RESEARCH ARTICLE

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Rural-Urban - Young generation's green purchasing intentions and awareness towards sustainability in France

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Abstract

This study aims to differentiate between urbanites and their rural counterparts, the green purchasing intention of the young generation. Inspiring by the model of goal-directed behaviour and the theory of planned behaviour, a new model has been developed to define as well as possible the predictors of green purchasing intention. The role of desire is central in this construct and is supposed to play the mediator between attitude, anticipated emotions, and intention to purchase green products. The role of attitudes towards environment is more initiative and might be very relevant in our study. The difference between urban and rural will be quantify on different aspects which are environmental concern, attitudes, social norms, and anticipated emotions. Those variable are expected to be together the reason of green purchasing behaviour. This paper also discusses the implication of past behaviour frequency on the elaboration of green purchasing intention.

KEYWORDS

Green product, anticipated emotions, urban/rural, green purchase behaviour, NEP scale, Model of goal-directed behaviour, theory of green purchase behaviour

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1 |LIST OF ABBREVIATIONS

Abbreviation	Explanation	
EPD	Environmental product development	p. 4
MGB	Model of goal directed behaviour	p. 5
AEs	Anticipated Emotions	p. 5
INSEE	Institut National de la Statistique des Etudes Economiques	p. 5
NUTS	Nomenclature of Territorial Units for Statistics	p. 6
TRA	Theory of Reasoned Actions	p. 7
TPB	Theory of Planned Behaviour	p. 7
PBC	Past Behaviour Control	p. 8
FPB	Frequency of Past Behaviour	p. 8
TGPB	Theory of Green Purchase Behaviour	p. 8
NEPs	New environmental Paradigm scale	p. 9
SEM	Structural Equation Modelling	p. 19

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4 | INTRODUCTION

Climate change is not only a matter for the scientific community and according to Rajendra Pachauri, the chairman of the Intergovernmental Panel on Climate Change between 2002 and 2015, the public is conscious of the reality of this environmental issue and the fact that human society had a considerable impact on it (Whaley, 2008). The consciousness that the natural environment is being harmed by human actions is increasing as well according to R. Gifford et al. (2009). Environmental concern is a world issue that has been highly studied and most of the times researchers focused on sociodemographic factors and psychological determinants (Stern, et al., 1993; Widegren, O.,1998). Some studies even suggest that high percentages of people around the world believe that environmental problems are among the most important social problems of the day (Dunlap, 1991; Dunlap, Gallup, & Gallup, 1993; Kempton, Boster, & Hartley, 1995). Nevertheless, consciousness does not imply systematically actions, and behaviours are differing among individuals depending on different variables such as, place of residence, age, gender, or occupation (Dietz et al., 1998). The discrepancy between environmental concern and behaviour has not been explained and represent an important gap in the research domain (Quoquab and Mohammad, 2020). It is clear that other variables take into account during the decision-making process.

The customers increasing awareness about climate change and other environmental issues push the companies to react. Nowadays, the companies strive to appear as sustainable as possible, but effort to become "greener" does not necessary translate into commercial or viable business case (Hall and Clark, 2003). Therefore, we can find different research about environmental product development (EPD), (H. Baumann et al., 2002; M. Charter, 2001) which implement and describe the important factors influencing the performance of a green production process. Before EPD, companies must understand the customer expectation about green product and what are the factors that lead them to purchase those products. Previous studies examined the process that led customers to pro-environmental intention, also called green purchasing intention (Kanchanapibul, 2017; Vazifehdoust, et al., 2013; Jaiswal, Deepak, Kant, Rishi, 2018). In the present study we will strive to analyse the green purchasing intention of the young generation in both, rural and urban area. We will strive to point out the main differences between urbanites and rural dwellers and identify the key factors that influence their green purchasing intention.

The young generation (people from 18 to 30 years old) seems to be more involved in environmental causes which makes them an interesting group to focus when studying on the field of sustainability. Kanchanapibul said that the "Young people will be an imperative target group for each and every industry and in order for every organisation to sustain a competitive advantage" (Kanchanapibul, 2017, p. 530). Indeed, they represent the future of our society (Smola and Sutton, 2002; Heaney, 2006; Hume, 2010) and will be the working class during the period 2021/2051. Furthermore, the young generation has a particular interest on environmental problems comparing to other generations (Hewlett et al., 2009; McKay, 2010). They understand the necessity to act against climate change and their obligation towards the environment. They have green purchasing intentions which are often led by social image because this generation want the other's recognition of their actions (Noor, et al., 2017). Indeed, this generation want to be seen and act in order to be accepted in the social context. However, the young generation does not have the same concept and attitudes than

the older ones (Kanchanapibul et al., 2014). They are not stable in their consumption practices and want to get the last released product since they have hight brand and fashion awareness (Heaney, 2006). It was also said that the young generation showed positive attitudes toward sustainability even though they recognized their lack of knowledge about specific environmental implication (Hill & Lee, 2012). Therefore, the also called young adults are very relevant to analyse especially since they represent approximately 10 millions of people in France (INSEE, 2021).

The model of goal directed behaviour (MGB) (Perugini & Bagozzi, 2001) that has been applied in different domain (Fry, et al., 2014; Taylor et al. 2009; Meng & Choi, 2016), and the theory of green purchase behaviour (Han, 2020) will be used to develop our hypothesis and our model. The gaps and expected contributions are presented at the end of this paper.

5 | THEORETICAL FRAMEWORK
Green product

The development of green product is then a crucial process since consumer demand for environmentally friendly food has risen quickly over recent decades (Jang et al., 2011). Although no consumer product has a zero impact on the environment (J. A. Ottman et al., 2006) green product has been defined as "those that use resources more efficiently and cause less environmental damage along their life cycle, from the extraction of raw materials to their production, distribution, use, up to the end of life (including reuse, recycling, and recovery) compared to other similar products of the same category. 'Green products' exist in any product category regardless of being eco-labelled or marketed as green; it is their environmental performance that defines them as 'green'" (European commission, 2013). Nevertheless, the researchers agree that the definition of green product is unclear and particularly complex (Rivera-Camino, 2007; Hartmann and Ibanez, 2006; Durif et al. 2010).

Anticipated emotions

In the decision-making process, people anticipate the feeling they will get from the future outcome of a present decision, and it influences their choice (Mellers & McGraw, 2001). The anticipated emotion (AEs) can be negative or positive and represent the expected feeling of buying a green product. Previous studies strive to understand the role of anticipated emotions, which were related to the goal achievement/failure perception according to Perugini & Bagozzi and influence directly desire (Perugini & Bagozzi, 2001). It has also been discussed that AEs have an impact on customer ethical consumption (Steenhaut & Kenhove, 2006) and may lead to pro-environmental behaviour (Onwezen, Antonides, & Bartels, 2013). Even though, AEs are recognized as relevant indicators to explain ethical decision making, the precise influence of those on the different steps of the process is still not enough clarified and need other studies to broaden the knowledge about it (Escadas, Jalali, & Farhangmehr, 2019). Emotions are the essential cognitive system of the functioning of human reason (Damasio, 2000) which has an important impact and role on all the cognitive aspects (Schwarz, 2000). Furthermore, it has been pointed out that emotion is a factor that impact behaviours (King, et al., 2006), choices (Han, et al., 2007) and decision-making process (Pfister & Böhm, 2008; Schwarz & Clore, 2007). In our study, AEs will stem from expected outcomes of green purchasing behaviour.

