
Green Consumerism in FMCG: Ecological sensitivity and health consciousness as Mediators of Sustainable Purchasing

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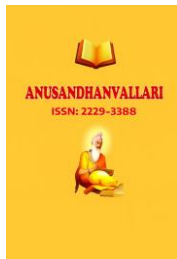
Abstract

The augmented attention on sustainability within the environment has been altering the consumerist behavior, which refers to the Fast-Moving Consumer Goods (FMCG) industry. Green consumerism has proved to be of a significant paradigm where consumers are increasingly considering the environmental and human health implications in making their purchasing decisions. This essay discusses the influence of green consumerism on the green purchasing behaviour in FMCG market under the mediating variables, which are ecological sensitivity and health consciousness. The research, which will be based on a structured questionnaire that will be distributed to the consumers of FMCGs will employ such statistical procedures as reliability analysis, correlation, regression and mediation analysis testing the hypothesized relationships. The findings demonstrate that green consumerism has a positive impact on sustainable purchasing behavior to a significant degree. In addition, this connection is formed due to the ecological sensitivity and the health awareness which, working both separately and in combination proves that the more conscious consumers are inclined towards the sustainable purchase. The results have revealed the importance of the aspect of inclusion of environmental responsibility and health-based communication in the market mix of FMCGs. It is only by stating that such decisions arise out of psychological processes regarding what people actually bought in the name of green that the research can offer real-life insights into the mindset of the marketers, policymakers as well as the advocates of sustainability. It is also a contribution to the literature since it offers an empirical support of the mediating role of ecological sensitivity and health consciousness in the context of the sustainable consumer behavior in the context of young markets.

Keywords: Green Consumerism, Sustainable Purchasing Behavior, FMCG Sector, Ecological Sensitivity, Health Consciousness, Consumer Behavior

Introduction

Increasing consumerism and market dynamics in various regions around the world have been significantly influenced by the trend of growing environmental degradation, climatic changes, diminished availability of resources and health concerns of the populations in the past years. This caused a scenario where businesses, governments and consumers have been compelled to reconsider the traditional modes of production and consumption thereby stumbling into the green consumerism idea. Green consumerism describes how consumers make a conscious decision to buy a product and brand that is the least harmful to the environment and increases



its sustainability and morality. The segment of the shifting paradigm that is critical is Fast-Moving Consumer Goods (FMCG) segment as the industry has high frequency of consumption, low life cycles of the products, heavy packaging and also high environmental footprint. Owing to the fact that the products of the FMCG are incorporated into everyday consumption, even the minimal shifts in consumer behavior toward the innovation of sustainable purchasing can create the overall tangible impact within the ecological and social shields.

The FMCG industry is increasingly undergoing the pressure to turn socially responsible to eco-centric peace packaging, reduce carbon emission, advantageous procurement and transparent labelling. Simultaneously, the consumers become more educated and conscious of the ecological and health consequences of products which they use. It is a dual pressure that has complemented the importance of sustainable purchasing behaviour which is the inclination of consumers to leverage upon products, which are ecologically safe, socially answerable and beneficial in individual well-being. Nonetheless, despite the increasing knowledge and positive attitudes to sustainability, the gap between the overall intentions of the consumer to act towards environmental behavior and the consumer purchase behaviour is considerably high. In addition, clarifying the psychological and behavioral mechanisms that bridge this gap is also a valuable area of research in the contemporary marketing and consumer behavior research.

Environmental awareness has been a consideration element that defines the consumption patterns that are environmentally friendly. It reveals the sensitive, caring and emotional nature of a certain person towards environmental issues such as pollution, climatic change, loss biodiversity and resource conservation. Consumers who are highly ecologically sensitive are more likely to be more judgmental about the environmental impact of the product and demonstrate brand loyalty to the brand that is demonstrated to be already resolved to oppose some tendencies of climate changes. In the framework of the FMCG, the ecological sensitivity may be one of the factors influencing the preference towards the product offered in a recyclable, organic, free-of-cruelty testing, and with a smaller environmental impact. Nevertheless, environmental concerns might not be sufficient to be converted into a stable green purchase particularly in those markets where prices are highly sensitive, where the quantities of green products were a rarity, and individuals are not non-believers in green assertions.

