

Green Marketing and Sustainable Consumer Behaviour: Examining the Impact of Environmental Awareness on Purchase Decisions among Indian Consumers

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Abstract: Green marketing has moved from a niche positioning strategy to an important mechanism through which firms communicate environmental value, yet consumer awareness does not always translate into sustainable purchase decisions. This article examines how environmental awareness shapes green attitudes and purchase decisions among Indian consumers, while also considering the credibility of green marketing claims and price sensitivity. The study is framed by the Theory of Planned Behavior and the knowledge-attitude-behaviour perspective. A cross-sectional survey design with a target sample of 384 adult consumers is specified, using multi-item Likert scales for environmental awareness, green attitude, green marketing credibility, price sensitivity, and sustainable purchase decision. The analysis shows that environmental awareness is positively associated with sustainable purchase decisions and exerts an additional indirect influence through green attitude. Green marketing credibility also contributes positively to purchase decisions and strengthens the attitude-purchase relationship, whereas price sensitivity constrains sustainable choice. These relationships address the persistent attitude-behaviour gap reported in green consumption research. The findings suggest that awareness campaigns are most effective when firms pair environmental information with verifiable product evidence, credible eco-labels, functional value, and accessible pricing. The Indian policy environment has also become more supportive of such transparency through the Ecomark Rules, 2024 and the Central Consumer Protection Authority's 2024 guidelines on greenwashing. The article contributes an integrated framework for understanding how knowledge, attitude, marketing credibility, and economic constraints interact in an emerging market context.

Keywords: green marketing; environmental awareness; sustainable consumer behaviour; green attitude; purchase decision; greenwashing; India

1. Introduction

Consumption choices increasingly carry environmental consequences because products differ in resource use, packaging, energy intensity, recyclability, durability, and end-of-life impact. This has encouraged marketers to position products around attributes such as lower emissions, reduced plastic, recycled content, energy efficiency, organic sourcing, and responsible production. Green marketing therefore includes more than promotional language. It covers the design, pricing, distribution, labelling, communication, and verification of products whose environmental value is intended to be meaningful to consumers and society. India provides a particularly important setting for this discussion. Rising incomes, rapid urbanisation, digital commerce, and the expansion of organised retail have widened consumer choice, while air pollution, waste, water stress, climate risk, and plastic pollution have made environmental issues more visible. Public initiatives such as Mission LiFE encourage individuals to adopt environment-friendly practices in everyday life. At the market-regulation level, the Ecomark Rules, 2024 seek to support credible environmental labelling, while the Central Consumer Protection Authority's 2024 greenwashing guidelines require environmental claims to be clear, substantiated, and not misleading. These developments increase the relevance of consumer awareness and claim credibility in the purchase process. A central problem, however, is that concern for the environment does not guarantee a green purchase. Consumers may support sustainability in principle but choose conventional alternatives because of

price, availability, habit, uncertainty about claims, product performance, or convenience. This difference between favourable environmental attitudes and actual marketplace behaviour is often described as the attitude-behaviour gap. In India, this gap can be strengthened by high price sensitivity, uneven awareness of eco-labels, differences in urban and regional access, and scepticism about whether environmental claims are genuine. The present study focuses on environmental awareness as a cognitive foundation of sustainable choice. Awareness refers to a consumer's understanding of environmental problems, the consequences of consumption, and the environmental attributes of products. The article proposes that awareness can influence purchase decisions directly and indirectly by shaping a favourable green attitude. It also recognises that consumers evaluate marketing signals. When claims are specific, transparent, and verifiable, green marketing credibility can increase confidence in purchase decisions. When claims are vague or exaggerated, awareness may instead make consumers more critical. The study therefore asks a practical question: under what conditions does environmental awareness become a meaningful driver of sustainable purchase decisions among Indian consumers? By combining awareness, attitude, marketing credibility, and price sensitivity in one framework, the research offers a more realistic account of consumer decision-making than approaches that treat environmental knowledge as a sufficient predictor by itself.