Urban-Rural

The distinctions between rural and urban populations are well documented in environmental sociology literature (Huddart-Kennedy et al., 2009) and several analysis have been proceeded in different countries such as Spain (J. Berenguer et al., 2005), in Canada (Huddart-Kennedy et al., 2009), in Pakistan (NA Burney & AH Khan, 1991), and in China (T Sun, G Wu, 2004). In the past, researcher expected that rural residents had lower level of environmental concern. They said that rural dwellers had tendency to make a practical use of the natural resources of their environment (cultivating, logging, mining, etc), while urban residents were more likely to make a recreational usage of the natural environment (Hendee 1969). They also stated that the rural localities prioritized expansion and economic growth over environmental preservation which was resulting from the precarity of the rural residents (Murdock and Schriner, 1977; Molotch, 1976). Nowadays, with the population growth and the urbanisation the behaviour and attitudes seem to have been harmonized between rural and urban areas. Furthermore, the phenomenon of urbanites with high environmental concern moving to rural area helped to balance the differences (Smith and Krannich 2000). Other factors such as, the creation of ecological services in rural areas (Derkson and Gartrell 1993; Saphores et al. 2006) and the diversification of the rural economy (Jones et al. 2003) helped to diminish the gaps between urban and rural about environmental concern. It must be said that the values motivating behavioural change towards a specific problem in urban and rural area differ. Zulauf & Wagner gave a practical example to explain this idea: air pollution. They said that in urban area, adopting behavioural change to fight against air pollution could be led by egoïstic value in order to protect own's health. In Rural area since the air pollution problem impact less the population, the behavioural change will be motivated by altruistic values (Zulauf & Wagner, 2021). Moreover, both values, altruistic and egoïstic are important factors influencing green purchasing behaviour (Birch et al., 2018; Prakash et al., 2019; Zou and Chan, 2019). Therefore, this study aims to provides recent data about the differences of green purchasing intention between rural residents and their urban counterparts by questioning the relationships of different factors such as environmental concern, attitudes, social norms, desires, etc.

Nomenclature of Territorial Units for Statistics

The nomenclature of territorial units for statistics (NUTS) is not a broadly used procedure in the research field and urban and rural are defined according to different technics. Jaime Berenguer et al. defined rural dwellers as people living in remoted village with less than 1000 inhabitant (Berenguer et al., 2005), Hudard-Kennedy et al., based their sample on the statistics Canada's definition of urban and rural (Huddart-Kennedy et al., 2009), and a Belgian study on urabn rural differences used number of inhabitants per square kilometer and number of intersections per square kilometer to define the respective area (Dyck, D.V., Cardon, G., Deforche, B. et al., 2011). In fact, the NUTS have not been used for defining urban rural differences of environmental concerns and only few studies in different field utilized this procedure (Barr, et al., 2012; Kogan, et al., 2013; Guerrero, et al., 2015). That's why it will be interesting to develop our research based on this procedure since it "helps to distinguish between urban and rural living consumers within Europe" (Zulauf & Wagner 2021, p. 2).

Green purchase behaviour

Green purchasing is defined by the action of purchasing eco-friendly products or products with lower impact on environment (Chan, 2001). Nowadays, customers start to be conscious that their

purchasing behaviour may lead to negative or positive environmental impacts (Vazifehdoust, et al. 2013). Such environmental awareness generates positive attitudes towards green product and instigate environmental behaviour such as green purchasing (Han and n Hsu, 2011). Furthermore, the willingness to purchase green products, or products which have a lower impact on the environment, is increasing even though their prices are generally higher (Sua et al., 2012). Green purchase behaviour is partially determined by attitudes towards green products (Chyong et al., 2006). However, attitudes is not the only predictor of eco-friendly action, social influence, environmental concern, self-image and perceived environmental responsibility are also influencing young generation's green purchase behaviour (Lee, 2008). Despite the numerous studies on green purchasing (Schlegelmilch, et al., 1998; Joshi and Rahman, 2015; Akehurst, et al. 2012) there is not a common agreement on the factors that influence and predict such behaviours and action. In the present study we will analyse the role of desire, anticipated emotions and ascription of responsibility towards green purchasing intentions.

The model of goal directed behaviour and the theory of green purchase behaviour

Determining the purchase intention of a population is related to the field of consumer behaviour in which a multitude of theories have been released; theory of motivation (Maslow, 1943), hierarchical pyramid of human needs (Maslow, 1953), the Black Box Stimulus-Response Theory of Consumer Behaviour (Kotler, 1967), etc. The theory of reasoned action (TRA) (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) and the theory of planned behaviour (TPB) (Ajzen, 1991) are the fundamentals of all attitude's theories. The first one defined the predictors of behavioural intention which are attitude, subjective norm, and behaviour (Fishbein and Ajzen,1975). The TPB extended the previous theory of Fishbein and Ajzen by adding the perceived behavioural control. It defended that the behaviour intention toward a specific action was conducted by attitudes, social norms, and perceived behavioural control (PBC) (Ajzen, 1991; Eagly and Chaiken, 1993).