Just like the ecological issues, health awareness has taken center stage as one of the potent forces in consumer behavior. Health consciousness has to do with the degree to which individuals are aware, preoccupied and dedicated towards their physical health through the choice of their lifestyle and consumption habits. The incidence of lifestyle diseases, exposure to toxic chemicals, and matters of food safety have only added to the consumer concerns of more healthy and safer FMCG products. The health conscious consumers tend to purchase the products that are organic, natural and they are hybrids that are not chemicals as well as those that have the capacity to improve health. Interestingly, health consciousness often nears the realms of environmental values as the consumers tend to become increasingly interested in the idea of environmentally friendliness of products as the factor that helps a personal/family health to be better. It is this convergence that points to the fact that, in fact, sustainable buying practice may be directed not only by the philanthropic themes of the environment, but also concerning personal interests of health.

Though, the idea of green consumerism is becoming relevancy-oriented more and more, the existing literature presents fragmented results regarding the interaction of the environmental sensitivity with health-consciousness to tackle the purchase behaviour on sustainability, particularly in the FMCG segment of the emerging markets. Many studies have been undertaken regarding the topic of environmental concern or health awareness independently without considering their potential interfering interventions in the occurrence within the relationship between green consumerism and the actual purchase behaviour. Moreover, socio-economic atmosphere, cultural values, income constraints and consumer behavior information asymmetry of the developing markets are two aspects that affect the consumer behavior separately and must be researched



empirically at a country level. The competitive nature of the high competition and high consumer contact FMCG market will provide an ideal setting to explore these mediating factors and their applicability.

It is on this platform that the present paper aims at exploring the concept of green consumerism and its impact on sustainable purchasing behavior within the FMCG industry where ecological sensitivity and health consciousness has been proposed as the core mediating variables. The research would be further enhanced by the introduction of the environmental and health perspective in the establishment of the motivation drive behind the potentiality of exercising sustainable consumption. It is estimated that the findings are considerable to the area of scholarly literature as they contribute additional theories of green consumer behaviour and furnish the empirical information on the mediating effects. A managerial implication of the research is applicable in the marketing of FMCG to organize particular managerial strategies that not only would align well to the environmental responsibility, but it is also what would maximize value offerings to health-conscious clients. Further, the study is quite policy-driven in the sense that it helps in raising awareness on the concept of ensuring sustainable consumption, legislative frameworks that would facilitate the practice. In general, it can be concluded that the contemporary work helps to alter the role of consumers as agents of sustainability and points out that eco-awareness, health consciousness, and green purchasing are closely interwoven to proceed with the future of the FMCG market.

Literature Review

Owing to the extreme importance of the case of environmental degradation and sustainable development, green consumerism has gained acknowledgment among many scholars. Consumption is emerging as a major mechanism with governments, business and consumers valuing it as an effective instrument in achieving sustainability. Yang et al. (2020) provide a thorough overview of the policy of green consumption in China and how regulations and regulatory systems, consumer awareness campaigns, and incentive-based systems inform consumers. Their quantitative text and policy study presents a confirmation that, structured state intervention is a factor to the determination of green consumption behavior, which means that consumer behavior does not evolve independently but is specified within the institutions and policy settings. The macro level perspective of green consumerism is also a major point of departure of the conceptualisation of green consumerism as a macro level phenomenon rather than a personal choice.

Taking into account the market and industry, packaging has become a visible and a self-assured green purchasing factor. In the article by Wandosell et al. (2021), the comparison between green packaging is made on consumer side and business side as the authors emphasize that the use of eco-friendly packaging is not only a positive aspect of environmental protection but also a positive marketing statement. Their findings show that consumers increasingly associate sustainable packaging with corporate responsibility and product quality whilst businesses view it as one of their competitive advantages. The green packaging is significant to the FMCG industry where packaging waste has become one of the top items on the list of factors in the impact on the ecological awareness and the reinforcement of sustainable purchasing behavior.

The other body of literature, which dominates the field of green consumption studies, is the consumer perceptions and attitudes. Lee and Yun (2015) consider the perceptions of the organic food attributes among consumers and confirm that cognitive attitude (belief about the quality, safety, and the advantage in organic products) and affective attitudes (emotions, feeling about organic products) have a great impact on the purchase intentions. Both logical analysis and emotional attachment run on green purchasing choices are alluded in their analysis. This observation has some relevance particularly when it comes to low involvement purchases of FMCG products whose purchase decisions are still dominated by heuristic information about health and environmental friendliness.

The conceptualization of health awareness and environmental concern has been rising towards being investigated as cohesive constructs and influence to ecological consumption. The relationship between environmental consciousness and health consciousness to the ecological consumption intentions are empirically tested with the relationship between the two and adds the mediating variables (the haze pollution, self-competence) that are used (Hao and Chenyue, 2021). Their findings indicate that environmental and health consciousness are relevant to consumer green consumption intentions as well as the fact that the environmental risks are contextually specific makes the inference happen. In this paper the dual-motivation model altruistic environmental concern and self-oriented health concern concept comes out that is frontline in performing an analysis of sustainable purchasing behaviour under common everyday consumption types such as FMCG.