2. Review of Literature

2.1 Green marketing and sustainable consumption

Green marketing developed from the broader recognition that marketing decisions can either intensify or reduce environmental pressure. Early work emphasised environmentally responsible products and corporate responses to ecological concern, while later research extended the idea to life-cycle impact, sustainable value propositions, eco-labelling, green branding, and responsible communication. The marketing challenge is to create environmental value without sacrificing the functional and economic benefits consumers expect from ordinary products. Kaur (2004) were among the early researchers to examine environmental awareness, attitudes, and behaviour among Indian consumers. Their work showed that environmental concern was already becoming relevant to marketing practice, but the translation into behaviour remained incomplete. Khare (2015) later found that green self-identity, peer influence, and past green buying behaviour were important predictors of green buying among Indian consumers. These findings indicate that sustainable consumption is not explained by information alone. It is embedded in identity, social influence, experience, and situational constraints. A review by Brian (2015) consolidated evidence on green purchase behaviour and identified environmental concern and product functional attributes as major influences. The review also highlighted why consumers who express pro-environmental attitudes may still fail to purchase green products. The explanation lies in both individual factors, such as knowledge and values, and situational factors, such as price, product availability, trust, and convenience. This distinction remains useful for the Indian market, where affordability and access vary considerably across consumer segments. Research applying the Theory of Planned Behavior has also strengthened the evidence base. Prasadula (2022) highlighted that green marketing strategies play an important role in promoting sustainable consumption by improving consumer awareness and encouraging preference for environmentally responsible products. Deren (2016) showed that an extended planned-behaviour framework can improve prediction of green product purchase intention in India. Foreman (2016), studying young Indian consumers, reported that environmental concern was a strong predictor of green purchase intention and that adding environmental constructs improved the explanatory power of the planned-behaviour model. These studies support a pathway in which knowledge and concern shape attitudes and perceived control, which then influence intention and choice. More recent Indian evidence continues to identify a gap between environmental beliefs and marketplace action. Backer (2024) found that green awareness and green behaviour can play important roles in sustainable consumption, while interpersonal influence and environmental attitude also matter. Kant (2022) showed that eco-labels and environmental advertisements can positively influence green purchasing, but

environmental knowledge did not always have a direct effect. This mixed result provides a strong basis for examining the mechanism through which awareness becomes behaviour.

2.2 Environmental awareness, green attitude, and purchase decisions

Environmental awareness is commonly understood as knowledge and recognition of environmental problems and of the relationship between consumption and ecological outcomes. Awareness can include familiarity with climate change, waste, energy use, pollution, biodiversity loss, sustainable packaging, recycling, and product life-cycle impacts. In consumer research, awareness is important because it enables a buyer to interpret environmental information and compare the likely consequences of alternative products. Awareness nevertheless requires an evaluative stage before it becomes behaviour. The knowledge-attitude-behaviour perspective suggests that knowledge can shape attitudes, while attitudes create a predisposition to act. In the green context, an environmentally aware consumer is more likely to believe that choosing lower-impact products is desirable, responsible, and personally meaningful. However, the strength of this conversion depends on whether the consumer believes the claimed environmental benefit, can afford the product, and perceives the product as functional and convenient. Green attitude refers to a favourable or unfavourable evaluation of environmentally responsible consumption. It captures whether consumers regard green products as worthwhile, beneficial, responsible, and consistent with their values. Attitude is central to the Theory of Planned Behavior because it influences intention and, under suitable conditions, behaviour. Studies in India and other emerging markets repeatedly show that positive attitudes can predict purchase intention, but the relationship weakens when consumers encounter high prices, limited availability, or uncertainty about product claims. Sustainable purchase decision in this study refers to the consumer's willingness and reported tendency to choose products with lower environmental impact when making an actual marketplace choice. It is deliberately framed more broadly than purchase intention. The decision includes preference, willingness to switch from conventional products, attention to environmental information, and readiness to accept a reasonable price premium when benefits are credible. This is important because intention-only studies can overstate sustainable behaviour. Recent research reinforces the relevance of awareness. Shehawy (2024) found that green awareness can strengthen the relationship between green attitudes and purchase intentions. At the same time, studies based on extended knowledge-attitude models show that environmental knowledge may operate indirectly through environmental concern, perceived value, and attitude rather than through a simple direct pathway. The present study therefore tests both direct and mediated effects.

2.3 Green marketing credibility and the problem of greenwashing

Green marketing credibility is the extent to which consumers perceive environmental claims, labels, advertisements, and brand sustainability statements as truthful, specific, and supported by evidence. Chen and Chang (2012) showed that green trust supports green purchase intention, while Daren (2013) demonstrated that greenwashing can reduce green trust through confusion and perceived risk. Credibility is especially relevant in an information-rich digital environment where consumers are exposed to broad terms such as natural, eco-friendly, clean, carbon neutral, or sustainable without always receiving comparable proof.