In this study we will use two different theories. The first one is the model of goal directed behaviour (MGB) developed based on the Theory of Planned Behaviour (Ajzen, 1991) in which desires are the proximal causes of intentions (Perugini and P. Bagozzi, 2001). The MGB differs from the TPB because it integrates important emotional and motivational factors to understand the goal-oriented behaviour process (Perugini & Bagozzi, 2001; Richetin, et al., 2008). The new model introduced desire as mediator between attitudes, anticipated emotions (AEs), subjective norms, past behaviour control (PBC), frequency of past behaviour (FPB), and intentions illustrating the hidden incentive process of behaviour which allows a greater prediction (Perugini & Bagozzi, 2001; Taylor, et al., 2005; Carrus, Passafaro, & Bonnes, 2008;). Understanding the emotional aspect of human behaviour is important because the anticipated emotions of an action, goal or behaviour were described as critical factor in the decision-making process (Conner & Armitage,1998). One more thing about MGB is the past behavior that was described either in terms of frequency or recency, and it is another determinants of human behaviour (Ouellette & Wood, 1998). Therefore, MGB is an efficient tool for measuring the human behaviour and the adjustment it proposed from the TPB (anticipated emotions, desire, and past behaviour) were well appreciated since it has been used in numerous domain such as responsible drinking (Fry, et al., 2014), digital piracy (Taylor et al. 2009) or tourism (Meng & Choi, 2016).
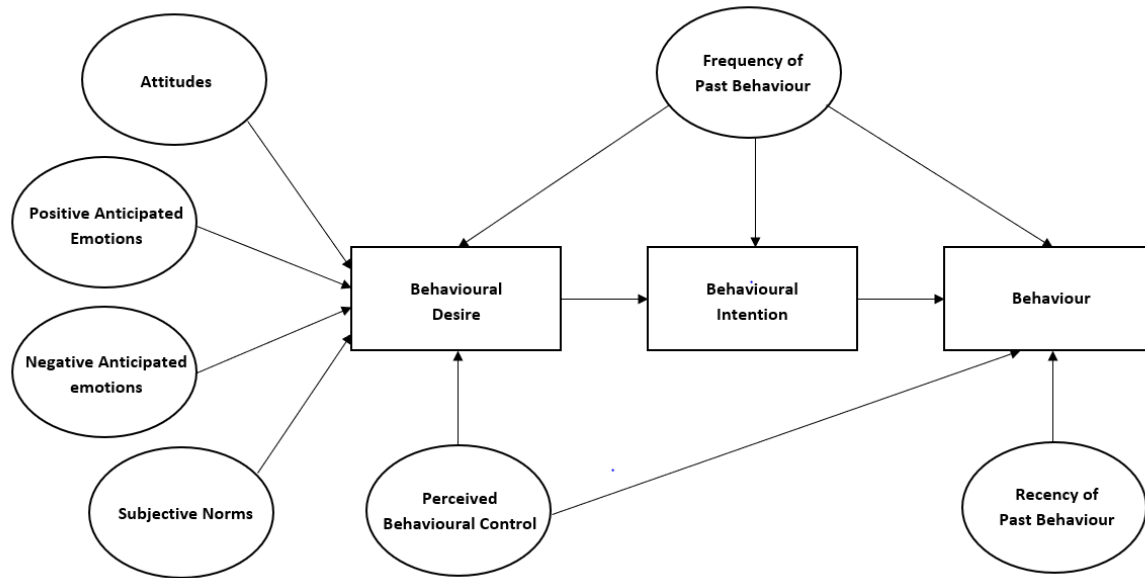
FIGURE 1. THE MODEL OF GOAL DIRECTED BEHAVIOUR (PERUGINI AND P. BAGOZZI, 2001).

The second one is the theory of green purchase behaviour (TGPB), (Heesup Han, 2020) which is a stronger prediction power than the existing pro-social theories, and it is applicable to diverse hospitality, tourism, or consumer behaviour contexts (Heesup Han, 2020). It was said that the current models and theories used to understand the human behaviour process are limited when analysing pro-environmental behavioural intention (Bamberg & Möser, 2007). The TGPB was created in that sense. It pretends to answer to the lack of relevance when using activation norm theory (Schwartz, 1977) to question the sustainable behaviour intention. The model was created focusing the most relevant identified predictor of pro-environmental behaviour intention which are attitudes (Han, 2015), social norm (Bamberg, et al., 2007; Choi et al., 2015), image (Jeong et al., 2014; Xie, Zhu, & Wang, 2019), and the habitual process (Han et al., 2010; Meng & Choi, 2016). Therefore, the TGPB assess the fundamental component of green purchase behaviour and may show better relevance in explaining the relationship between the different variable. The model of the theory of green purchase behaviour is shown in Figure 3.

"The theory proposes that awareness of consequences is derived from environmental value, ecological worldview, and image of green purchase. Attitude toward green purchase is assumed as the direct outcome of image of green purchase and awareness of consequences. Attitude toward green purchase, ascription of responsibility, and social norm are posited as the direct activators of personal nom. Past behavior in everyday life and personal norm are assumed to be the most proximal direct antecedents of green purchase behavior." (Han, 2020, p. 3).
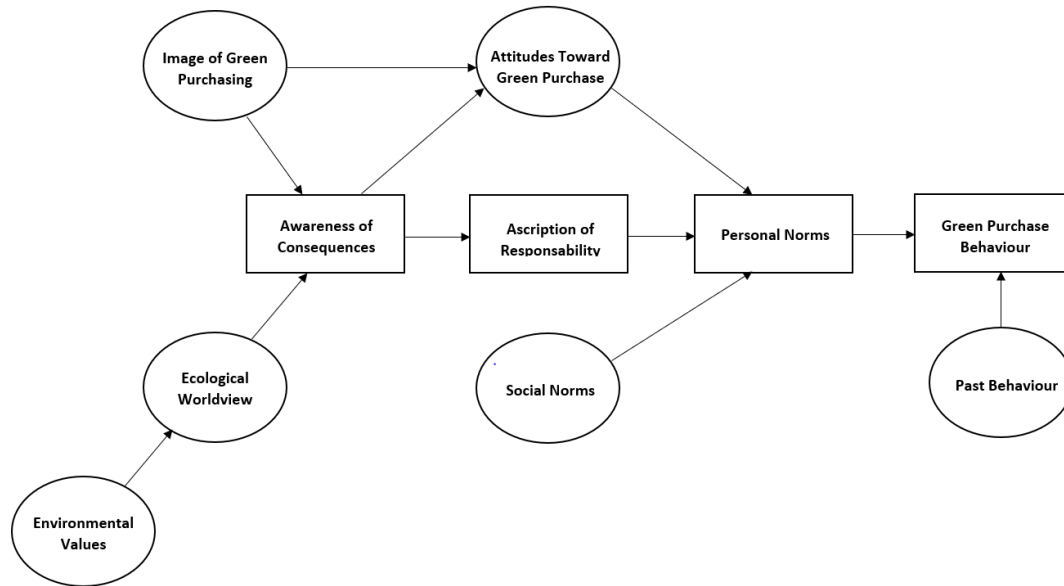
The new environmental paradigm scale (NEPS)

The environmental concern of rural and urban residents was already compared in the past (J. Berenguer et al., 2005; E. Huddart-Kennedy et al., 2009; Burney and Khan, 1991; T Sun, G Wu, 2004). Different theoretical frameworks were used to quantify the awareness of environmental issues. The New environmental paradigm scale (NEPS) (Dunlap & Van Liere, 1978) is the most widely used measure of environmental concern in the world (RE. Dunalp, 2008) and has been utilized by numerous studies in the domain (D Albrecht et al. 1982; MCR Edgell et al. 1989; MA Schuett, D Ostergren, 2003; H Dayong - 社会, 2006; L Steg et al. 2011; C Xiao et al. 2019). According to J. Hawcroft et al. (2010) two other scales have been also used, the Ecology Scale (Maloney et al., 1973; Maloney et al., 1975) and the Environmental Concern Scale (Weigel & Weigel, 1978).

In this study we will use the NEPs to determine the level of concern between urban dwellers and their rural counterparts in France. We will employ the revised NEP scale (Dunalp et al. 2000) that include 15 items of five hypothesized facets: the reality of limits to growth, anti-anthropocentrism, the fragility of nature's balance, rejection of exemptionalism and the possibility of an eco-crisis.