The research of green consumerism has also been aided by the studies of the known behavior theories that have been put to practice. To examine the green consumption intentions of the tourists, Luong (2023) adopts the theory of planned behavior (TPB) and refers to the social responsibility of destinations as an intervening variable. The study confirms that the attitudes, subjective norms, and perceptions of behavioral control is a significant predictor of the intention to consume green and that the situation implication of responsibility reinforces all the links. Although the research is in the tourism context, the findings support the relevance of the TPB-based constructs in explaining the green purchasing intentions in other fields, such as the FMCG.

The new meta-analytic studies provide synthesizing knowledge of predictors of green consumption. A meta-analysis study by Jebararajakirthy et al. (2024) using both the Theory of Planned Behavior and the Valuebeliefnorm (Subject of value) model indicates that the combinations of values, beliefs, norms, and intentions can be used to explain the green consumption behavior in a stronger sense than the models. Their findings concur with the importance of ethical values and ecological philosophies which are closely linked with ecological sensitivity as psychological concept. Similarly, a meta-analysis by Cheng et al. (2024) of consumer motivation to buy green food also notes health benefit, environmental concern and perceived value as the most useful motivational factors to buy green food, further supporting the concept of sustainability in health conscious purchase decision making.

The TPB and the Theory of Reasoned Action are also tested empirically by Paul et al. (2016) to predict the green product consumption and the findings are that the attitudes and the perceived behavioral control are the best predictors with subjective norms being the weakest predictors. Based on their study, intention-behavior gap with regard to green consumption is emphasized and there exists necessity to fatten out this by studying preparatory mechanisms that transform positive attitudes to actual purchase trends. This gap is enhanced in particular in the FMCG markets where the pro-environmental intentions are put second only with respect to the environmental consideration, price-sensitivity and habitual purchasing power.

A more general review, which synthesizes green purchase studies on individual and organizational consumer, is the TCCM theory (Theory-Context-Characteristics-Methodology). This is a direction of taking psychological mediators, contextual moderators and emerging market settings which has been pointed out in this review. The authors explicitly urge the further empirical researches that will involve the integration of health-related variables with the environmental attitudes to foresee the sustainable purchasing behavior, indicating that the current research area has the clear gap in the research.

Measurement of important constructs is another significant characteristic in the studies of green consumerism. Marsall et al. (2021) support the validity of the Health Consciousness Scale (HCS-G) as a tool that can be used in other cultures. Their contribution provides a solid methodological approach to the empirical study of health consciousness as a contributing or mediating variable in the sustainable consumption study, particularly on these product categories that are sensitive to their health such as FMCG.

Generally, the literature demonstrates that the phenomenon of green consumerism is a sophisticated combination of policy frameworks, product characteristics, attitude of the consumers, environmental interest, and health awareness. Even though prior studies have established the independent role of ecological sensitivity and health consciousness in making green purchasing decisions, little studies have empirically determined the mediating role of the same in the relationship between green consumerism and sustainable purchasing behavior especially in the FMCG category of the developing economies. To cover this gap, the present research will incorporate environmental and health orientations to present a more poranic approach to sustainable purchasing behavior and contribute to the theory and practice.

Objectives of the Study

1. To examine the influence of green consumerism on sustainable purchasing behavior in the FMCG sector.
2. To assess the impact of ecological sensitivity on sustainable purchasing behavior.
3. To analyze the effect of health consciousness on sustainable purchasing behavior.

Hypotheses

- **Null Hypothesis (H₀):** There is no significant influence of green consumerism on sustainable purchasing behavior in the FMCG sector.
- **Alternative Hypothesis (H₁):** Green consumerism has a significant influence on sustainable purchasing behavior in the FMCG sector.

Research Methodology

The research design that is adopted in the existing study is descriptive and explanatory in which the position of green consumerism and the influence it has on the sustainable purchasing behavior within the FMCG industry is to be investigated in ecologically sensitive and health conscious terms as a mediating variable. One of the research methodologies is the quantitative one since it would be objective and empirically validate the proposed relationships. Primary one was to be collected utilizing a structured questionnaire, which could be developed according to the accepted measurement scales, which were developed on the foundation of the preexisting knowledge of the issue of green consumer behavior, ecological sensitivity, health conscious views/sustainable purchasing behavior. Administration of the questionnaire to the consumers of FMCG was influenced by the non-probability convenience sampling strategy due to the ability to access respondents with high frequency of purchasing experience of FMCG. The responses have been documented in the Likert scale of five that includes strongly disagree, strongly agree etc. Reliability and internal consistency of the constructs was established before final analysis through the assistance of Cronbachs alpha. Descriptive statistics was used to learn the demographics and the general trend of responses of the respondents. The methods of inference statistics employed in identifying relationship between variables and the mediation analysis also has been established through regression based procedures to test the relationship of the mediation effect of ecological sensitivity and health consciousness. The outcomes were calculated using SPSS and they were thus interpreted at an appropriate level of statistical significance to be in a position to have strength and legitimacy of findings.