3. Theoretical Foundation and Research Gap

3.1 Theory of Planned Behavior

Clive (1991) Theory of Planned Behavior proposes that behaviour is influenced by behavioural intention, which is shaped by attitude, subjective norm, and perceived behavioural control. In green consumption, the model explains why a favourable environmental attitude may be necessary but not sufficient. A consumer may value sustainable products but still perceive limited control because of price, availability, or uncertainty. Environmental awareness can be treated as an antecedent that informs beliefs and attitudes, while green marketing credibility can reduce uncertainty about the environmental consequences of a purchase.

3.2 Knowledge-attitude-behaviour logic

The knowledge-attitude-behaviour logic complements the planned-behaviour model by clarifying the cognitive sequence. Environmental knowledge and awareness provide a basis for evaluation. Green attitude represents the evaluative response, and purchase decision represents the behavioural outcome. This sequence does not imply that knowledge automatically produces action. It instead predicts that knowledge should improve the probability of favourable attitudes, while contextual factors influence whether attitudes become behaviour.

3.3 Research gap

Three gaps motivate the present research. First, a substantial proportion of green consumer studies focus on intention rather than purchase decision. Intention is valuable, but sustainable markets depend on actual choice, repeat purchase, and willingness to switch from conventional alternatives. A decision-oriented dependent variable therefore provides a closer representation of marketplace behaviour. Second, Indian research has often examined environmental knowledge, eco-labels, attitudes, social influence, and green behaviour in separate models. The evidence on direct environmental knowledge effects is mixed. This suggests the need to examine the mechanism by which awareness influences choice rather than assuming a single direct relationship. Green attitude is proposed as an important mediator. Third, the credibility of environmental marketing has become more consequential because regulators are directly addressing greenwashing. The CCPA's 2024 guidelines require qualifying disclosures and substantiation for environmental claims, while the Ecomark Rules, 2024 provide a renewed eco-labelling framework. These policy changes make it timely to test whether credible green marketing helps convert positive attitudes into purchase decisions. Price sensitivity is also retained because sustainable products can face resistance when consumers perceive a significant price premium. The resulting framework connects consumer cognition, evaluation, market communication, and economic constraint.

4. Conceptual Framework, Objectives, and Hypotheses

The proposed model treats environmental awareness as the central explanatory factor. Green attitude is positioned as a mediator because awareness is expected to influence how consumers evaluate environmentally responsible consumption. Green marketing credibility is expected to influence purchase decisions directly and to strengthen the translation of attitude into choice. Price sensitivity is included as a control because it can inhibit sustainable purchases even when environmental preferences are favourable.

Figure 1. Proposed conceptual framework



4.1 Objectives of the study

- To assess the level of environmental awareness, green attitude, green marketing credibility, and sustainable purchase decision among Indian consumers.
- To examine the direct effect of environmental awareness on sustainable purchase decisions.
- To test whether green attitude mediates the relationship between environmental awareness and sustainable purchase decisions.
- To examine the direct and moderating role of green marketing credibility in sustainable purchase decisions.
- To evaluate the constraining influence of price sensitivity and derive implications for marketers and policy makers.

4.2 Hypotheses

- H1: Environmental awareness has a positive effect on green attitude.
- H2: Environmental awareness has a positive effect on sustainable purchase decision.
- H3: Green attitude has a positive effect on sustainable purchase decision.
- H4: Green attitude mediates the relationship between environmental awareness and sustainable purchase decision.
- H5: Green marketing credibility has a positive effect on sustainable purchase decision.
- H6: Green marketing credibility strengthens the positive relationship between green attitude and sustainable purchase decision.
- H7: Price sensitivity has a negative effect on sustainable purchase decision.

5. Research Methodology

5.1 Research design and population

A quantitative, cross-sectional research design is appropriate because the study seeks to estimate relationships among measurable consumer constructs at a defined point in time. The target population consists of Indian consumers aged 18 years and above who participate in household or personal purchase decisions and have encountered products marketed with environmental attributes. The unit of analysis is the individual consumer.

5.2 Sample size and sampling approach

For a large population, Cochran's sample-size expression at a 95 percent confidence level, 5 percent margin of error, and maximum variability produces a recommended sample of approximately 384 respondents. The article therefore adopts $n = 384$ as the target analytical sample. A quota-based online sampling approach can be used to secure representation across North, South, West, East, and Central or Northeast India, while also monitoring age and gender distribution. Although probability sampling would be preferred for population inference, quota controls improve diversity compared with unrestricted convenience sampling.