Do you agree or disagree that:	SA	MA	U	MD	SD	[N]	Ri–t
1 - We are approaching the limit of the number of people the earth can support	27.7%	25.2%	21.0%	16.0%	10.0%	[667]	.43
2 - Humans have the right to modify the natural environment to suit their needs	4.1	28.5	9.2	33.9	24.3	[663]	.35
3 - When humans interfere with nature it often produces disastrous consequences	44.6	37.6	4.0	11.2	2.5	[668]	.42
4 - Human ingenuity will insure that we do NOT make the earth unlivable	7.8	23.5	21.5	24.4	22.7	[664]	.38
5 - Humans are severely abusing the environment	51.3	35.3	2.3	9.3	1.5	[665]	.53
6 - The earth has plenty of natural resources if we just learn how to develop them	24.4	34.8	11.3	17.5	11.9	[663]	.34
7 - Plants and animals have as much right as humans to exist	44.7	32.2	4.7	12.8	5.7	[665]	.46
8 - The balance of nature is strong enough to cope with the impacts of modern industrial nations	1.1	7.4	11.3	30.9	49.4	[664]	.53
9 - Despite our special abilities humans are still subject to the laws of nature	59.6	31.3	5.4	2.9	0.8	[664]	.33
10 - The so-called "ecological crisis" facing humankind has been greatly exaggerated	3.9	17.9	13.8	25.9	38.5	[665]	.62
11 - The earth is like a spaceship with very limited room and resources	38.0	36.3	7.5	13.4	4.8	[664]	.51
12 - Humans were meant to rule over the rest of nature	13.5	20.4	8.2	23.9	34.0	[661]	.51
13 - The balance of nature is very delicate and easily upset	45.9	32.8	5.9	14.1	1.4	[665]	.48
14 - Humans will eventually learn enough about how nature works to be able to control it	3.2	20.1	24.2	27.9	24.6	[666]	.35
15 - If things continue on their present course, we will soon experience a major ecological catastrophe	34.3	31.0	16.9	14.1	3.6	[667]	.62

"Listed below are statements about the relationship between humans and the environment. For each one, please indicate whether you STRONGLY AGREE, MILDLY AGREE, are UNSURE, MILDLY DISAGREE or STRONGLY DISAGREE with it."

TABLE 1. THE NEW ENVIRONMENTAL PARADIGM SCALE (DUNALP ET AL. 2000)

6 | LITERATURE REVIEW

The literature review has been reached thanks to different technics such as questioning the Google scholar and Kassel university research article database by using key words. We run different query to find all the article used in this study. The first one was about green purchasing behaviour in which we included the term young generation to limit the scope. The words included in this query were, sustainability, green purchasing, young generation, and purchasing intention. Another query was run to question the database about Urban and rural difference. The words included were, urban-rural differences, environmental concern, place of residence and attitudes. We also run other queries to get information about green product and the specific variable influencing purchasing behaviour.

We used cross referencing to broaden the amount of article we previously found. Indeed, when finding a relevant articles, we had a look at its references to read other interesting article which made us discover other studies. After reading hundreds of articles we finally selected 107 articles to structure our research.

Literature review

Title	Authors	Journal	Year	SjR	Findings and Limitations
Rural–Urban Differences in Environmental Concern, Attitudes, and Actions	Jaime Berenguer, José A. Corraliza, and Rocío Martín	European Journal of Psychological Assessment	2005	0.9	This paper shows the differences of environmental attitudes, concerns and actions between country dwellers and their urban counterparts. There are limits in the size of the sample and the specific area used. Indeed, the study was realized in a specific area in Spain. Furthermore, it didn't look for to figure out the green purchasing behaviour of the young generation.
Social Structural and Social Psychological Bases of Environmental Concern	Thomas Dietz, Paul C. Stern, Gregory A. Guagnano	Environment and Behavior, United Kingdom	1998	1.57	This paper set up on the basis of the research topic on environmental concern and psychological variables. It showed associations between those two factors which are very relevant. The limit of this research is that it is outdated and need to be brought up to date with new data. Indeed, nowadays with the overflow of information concerning climate change, people might have change their behaviors and opinions.
An empirical investigation of green purchase behaviour among the young generation	M. Kanchanapibul et al.	Journal of Cleaner Production 66	2014	1.9	This paper explained the green purchasing behaviour among the young generation (18–30 years old). It focused essentially Asian community with a certain education. Furthermore, they didn't really point out the differences between urban and rural respondents.
Does awareness to climate change lead to behavioral change?	Indrani R. Halady, Purba H. Rao	International Journal of Climate Change Strategies and Management	2010	0.63	This paper measured the importance of awareness in the environmental behaviours. Is the information about climate affect the behaviour of individuals and make them change or take actions.
Temporal pessimism and spatial optimism in environmental assessments: An 18-nation study	R Gifford et al.	Journal of Environmental Psychology	2009	1,749	This paper focused on the reasons and factors that lead to behavioural changes tow and climate change. Nevertheless it didn't take into account the demographic factors of the respondents such as the placed residence, their nationality and the generation they belong to.
International Public Opinion tow and the Environment	Riley E. Dunlap, George H. Gallup Jr. & Alec M. Gallup	Impact Assessment	1993 (2000)	0,128	It showed of the public opinion tow and climate change and explained what the respondents would be willing to do or accept to alleviate this issue. As said in the conclusion of the paper there is a limited examination of perceptions of the roles of differing countries in generating environmental problems which also challenges conventional wisdom. In this case it was a large research involving a large set of countries. In our case, we will reduce the scope and try to find differences in behaviour according to the place of residence.
Generation Y consumers' selection attributes and behavioral intentions concerning green restaurants	Jang et al.	International Journal of Hospitality Management	2011	2,321	"This study identified four different segments of GenerationY college students according to their food-related lifestyles, and it investigated the differences between segments in selection attributes and behavioral intentions regarding green restaurants". Limitation: "If college students compose an appropriate sample to represent Generation Yers, a special caution should be made for generalizing these results to all Generation Yers. In addition, another limitation of this study is that among the respondents who participated inthis survey, the percentage of people who have dined out at green restaurants is relatively small."
The mindful consumer: balancing egoistic and altruistic motivations to purchase local food.	Birch, D., Memery, J., Silva Kanakaratne, M., and de	Journal of retailing and consumer services	2018	1,568	"Results indicate egoisticmotivations may influence local food consumption decisions more strongly than altruistic motivations. The inclusion of other psychological characteristics may be beneficial to help further explain motivations and attitudes towards localfood e.g., local identity. Finally, this research focuses on local food as a'homogenous'product and hence there is potential to investigate ego-istic and altruistic motivations in different product categories, whichmay help focus marketing and retailing strategies more appropriately atindividual category levels".
In Search of a Green Product Definition	Durif F., Boivin C., and Julien C.	Innovative Marketing	2010	0,239	"two results concerning consumers are surprising. First, given the low correlation between the item "Product biodegradable" and the other items measuring the greenness of a product, further research should be undertaken regarding how biodegradability is defined by consumers. Second, the topic of certification should be further investigated. Many professional studies reveal that certification is crucial for consumers while, in our study, certification does not seem as important to define a green product".
Young Generation Y consumers' perceptions of sustainability in the apparel industry	Hill, Jessica, Lee, Hyun-Hwa	Journal of Fashion Marketing and Management: An International Journal,	2012	0,77	Limitations: " future studies to more deeply assess the current knowledge level, attitudes, and concern for the environment would be beneficial. Similar to the angle of this study, investigating systematic relationships between consumers' concern and attitude based on their specific knowledge would further specify the position of mainstream consumers. Determining sources of consumer knowledge and information would also be beneficial in directing educational campaigns."
Compassion without action: Examining the young consumers consumption and attitude to sustainable consumption	Hume, M. (2010)	Journal of World Business	2010	3,6	Generation Y is "considered socially, economically and environmentally conscious, a clear pattern of contradiction exists between what they know and what they practice in regards to sustainability efforts. Such findings has led to the suggestion forthe need for marketing innovations and practices to take a societal stance and focus on the self-interested nature of this cohort. The findings from this study also suggest other generational cohorts should be considered for further analysis to allow conveyance of a clear message regarding the impact of unsustainable practices and detriments on society."
Urban and Rural Sustainability: Divergent Concepts and Their Consequences for Marketing	Zukauf, K., and Wagner, R.	Frontiers in sustainability	2021		Need to be verified quantitatively through empirical studies
Purchasing green to become greener: Factors influence consumers' green purchasing behavior	Vazifehdoust, H., Taleghani, M., Esmaeilpour, F & Nazari, K.	Management Science Letters	2013	0,327	"The results show that attitude is explained by consumers' environmental concern, quality of green products, green advertising and green labeling. The results of the structural equation analysis indicate that attitude positively influences intention to purchase green products. Green purchasing intention also influences on green purchasing behavior."
The role of desires and anticipated emotions ingoal-directed behaviours: broadening and deepening the theory of planned behavior	Perugini, M., & Bagozzi, R. P.	British Journal of Social Psychology	2001	1,855	Lack of studies using the MGB to quantify the green purchasing behaviour of young generations
Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products	Han, H.	Business Strategy and the Environment	2020	2,123	Very recent theory that haven't been verify with practical study. Need more data to be improve and/or criticize. It is interesting to add desire as mediator in this theory since it has been proven that w as one of the predictor of intention.