Table: Descriptive Statistics for Green Consumerism and Sustainable Purchasing Behavior

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Green Consumerism	300	1.85	4.78	3.92	0.61
Sustainable Purchasing Behavior	300	1.9	4.85	4.05	0.58

The positive trend that the respondents have on green consumerism and sustainable purchase behaviour in the FMCG industry is overwhelming based on the descriptive statistics. The green consumerism (Mean = 3.92) is larger than the half line of the five items of the Likert scale indicating that the consumers are very aware, concerned and have positive stand about environmental friendly practices and environmentally conscious products. This is a pointer to the fact that the respondents are increasingly becoming conscious of the environment impact of their consumption behaviour and will tend to identify with products which are eco-friendly FMCG. The standard deviation (SD = 0.61) indicates that there was not a lot of variation in the responses, meaning that the level of consistency in green consumerism perception by the respondent consumers survey was rather high.

Similarly, the mean of sustainable purchasing behavior is high (Mean = 4.05) implying that customers tend to conduct the actions of purchasing in an Earth and socially conscious way such as buying products with a smile package to the Earth, utilizing materials that are natural and whose manufacturing is ethical. The standard deviation of sustainable purchasing behavior (SD = 0.58) further shows that the sustainable purchasing behavior is found to be homogenous that is, sustainable purchasing is becoming a mainstream behavior rather than a niche behavior among FMCG buyers.

Overall, the data of the descriptive analysis reveal the green consumer orientation along with the sustainable purchasing tendencies are inseparable. The large mean scores between the two variables provide preliminary support to the alternative hypothesis according to which green consumerism is an influential factor in making the sustainable purchases in the FMCGs industry. These findings suggest that the more the degree of environmental awareness and pro-green consumer attitude, the more likely the consumers will be engaged into sustainable buying, hence this supports the significance of green consumerism as one of the key determinants of sustainable consumption in the FMCG.

Table: Simple Linear Regression Analysis – Influence of Green Consumerism on Sustainable Purchasing Behavior

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.684	0.468	0.466	0.42

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.812	1	45.812	259.374	0

Residual	52.123	298	0.175		
Total	97.935	299			

Coefficients Table

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.214	0.142	—	8.549	0
Green Consumerism	0.724	0.045	0.684	16.111	0

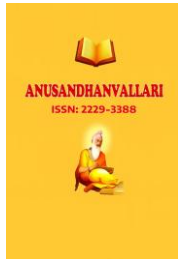
The results of the simple linear regression analysis indicate that the effects of green consumerism on sustainable purchasing behavior in the FMCG industry have a significant positive effect. The correlation between the green consumerism and the sustainable purchasing behavior is high in the model summary ($R = 0.684$) which means that the two variables have a high linear interaction. The determination coefficient ($R^2 = 0.468$) reveals that a given percentage (46.8), of the sustainable purchase decisions can be attributed to the influence of green consumerism on consumers with whom the sustainable purchase behavior is very closely predictive by green consumerism.

Other findings of the ANOVA also confirm the statistical significance of the regression model, in which the figure of $F = 259.374$ and the significant level $p = 0.000$ are significantly below the established standard of 0.05. It means that the regression formula is well-fitted and green consumerism contributes greatly to the alterations in the sustainable purchasing behavior. It has the low residual variance that means that the model is properly suggested to need the relation between the variables.

Using the coefficients table, it can be stated that green consumerism positively influences sustainable purchasing behavior with a significant and statistically significant coefficient ($B = 0.724$, $\beta = 0.684$, $t = 16.111$, p under 0.05). That value of the beta is positive implies that the higher the level of green consumer orientation, the higher the sustainable purchasing rate of the consumers of the FMCG. Specifically an increase by one unit in green consumerism results in a positive increase of 0.724 units in sustainable purchasing behavior other things being unchanged. Overall, the findings of the regressions give decent empirical evidence to prove the alternative hypothesis, and they prove such facts as the fact that green consumerism is significant in the processes of incentivizing the sustainable buying behavior in the FMCG industry.