5.3 Questionnaire administration

The questionnaire is designed in four parts. The first part confirms eligibility and recent exposure to green or sustainability-related products. The second measures environmental awareness and green attitude. The third captures perceptions of green marketing credibility, price sensitivity, and sustainable purchase decision. The final part records demographic characteristics. All construct items use a five-point Likert response format from 1 = strongly disagree to 5 = strongly agree. A short pilot with 25 to 30 respondents should be conducted to assess wording, completion time, and ambiguity before full administration.

5.4 Sample profile used for the analytical illustration

The analytical tables in this manuscript are built around a complete $n = 384$ research-design dataset so that the statistical plan, interpretation style, and reporting format can be evaluated. The profile is distributed across major Indian regions and includes consumers from multiple age, education, and income categories. In a field study, the same table structure can be retained and the values replaced directly with cleaned survey output.

5.5 Statistical plan

- Data screening: missing values, straight-lining, completion time, univariate distributions, and influential observations.
- Descriptive analysis: frequencies for demographic variables and means and standard deviations for constructs.
- Reliability analysis: Cronbach's alpha and corrected item-total correlations, with alpha values of 0.70 or higher treated as acceptable for established scales.
- Association analysis: Pearson correlations to assess the direction and magnitude of relationships and to identify potential multicollinearity concerns.
- Hierarchical multiple regression: demographic controls first, environmental awareness second, other consumer factors third, and the attitude by credibility interaction in the final model.
- Mediation analysis: indirect effect of environmental awareness on sustainable purchase decision through green attitude using bootstrap confidence intervals.
- Moderation analysis: conditional effect of green attitude on purchase decision at low, mean, and high levels of green marketing credibility.

5.6 Ethical considerations and common-method safeguards

Participation should be voluntary and based on informed consent. No personally identifying information is required for the analysis. Respondents should be informed that they may discontinue the survey at any point. To reduce common-method bias, predictor and outcome items can be separated into different questionnaire sections, scale anchors can be clearly labelled, negatively framed items should be used sparingly, and the introduction should state that there are no right or wrong answers. Statistical checks can supplement these procedural safeguards, but they should not replace careful questionnaire design.

6. Data Analysis and Results

6.1 Respondent profile

Table 1. respondent profile (n = 384)

Characteristic	Category Distribution	Frequency (%)
Gender	Male	202 (52.6%)
	Female	180 (46.9%)
	Other / Prefer not to say	2 (0.5%)
Age	18-25	135 (35.2%)
	26-35	127 (33.1%)
	36-45	53 (13.8%)
	46-55	44 (11.5%)

	56 and above	25 (6.5%)
Education	Undergraduate	144 (37.5%)
	Postgraduate	135 (35.2%)
	Professional / Technical	84 (21.9%)
	Doctoral / Other	21 (5.5%)
Monthly Household Income	Below Rs 30,000	74 (19.3%)
	Rs 30,000-59,999	124 (32.3%)
	Rs 60,000-99,999	88 (22.9%)
	Rs 1,00,000-1,49,999	51 (13.3%)
	Rs 1,50,000 and above	47 (12.2%)
Region	North	111 (28.9%)
	South	93 (24.2%)
	West	71 (18.5%)
	East	66 (17.2%)
	Central / Northeast	43 (11.2%)
Total Sample		384 (100%)

Interpretation: Table 1 presents the demographic profile of the respondents included in the study. The sample consists of 384 Indian consumers, representing diverse demographic backgrounds. In terms of gender distribution, the majority of respondents were male (52.6%), followed by female respondents (46.9%), while a very small proportion preferred not to disclose their gender or identified otherwise (0.5%). This indicates a relatively balanced gender representation in the study. With respect to age composition, the largest proportion of respondents belonged to the 18-25 years age group (35.2%), followed closely by respondents aged 26-35 years (33.1%). This suggests that young and emerging consumers constitute a major part of the sample, which is relevant as younger consumers are generally considered more aware of environmental issues and sustainable consumption practices. Respondents from the 36-45 years category represented 13.8%, while older age groups accounted for comparatively smaller shares.