TABLE 2. LITERATURE REVIEW

7 | RESEARCH MODEL AND HYPOTHESIS

In this study we decided to mix the two previously mentioned models (TGPB and MGB) to form a new one. The new model created, the model of green purchase intention, is shown in figure 4. We are convinced that adding desire in the theory of green purchase behaviour is a necessity, because it is a strong factor of purchasing intention and was the determinant of intention in past studies (Fry, et al., 2014). As a determinant of desire, anticipated emotions (AEs) will be a main indicator in this model and will play a central role. Indeed, they are a pertinent factor that determined decision making process and help to define it more accurately (Bagozzi et al., 1999; Loewenstein & Lerner, 2003; Cohen et al., 2008).

Completing the influence of the AEs on desire, attitudes towards green purchase will be closely studied to measure its effect on green purchase behaviour intention and its role in the desire formation. It has been found that a company paying attention to its impact on the environment will make customers have positive attitudes towards them (Han et al., 2009; Han and Kim, 2010; Hu et al., 2010; Jeong, 2010). Thus, we will see if this positive attitudes lead to green purchase intention. Furthermore, attitudes towards an action or a behaviour was found to be an important variance defined in green restaurant selection intention which make it to be a relevant cognitive factor to measure such related behaviours (Kim, Y. J., Njite, D., & Hancer, M., 2013).

In the meantime, we will study the moderator role played by both, awareness of consequences and ascription of responsibility that should explained the relationship between Environmental concern and green purchase intention.
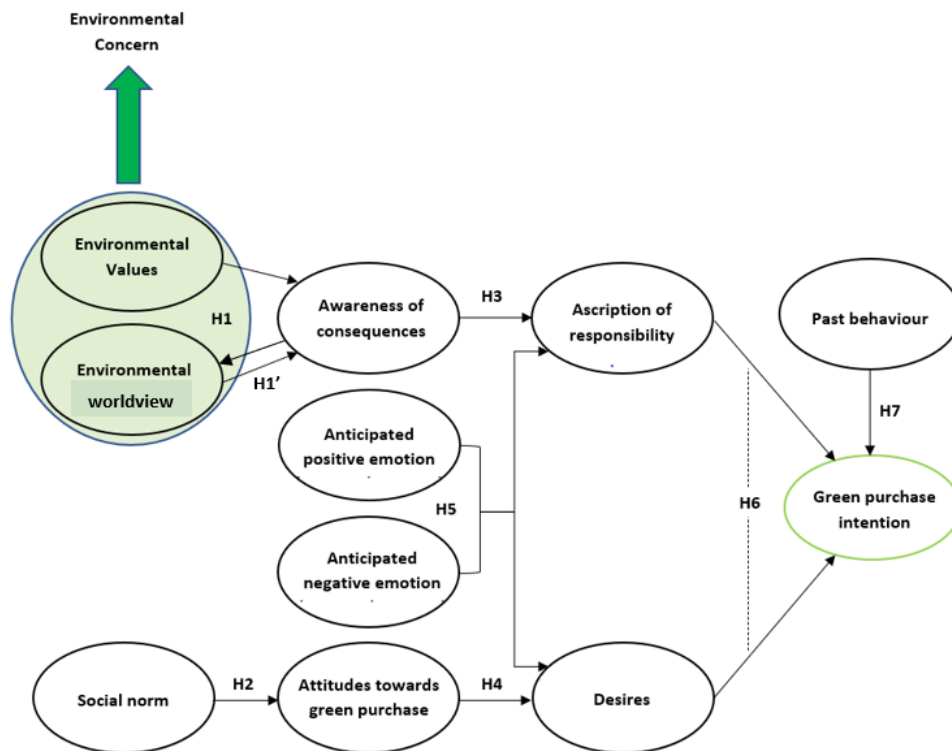

FIGURE 3. MODEL OF GREEN PURCHASE INTENTION (LATOUR, 2021)

Environmental concern

As we presented previously, the NEP scale (Dunlap & Van Liere, 1978) has been the most use tool to quantify the environmental concern of individual (Dunalp, 2008). It presents the different facets of the ecological worldview which is also defined in the theory of green purchase behaviour as a significant effect of awareness of consequences (Han, 2020). In our case, we place 2 variable directly affecting the awareness of consequences. Those two variable are Environmental values and environmental awareness.