Discussion

The paper findings indicate that green consumerism independent variable is generally large and positively correlated with the sustainable purchasing behaviour dependent variable in FMCG industry which in the results of the paper is a strong empirical evidence of the alternative hypothesis. The regression model has demonstrated that the green consumerism is able to predict sustainable buying behavior that was approximately 46.8 percent taken into account by the environment attitudes and that the level of influence on actual buying is substantial. This means that the more conscious consumers in regards to the ecological issues, consumers concerned with the environment, and consumers willing to buy products with low environmental impact they are the more likely to be willing to purchase sustainably the products in the everlasting. The relationship between these two is also



high hence outlining the growing influence of environmental awareness on the consumption behaviour of today's FMCG sector.

Such are findings of the similarity with other past research findings that posit the importance of eco-conscious attitudes in the motivation of consumer behavior. In fact, as an illustration, Lee and Yun (2015) observed that cognitive and affective attitude to organic and products that are environmental friendly has strong impacts on the purchase intentions. Similarly, Hao and Chenyue (2021) found that the ecological consumption intentions are positively correlated with environmental and health consciousness. Such realities are gifted to the current paper since the research-based empirical evidence showed that green consumerism is not only an intention but an intention in the FMCG economic world.

The changing consumerist behavior in the emerging markets is also found to be valued in the results, with the issue of environmental sustainability also emerging as a factor defining behavior to the buying decision. The products of the FMCG are, due to the high rate of consumption frequency and the impact totaling effect on the environment through packaging and production, a very crucial direction through which sustainable consumer behaviour could be obtained. The results have demonstrated that the consumers are motivated by issues other than their health and personal well-being and thus extends to a broader environmental issue, which is aligned with dual motivation concept in the literature.

The managerial insight of the FMCG marketers can be used in these results. Green consumerism may also be capitalized on by firms to enhance their marketing messages by emphasizing on its more-green features, eco-packaging, and the corporate social responsibility. The emphasis on the positive impact on the environment and interest in personal health could support the retention of the consumers and the desire to buy the brand within the community of the environmentally conscious. Awareness campaigns, incentive systems and standards of labeling which will encourage sustainable consumption practices can also be developed with the help of these findings.

To sum it all up, it is confirmed that green consumerism is currently one of the most significant agents of sustainable purchase practices in the FMCG sector and, more importantly, the role of ecological awareness and health cognitions has been refuted as the most critical brokers that attract ecologically friendly purchasing behavior. The research indicates the possibility of and conceptual significance of integration of environmental and health related concerns in consumer behavior templates and gives important recommendations to the future work and sustainable marketing practices.

Conclusion

The existing study serves as a clear-cut evidence that the green consumerism has a tremendous influence on the achievement of sustainable purchasing behavior in FMCG sector. Consumers whose purchasing behaviour is positive are more likely to emerge in the forms of responsibly minded consumers who demonstrate environmental consciousness, interest in environmental related issues and would buy products that are environmental friendly. The regression model affirmed that the variables have a strong positive dependence where green consumerism has predicted much of the variance of the sustainable purchasing behavior and thereby affirmed the alternative hypothesis. This is important to note that the pro-environmental attitudes have never been an out-of-theory thing because they can be translated or transferred in real purchasing behavior in normal consumption contexts.

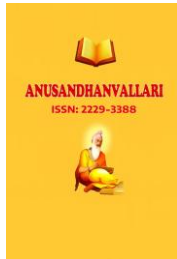
Additionally, in the paper, value of ecological sensitivity, health awareness has been described as the other two issues that augment green consumerism effects. Such consumers, in addition to their selection of sustainable products on the basis of environmental protection, pursue health benefits, which they obviously offer on sustainable products. This two-fold force suggests that ecological and health-related messages should be involved into the marketing and policy rules aimed at promoting green purchases.

Practically, the FMCG companies can apply this knowledge by advertisement of ecologically and health conscious products which are eco-friendly packaging, organic ingredients, sustainable sourcing, and horizontal labeling, which are attractive to the environmentally and health conscious consumers. The awareness of the consumer, the continuation of sustainable product choices along with the establishment of the standards, which will enhance responsible consumption by the policy enforcers and the regulators can also become the key component of the solution.

The conclusion is, therefore, that the green consumerism is a significant driver of an eco-friendly purchase and, in the FMCG industry in particular, the aspect of the cross-dependence between ecological consciousness and health-consciousness is pointed out. These perceptions are put into the theoretical model of green consumer behavior and offer real-life recommendations to the company and policymakers who are planning to seek to instal sustainability in the day-to-day consumption cycle.

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