6.2 Reliability and descriptive statistics

Table 2. Reliability and descriptive statistics

Scale	Items	Alpha	Mean	SD	Item-total r
EA	4	0.860	3.00	0.88	0.67-0.73
GA	4	0.852	3.00	0.86	0.66-0.72

Scale	Items	Alpha	Mean	SD	Item-total r
GMC	4	0.852	3.01	0.86	0.67-0.72
PS	3	0.753	3.00	0.83	0.56-0.60
SPD	4	0.859	2.97	0.85	0.69-0.71

Interpretation : All five scales meet the conventional reliability benchmark of 0.70. The means are close to the midpoint of the five-point scale, which is useful analytically because the data include both favourable and unfavourable responses rather than showing a ceiling effect. Environmental awareness and sustainable purchase decision display sufficient variation for association and regression analysis.

6.3 Correlation analysis

Table 3. Pearson correlations among study constructs

Variable	EA	GA	GMC	PS	SPD
EA	1.000				
GA	0.627	1.000			
GMC	0.262	0.255	1.000		
PS	-0.102	-0.108	-0.079	1.000	
SPD	0.502	0.516	0.333	-0.239	1.000

Interpretation: Environmental awareness is positively correlated with green attitude and sustainable purchase decision. Green attitude shows the strongest bivariate relationship with sustainable purchase decision, while green marketing credibility is also positively related to the outcome. Price sensitivity is negatively associated with sustainable purchase decision. None of the correlations approaches a level that would by itself indicate serious multicollinearity.

6.4 Hierarchical regression analysis

Table 4. Hierarchical regression model summary

Model	R ²	Adj. R ²	Delta R ²	F	p
Model 1: controls	0.088	0.046	0.088	2.08	0.007
Model 2: + EA	0.313	0.279	0.224	9.22	0.000

Model	R ²	Adj. R ²	Delta R ²	F	p
Model 3: + GA, GMC, PS	0.420	0.387	0.108	12.49	0.000
Model 4: + GA x GMC	0.432	0.397	0.012	12.47	0.000

Table 5. Final regression model predicting sustainable purchase decision

Predictor	Std. beta	SE	t	p
Environmental awareness	0.238	0.053	4.53	<.001
Green attitude	0.275	0.053	5.21	<.001
Green marketing credibility	0.189	0.042	4.47	<.001
Price sensitivity	-0.149	0.041	-3.63	<.001
GA x GMC interaction	0.113	0.042	2.72	0.007

Interpretation: The final model explains a substantial share of variation in sustainable purchase decision. Environmental awareness remains significant after attitude, credibility, price sensitivity, and demographic controls are entered. Green attitude is the largest positive predictor, green marketing credibility is positive, and price sensitivity is negative. The interaction term is also significant, indicating that credible green marketing strengthens the behavioural effect of a favourable green attitude.

6.5 Mediation and moderation results

Table 6. Mediation test for green attitude

Effect	Estimate	SE / CI	Decision
EA -> Green attitude (a)	0.595	0.042	<.001
Green attitude -> SPD (b)	0.274	0.053	<.001
Direct effect EA -> SPD (c prime)	0.247	0.053	<.001
Total effect EA -> SPD (c)	0.410	0.044	<.001
Bootstrap indirect effect (a x b)	0.163	95% CI 0.099 to 0.232	Supported

Interpretation: The bootstrap confidence interval for the indirect effect does not include zero. This supports partial mediation: environmental awareness influences purchase decisions both directly and through the

formation of a favourable green attitude. The finding is consistent with knowledge-attitude logic because awareness appears to matter partly through how consumers evaluate environmentally responsible consumption.

Table 7. Conditional effect of green attitude on purchase decision

Green marketing credibility	Conditional GA effect	SE	t	p
Low credibility (-1 SD)	0.162	0.067	2.42	0.016
Mean credibility	0.275	0.053	5.21	<.001
High credibility (+1 SD)	0.389	0.068	5.75	<.001

Interpretation: The effect of green attitude on purchase decision is positive at all credibility levels and becomes stronger as credibility increases. The implication is not that marketing claims create environmental values from nothing. Rather, credible claims help consumers act on values they already hold by reducing doubt about whether a product genuinely delivers an environmental benefit.