Environmental value

Several studies showed the importance of value in behavioural actions (Schwartz, 1992; Karp, 1996; Joireman, et al., 2001; Helbig, 2010). Indeed, it was demonstrated that behaviour toward environment is led by individual motives and values (Stern, 1992) and that values may be the main factor influencing pro-environmental actions (Dunlap, Grieneeks, & Rokeach, 1983; Naess, 1989; Steg et al., 2012). Individualistic (concern only on the possible outcomes that an individual can reach), competitive (achieve more outcomes than other individuals), altruistic (prioritize the outcome of other individuals) and cooperative (trying to maximize both, own outcomes, and other's ones) are the four social value orientations pointed out by Liebrand (1994). The first two are generally defined as proself values because individual are caring first about their own interest when the last two are distinguished as prosocial values since those individual are mainly more concern about reaching other's outcomes (Steg et al., 2012). It has been shown that prosocial value-oriented people were more environmentally concerned than the proself oriented ones and they were more likely to change their behaviour in case of a serious environmental issue (Van Vugt, Meertens, & Van Lange, 1995).

Environmental worldview

Environmental concern is now shared by all actors of the active society (Petts et al., 1998; Bubna-Litic and De Leeuw, 1999; Deegan, 2010). It has been demonstrated that environmental concern is related to awareness of consequences in both value orientations, proself and prosocial orientations (Hansla, et al., 2008). Furthermore, environmental awareness is rising when some important environment event or change appears (Arcury, et al., 1990). Therefore, we can say that there is a relevant relationship in both way between environmental worldview and awareness of consequences.

Hypothesis 1: Environmental values and worldview have a positive impact on the awareness of consequences

Hypothesis 1': The awareness of consequences has a positive effect on environmental worldview

Social norms

In a given context, social norms are views about what is usually done or approved/disaproved by relevant individuals. "More precisely, social norms refer to one's assumption about the extent to which significant others support an environmental policy and their motivation to comply with these others, which results in a certain amount of 'social pressure' (see e.g., Ajzen, 1988; Ajzen and

Fishbein, 1980)" (De Groot & Schuitema, 2012, p. 101). Social norms should be a positive factor toward attitudes since it has been proven that policy acceptability is strongly determined by perceived social norms (Schade and Schlag, 2003).

Hypothesis 2: Social norms is a determinant of attitude toward green purchase

Attitudes towards green purchase

"Attitude towards green products can encourage Green Purchase Intention." (Indriani, et al., 2019, p. 633). Attitudes is a factor that has been highlighted in many studies on environmental concern and behaviours (Chena, & Tung, 2014; Goh, & Balaji, 2016; Yadav & Pathak, 2016). Furthermore, it has been said that attitudes toward environmental issues should be explored when differencing urbanites with rural residents since it may represent the main contrast between them (De Groot 1967; Dillman and Christenson 1975; Tremblay and Dunlap 1978). Nevertheless, a positive attitude towards green product does not systematically drive to a desired behavioural intention because social norms and perceived behavioural control influence the decision-making process as well (Vermeir & Verbeke, 2007). Moreover, the relation between attitude and desire has not collected a lot of data and need to be analysed deeper in our study.

Hypothesis 4: Attitudes towards green purchase has an impact on desire for sustainability

Ascription of responsibility and anticipated emotions

When questioning the perceived responsibility to understand a certain action we encounter a limit because there is two feeling expressing responsibility, being morally or conventionally responsible (Kaiser, & Shimoda, 1999). One refers to shame regarding personal values and the other one concerning the social norms. In this model we put the interest on moral based responsibility stemming from personal values. An interesting finding from a previous study, stated that anticipated negative impact from customer affected their ascription of responsibility (Gao, et al., 2016). Which can let think that anticipated emotion, both, positive and negative may affect the people's ascription of responsibility. Another study about waste reduction behaviour demonstrated that individual who recognise the responsibility for the consequences of their own actions are more likely to engage behaviour change (Ebreo, Vining & Cristancho, 2003). Therefore, the combination of awareness of consequence and ascription of responsibility lead to behaviour intention.

Hypothesis 3: The ascription of responsibility is determined by the awareness of consequences and the environmental values

Hypothesis 5: Anticipated emotion (positive and negative) affect the ascription of responsibility of individuals

Hypothesis 6': the combination of awareness of consequence and ascription of responsibility determine behaviour intention.

Desire and anticipated emotions

Desire is something hard to assess and define since it differs from an individual to another. It has been found that customer has a desire to conform to social norm which may influence their purchasing intention and behaviour. This phenomenon was defined as conformity consumption

behavior, and it result to the imitation of other's consumption behaviour (Kang, et al., 2019). The role of desire towards intention has been explained as a particular kind of relationship, meaning that the awareness of his own desire led to increase the intention toward a specific action (Perugini & Bagozzi, 2001). The change in our approach to the relationship with our environment, or the growing interest to manage differently the material affecting the other living being come from the desire for sustainability (Schlosberg, & Coles, 2016). The role of desire was explained in another domain (intentions to drink responsibly) and it was found that "desire to drink moderately is the most important predictor of young people's responsible drinking intentions" (Fry, et al., 2014, p. 551). Therefore, we can say that desire for sustainability of young generation lead to behavioural change or at least to behaviour intention.

The anticipated emotion can be negative or positive and represent the expected feeling of buying a green product. In this case desire mediate the relation between anticipated emotion and intention to purchase a green product. The anticipated feelings are a strong predictor of purchasing intention. It was said that positive emotions have a greater affect on purchasing intention than negative expected outcomes (Bagozzi, et al. 2016).

As far as we know, there is not any study that question the relationship between desire and green purchasing intention. It means that the current research article will emerge as a pioneer and will determine the relevance of the relationship between those two variables.

Hypothesis 6: Desire mediate the relationship between the two previous variable (anticipated emotion and attitudes towards green purchase) with intention of green purchasing

Past behaviour (frequency)

The mediator role of past behaviour has been studied carefully during the last 20 years (Sommer, 2011). Past behaviour differs in the frequency and the recency, both of them were studied in the model of goal directed behaviour, but only the past behaviour frequency showed an influence on intention. The frequency of behaviour is not necessarily defined as habits, but it is said that it is habituate if there is a high frequency of a certain behaviour (Ayzen, 2002). Past behaviour has been defined the strongest factor influencing future behaviour and the measurement of behavioural is done by assessing the likelihood of behaving in a certain way (Ayzen, 2011). We suggest that past behaviour frequency affect the intention of purchasing a green product.

Hypothesis 7: The past behaviour frequency is also a factor that influence green purchase intention

Green purchasing intention

A Malaysian study about student green purchasing intention suggest that "the more consumers concern to the environment, the more likely of their intention to purchase green product" (Lasuin & Ching, 2014, p. 11). It means that environmental concern is one of the main factor influencing the green product purchase intention. In the present study we will try to highlight the role of desire and past behaviour frequency in the purchasing intention process. Another study stated that the green product knowledge can be a factor that influence green purchasing intention and it is said that green product trust will be the mediator between those two variable (Wang, et al., 2019). Here, green product trust can be defined as one of the attitudes towards green product.

