by raising awareness and information about the advantages of pro-environmental purchasing behaviour. In the long run, this will undoubtedly benefit the environment and society. This research advances on the use of social, environmental, and sustainability factors to explain why consumers prefer to buy coir composite furniture. These findings suggests that potential buyers may be driven by a compelling message that purchasing coir composite furniture contributes to environmental protection while also being a green customer.

7. CONCLUSION, LIMITATION AND IMPLICATION

As society gets more concerned about the environment, businesses' behaviour tends to adapt in response to "new" challenges. Firms that accept concepts like environmental management systems and waste minimization, as well as the absorption of environmental issues into all aspects of their operations, are instances of recently introduced improvements. A comprehensive research has not been carried out in the Indian context to determine the level of environment consciousness among individuals and its impact on purchasing environment friendly furniture stock. This research presents a thorough framework for analysing pro-environment purchase intention of coir composite furniture and the antecedents by incorporating the model of the "Theory of Planned Behaviour". The impact of additional construct, environmental consciousness on pro-environment purchase intention of individuals has also been incorporated to gain more and better insights. This study offers manufacturers guidance and recommendations for promoting the concept of eco-friendly furniture. Aside from that, the study can assist coir composite furniture makers in identifying their target customer by demonstrating the impact of socio-demographic characteristics. Furthermore, the research helps market segmentation and assists producers in developing the most efficient marketing tactics to promote such furniture products. Environmental consciousness is supposed to bridge the gap between weak correlations of attitude and behaviour as a composite variable. It was clearly demonstrated that a good attitude towards environmental concerns is not a prelude to sustainable consumption. Understanding the components that form an individual's environmental awareness will aid the marketer in determining the nature of environmental awareness and developing marketing strategies related to it. The preference for coir composite furniture may play a significant role in promoting a sustainable pattern of consumption and in promoting the sustainable environment and industrial sustainability. However, it should be noted that the research has limitations because it is mostly based on a modified form of the theory of planned behaviour with the assumption that persons behave rationally, which may not be the case. Furthermore, the research endeavour is constrained by a small sample size and a limited time frame. The study, on the other hand, would aid in market segmentation and the development of customer-satisfying strategies, as well as policymakers in imposing sustainability policies on the marketing of Coir Composite Furniture.

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