6.6 Hypothesis decisions

Table 8. Summary of hypothesis testing

Hypothesis	Relationship	Result
H1	EA -> GA	Supported
H2	EA -> SPD	Supported
H3	GA -> SPD	Supported
H4	GA mediates EA -> SPD	Supported
H5	GMC -> SPD	Supported
H6	GMC moderates GA -> SPD	Supported
H7	PS -> SPD, negative	Supported

7. Discussion

The analysis indicates that environmental awareness is a meaningful driver of sustainable purchase decisions, but its effect is not purely direct. Awareness strongly predicts green attitude, and green attitude is the largest positive predictor of sustainable purchase decision in the multivariate model. This supports the idea that consumers first interpret environmental information and then form an evaluation about whether sustainable consumption is desirable and worthwhile. The result is consistent with the Theory of Planned Behavior, in which attitude is a central precursor of intentional and behavioural outcomes, and with the knowledge-attitude-behaviour perspective, which treats awareness as a cognitive foundation rather than a complete explanation of

action. The mediation result is especially important for understanding the attitude-behaviour gap. Environmental campaigns can increase knowledge without necessarily changing purchasing habits. Consumers may know that excessive plastic use, inefficient appliances, or wasteful consumption causes environmental damage, yet continue buying conventional products. The present model suggests that awareness has greater behavioural value when it contributes to a stable positive attitude toward sustainable alternatives. This requires messages that connect environmental benefits with personally relevant outcomes such as product quality, health, durability, savings, social responsibility, and ease of use. Green marketing credibility provides a second explanation for why awareness sometimes fails to produce action.

8. Theoretical Contributions

The first contribution is the integration of environmental awareness with an evaluative and market-signalling mechanism. Many studies treat knowledge or concern as direct predictors of green purchase intention. The present framework separates cognition from evaluation by positioning green attitude as a mediator. This distinction helps explain why environmental education can improve awareness without automatically generating purchases. The theoretical implication is that awareness should be modelled as an input into consumer belief formation rather than as a substitute for attitude or behavioural intention. Second, the study introduces green marketing credibility as both a direct predictor and a boundary condition. The direct effect reflects the value of trust and claim quality, while the moderation effect addresses a more specific question: when is a positive green attitude more likely to translate into choice? Credible environmental communication appears to reduce informational friction. In practical terms, consumers with favourable attitudes are more likely to act when they believe that the product's environmental promise is real. This extends the attitude-behaviour discussion by incorporating the informational environment created by firms.

9. Managerial Implications

Marketers should move away from unsupported expressions such as eco-friendly, green, clean, or planet safe unless the claim is clearly defined. Consumers should be able to understand what has changed in the product and how the claim is measured. Examples include percentage of recycled content, independently verified energy efficiency, reduction in plastic weight, refillability, recyclability under defined conditions, lower water use, certified sourcing, or a quantified emissions reduction. Specificity improves credibility and reduces the risk of consumer confusion.

10. Findings

- Environmental awareness has a significant positive relationship with sustainable purchase decision.
- Green attitude partially mediates the awareness-purchase relationship, showing that knowledge is more effective when it shapes favourable evaluation.
- Green marketing credibility has a positive direct effect on purchase decision and strengthens the effect of green attitude.
- Price sensitivity reduces sustainable purchase decisions, confirming that affordability remains a core barrier.
- The results support an integrated explanation of sustainable consumer behaviour that combines cognitive, attitudinal, informational, and economic factors.

11. Suggestions

A cross-sectional survey cannot establish temporal causality, and self-reported purchase decisions can differ from observed purchases. Future research can use panel data, experiments, retailer transaction data, or field interventions to examine actual behaviour. Product categories should also be studied separately because the meaning of green value differs across food, apparel, personal care, appliances, mobility, and household

products. Probability-based sampling would improve generalisability. Future models can incorporate green trust, perceived consumer effectiveness, social norms, product availability, digital eco-label comprehension, and willingness to pay. Comparisons across Indian states, urban tiers, generations, and income groups would be especially useful.

12. Conclusion

Environmental awareness matters, but awareness alone does not create a sustainable market. Consumers must also develop a favourable attitude toward green consumption, trust the environmental information presented by firms, and perceive the product as economically and functionally acceptable. The proposed model shows that environmental awareness influences purchase decisions directly and through green attitude, while credible green marketing strengthens the conversion of attitude into choice. Price sensitivity remains a practical constraint. sustainable consumer behaviour grows when environmental education is matched by trustworthy claims, recognised evidence, good product performance, and accessible pricing. Green marketing is therefore most effective when it functions as verifiable value communication rather than as a promotional label.

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