8 | METHODOLOGY

Research design

A quantitative approach would be used to study the research problem i.e. Rural-Urban - Young generation's green purchasing intentions and awareness towards sustainability. It is the best research type to test the hypothesis made in the research model (Muijs, 2010) which is the main objective of this study. Furthermore, a quantitative approach will bring numerous data about our domain that will be interesting for scholarly discussion and improvement but also for marketers, policy makers and society. By collecting an important amount of answers we will be able to determine the different trends among the French population.

Indeed, there are already research papers, studies and theoretical framework existing regarding our research domain (Berenguer, et al., 2005; Kanchanapibul et al., 2014). They highlighted different factors and determined the ones which were the most relevant to measure environmental concern, attitudes, or green purchase intention. Using a quantitative approach in this case would allow us to test and measure those factors to understand which explain the better the green purchasing intention of the young generation in rural and urban area.

We will then develop a questionnaire on the platform sphinx which will be shared online to our target respondents.

Application domain (and unit of investigation)

The context of the study will be focused on the young generation which shows a high interest in environmental issues. It will be interesting to compare the previous results about urban/rural differences in environmental concern and young generation's green purchasing intention (Berenguer, et al., 2005; Huddart-Kennedy et al., 2009; Kanchanapibul et al., 2014) with the ones we will obtain. We will see if the differences between urban dwellers and their rural counterparts will remain the same when studying only the young generation. The geographical context will be France since there is not any previous study focusing this area.

We will use the Nomenclature of Territorial Units for Statistics (NUTS) classification (European Commission. Statistical Office of the European Union, 2020) to define and distinguish urban dwellers from their rural counterparts. The NUTS classification has 3 different level of typology from NUTS 1 to 3. We will use the NUTS 3 which consider the French department for the nomenclature. The European commission defined each NUTS 3 region as "predominantly urban regions (rural population: <20 % of the total population), intermediate regions (rural population: 20–50 % of the total population), or predominantly rural regions (rural population: >50 % of the total population)". Therefore, rural area is defined here as village with less than 5000 inhabitants locating in NUTS 3 regions which are predominantly rural region. Then urban area is characterized as cities with more than 50000 inhabitants or town with more than 5000 inhabitants in NUTS 3 region which are predominantly urban region.

Target sample characteristics

We will use a stratified sampling technique which mean that we divide the population in subgroup to determine the degree of interest of each group previously defined.

Our target sample will be composed by individuals from 18 to 30 years old because they represent the "new generations" that will be the active population on the period 2021-2051. They are the population that will experience the effect of global warming in the next years and will have to adapt themselves and the society to the environmental change appearing. We will focus on different level of education and on people with different occupations to get a sample as representative as possible.

The objective will be to reach a parity between urban and rural Dwellers (approximately 50% each) and get a good proportion of both gender (at least 40% and max 60%). We want to have a margin error around 5% thus, we estimated that the sample size should be around 300 answers (Raosoft, sample size calculator). Nevertheless, we recognized that the data collection will be complicated given the requirements of our study. Therefore, we let the sample size estimation between 100 to 500 answers.

Data collection procedures (instrument and items)

We are aware of the difficulties that the data collection represents in our studies. The collect of answers in rural area will be of

particularly concern. Nevertheless, we develop a procedure to overcome those issues.

The main conduct to reach the sample will be the edition of an online survey. It will be shared through different canals such as high school and university emailing or posted on social medias. We will also contact different associations (sport associations, student associations, etc.) in the different areas we defined previously. Our personal network will be also used to adjust the data if needed.

First, we will define the environmental concern of the respondents by using the question from the revised NEP scale (Dunalp et al. 2000) and then we will assess the different items to question our hypothesis.

Construct	Items	Questions
Ecological Worldview	3 Items	The balance of nature is very delicate and easily upset: (1) Strongly disagree / (7) strongly agree
		Human are severely abusing the environment: (1) Strongly disagree / (7) strongly agree
		The earth only have limited resource and place: (1) Strongly disagree / (7) strongly agree
Environmental Values	3 Items	Preventing pollution : (1) Not very important / (7) Very important
		Respecting the earth: (1) Not very important / (7) Very important
		Protecting the environment: (1) Not very important / (7) Very important
Awareness of consequences	3 Items	Buying green products lead to reduce carbon emission, deforestation and climate change/ Not buying green products lead to increase carbon emission, deforestation and climate change: (1) Strongly disagree / (7) strongly agree
		Buying green products avoid the expansion of harmful company towards environment/ Not buying green products favoured the expansion of harmful company towards environment: (1) Strongly disagree / (7) strongly agree
		Buying green products reduce my environmental impact/ Not buying green products increase my environmental impact: (1) Strongly disagree / (7) strongly agree
Ascription of responsibility	3 Items	I believe that every customer is partly responsible for the environmental problems caused by the production of non green products: (1) Strongly disagree / (7) strongly agree
		I feel that every customer is jointly responsible for the environmental deteriorations caused by the production of non green products: (1) Strongly disagree / (7) strongly agree
		Every customer must take responsibility for the environmental problem caused by the production of non green products: (1) Strongly disagree / (7) strongly agree
Social norm	3 Items	In my understanding, around me people think that purchasing green products is important: (1) Strongly disagree / (7) strongly agree
		In my understanding, people around would judge me if I buy a harmful product towards the environment: (1) Strongly disagree / (7) strongly agree
		In my understanding, people around would rather buy a green product than a non green product: (1) Strongly disagree / (7) strongly agree
Attitudes towards green purchase	5 Items	For me purchasing a green product will be "Doubtful" (1)/"Trusworthy" (7)
		For me purchasing a green product will be "Foolish" (1)/"Wise" (7)
		For me purchasing a green product will be "Unpleasant" (1)/"Pleasant" (7)
		For me purchasing a green product will be "Harmful" (1)/"Beneficial" (7)
		For me purchasing a green product will be "Unattractive" (1)/"Attractive" (7)
Anticipated positive emotion	3 Items	If I Purchase a green product I will feel secure: (1) Strongly disagree / (7) strongly agree
		If I Purchase a green product I will feel special: (1) Strongly disagree / (7) strongly agree
		If I Purchase a green product I will feel committed: (1) Strongly disagree / (7) strongly agree
Anticipated negative emotion	3 Items	If I don't purchase a green product I will feel guilty: (1) Strongly disagree / (7) strongly agree
		If I don't purchase a green product I will feel ashamed: (1) Strongly disagree / (7) strongly agree
		If I don't purchase a green product I will feel uncomfortable: (1) Strongly disagree / (7) strongly agree
Desire	4 Items	I have the desire to do a sustainable purchase: (1) Strongly disagree / (7) strongly agree
		I have the desire to impact less the environment: (1) Strongly disagree / (7) strongly agree
		I have the desire to be commited against climate change: (1) Strongly disagree / (7) strongly agree
		I have the desire to be well seen by the others
Green Purchase Intention	3 Items	How likely are you to buy a green product in the following week? (1) Very unlikely / (7) Very likely
		I will do an effort to buy a green product in the following week: (1) Strongly disagree / (7) strongly agree
		If I have a choice between a green product and a non green product with the same characteristic, I would rather buy the green product: (1) strongly disagree / (7) strongly agree
Past behaviour	2 items	How often do you buy green product ? (1) Never / 5 (always)
		The last 3 months, I bough frequently green product (1) strongly disagree / (7) strongly agree

TABLE 3. QUESTIONNAIRE QUESTIONS

Data analysis procedure

Analysis of data collected will be done following the structural equation modeling (SEM) since it is an interesting technique to measure multivariable causal relationships. We will seek for the most relevant relationships that verify the hypothesis previously made. The identification of the key performance indicators will help to underline those ones. First we will have a look to Urban/Rural differences in terms of environmental concern in order to compare them with the previous studies of the domain. Then we will have a closer look to the green purchasing intention of our sample and observe what are the main factors leading to this behaviour. Finally, we will identify the limitation encountered and propose some clues for developing future studies.

9 | EXPECTED CONTRIBUTION

Scholarly Contributions

A plethora of research have already been made on this subject focusing on different variable (gender) or group of individuals (specific areas). Those studies will help us to understand the tendency of green purchasing and environmental concern of people. Some of them will give us an axe to follow about the young generation and the other will be more helpful on the differences between urban and rural. The gaps we found on that research were on the lack of studies in France and Europe in general. Furthermore, the few studies made on this topic had worked on very small sample (less than 200) and focus on specific area (one region or just few different villages). Kanchanapibul (2014) also explained that when studying the green purchase intention, we should broaden the scope to general environmental attitudes by comparing "different group of consumers" (Kanchanapibul, 2014, p. 534). Therefore, we decided to question the attitudes towards the environment of rural and urban people. Another study pointed out the necessity to study the variable(s) mediating environmental values, attitudes, and behaviour (Berenguer, et al., 2005). Thus, we designed a model regrouping those factors with other relevant variables and expect to find strong relationships that could explain the process of green purchasing behaviour.

The role of emotion in ecological behaviour was previously studied in different research (Carrus et al., 2008, Kals et al., 1999) and they showed a pertinent relationship between emotions and customer's ecological behaviour. However, it was suggested to go further in researching the nature of emotions and their link with attitudes, intention, and behaviour (Malhotra (2005). Therefore, it will be useful to bring fresh information about anticipated emotions and their role to form desire toward green product purchasing. Future studies will be able to base their research on the result obtained and go further in explaining the role of emotions toward desire in other fields and compare the AEs that initiate the desire to buy a normal product and to buy a green product. Are they the same involved in both process? If they differ, what are the differences between AEs at the origin of green purchasing and the ones that are at the origin of normal purchase? We can also think about anticipated emotions initiator, what are the factors that make consumer anticipated precise emotions. Is it social norms? Past behaviour control? Or personal norms? These are all the question that can be developed based on our research. It may be just the beginning of a long investigation, that will serve to a plethora of studies in the field of purchasing intention.

This research article will bring new data about France a country where the Urban/Rural differences of environmental concerns haven't been studied. It will also contribute to explain the relationship between desire and green purchasing intention which may help future researcher to develop new model of green purchasing behaviour. We also used the theory of green purchasing behaviour (Heesup Han, 2020) which is a very recent model that haven't been tried out so many times. Therefore, with our article and our result we will contribute to review the model and maybe be able to propose relevant changes.

Implications for Business and Society

The implication for the business will be essentially in the marketing field. It will give the important factors affecting the green purchasing intention and thus, help the marketers to understand the expectation of the customers. What lead the customer to buy a green product? What are the specificities of Urban and Rural customer? In what way they differ in terms of green purchasing? Do environmental concern lead to similar behavioral intentions? All of these questions are relevant to ask when developing a new environmental product. It will help to define the scope of customer to target, how to reach them and make them buy the product. If the marketers understand the hidden process of green decision making, they will be able to advertise in a pertinent manner and propose green product answering as well as possible to consumer need and expectation. In the meantime, this study will define how to assess the differences between urban and rural young consumers that represent the future of our society and the working class the next decades. Therefore, it is of major importance to understand this generation of young adults and their green purchase intention to modify if needed the EPD that could be revised to match better to this generation's expectations.

The implication of this study can be for policies makers as well. Indeed, by understanding the differences between rural and urban in terms of environmental concern, they can adapt the environmental policies to match with the specificities of the living area. For example, since rural inhabitants seem less concern about air pollution new policies can be applied in rural area to avoid polluting industry or consumption. Therefore, this study will bring the proper information to develop policies on a case-by-case basis. It will thus impact the society via the new policies that can be inspire from the analysis of our research paper.

10 | WORK PLAN

% done	Phase	Due By	Notes
Master Thesis Florian Latour			
100%	Research proposal	5-Jul-21	Should include a maximum of references and a well structure plan for the study. Starting litterature review, introduction and theoritical framework.
100%	Litterature review	5-Jul-21	Continuously seeking for new references that are relevant for our research. The references should be written according the APA style (ex: Ahmed, S. (2012). On being included: Racism and diversity in institutional life. Duke University Press.)
100%	Introduction	5-Sep-21	Taking the brief introduction from the research proposal, write the thesis introduction explaining the research domain and the context/problems around. Introduce the different theories that will be used for your study. Explain the scholarly discussion about the topic, research gaps, and the expected contributions. It should include the research aim as well.
100%	Theoritical framework	15-Sep-21	Using the litterature review, explain the main concepts/definitions, scholarly discussion and theories (and alternative ones) supporting your study. Divide this section into subsections according to the subtopics embedded in your research main topic.
100%	Model development	20-Sep-21	Explain how the main factors/constructs of your delimited topic are interrelated and addressed in the scholarly literature. State clearly and objectively your research hypotheses/assumptions. Insert a figure with your research model (mandatory for quantitative studies). Justify your choices. Finally develop a new model that will support the hypothesis you want to test.
100%	Methodology	25-Sep-21	Explain the (1) research design, (2) application domain (and unit of investigation), (3) target sample characteristics, (4) data collection procedures (instrument and items), and (5) data analysis procedures. Justify your choices.
100%	Exposé	3-Oct-21	Exposé submission regrouping all the above phases
10%	Questionnaire preparation	15-Oct-21	Sphinx will be used to develop the questionnaire. It should be clear and question all the hypothesis you formulated in the research model phase. It should be try several times before its publication in order to correct eventual mistakes.
0%	Questionnaire publication	20-Oct-21	Publication of the survey through the different platforms defined in the methodology phase
0%	Data collection	30-Oct-21	Try to reach the target sample, need to be supervised every day to prevent any problem with the sample.
0%	Data analysis	15-Nov-21	Processing the data cleaning. Then, using the Structural equation modeling we will analyse the data collected from the questionnaire.
0%	Thesis writing	10-Dec-21	Writing the thesis and the result obtained in our study. Don't forget to put the limitations of the research and advice further possible axes for future studies.
0%	Thesis presentation	19-Jan-22	Prepare a powerpoint presenting the result obtained in your study. Explain the different procedure applied during the research process.

TABLE 4. WORK PLAN

11 | REFERENCE

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