

Influence of Green Marketing Practices on Consumer Purchase Intention: The Role of Environmental Awareness and Environmental Attitude

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Abstract:

This paper examines the relationship between green marketing practises (GMP) and consumer purchase intention (CPI) and the moderating effects of environmental awareness (EA) and environmental attitude (EAT). The study utilised a quantitative research design, where the 350 consumers were sampled using a structured questionnaire, and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) through SmartPLS. The results indicate that GMP directly influences EA, EAT and CPI. Moreover, EA has a significant impact on EAT and CPI, and EAT has a positive effect on CPI. Notably, the serial mediation analysis supports the GMP - EA - EAT - CPI pathway, which indicates that the sequential role of awareness and attitude influences purchase intentions. In theory, the present study combines the Theory of Planned Behaviour (TPB) and Value-Belief-Norm (VBN) theory to understand consumer decision-making when making a green consumption choice. In managerial terms, the findings underscore the importance of firms to improve green marketing strategies that promote consumer environmental awareness and positive attitudes to motivate sustainable purchase behaviour. The study adds to the literature by covering mediating factors between GMP and CPI, providing empirical support to sustainability-based marketing strategies.

Keywords: Green Marketing Practices, Consumer Purchase Intention, Environmental Awareness, Environmental Attitude, Theory of Planned Behaviour, Value-Belief-Norm Theory.

1. INTRODUCTION

The growing environmental crisis of the 21st century has increased the worldwide focus on sustainability, compelling organisations to implement green marketing practises (GMP) as a strategic necessity (Nekmahmud et al., 2022). Green marketing involves marketing goods and services on the basis of their environmental advantages, with the intention of minimising ecological footprints and attracting environmentally sensitive customers (Joshi and Rahman, 2015). This paradigm shift is indicative of the larger sustainability trends whereby corporate social responsibility overlaps with the eco-friendly product demand amongst consumers (Paul et al., 2016).

Consumer behaviour is a key component in the effectiveness of green marketing programmes. The psychological and behavioural factors that underlie green purchase decisions are critical to crafting the effective marketing tactics that reflect sustainability objectives (Yadav and Pathak, 2016). Although earlier researches have covered direct associations between GMO and consumer purchase intention (CPI), there is still a huge research gap in regard to mediating effects of environmental constructs, including environmental awareness (EA) and environmental attitude (EAT). These constructs play a significant role in influencing the cognitive and affective reactions of consumers to green marketing activities (Ansu-Mensah, 2021). The current body of the literature mainly addresses direct effects, and it frequently overlooks the intricate relationship between awareness and attitude as the channels through which GMP can impact CPI (Ogiemwonyi et al., 2023). This exclusion restricts theoretical knowledge and practise, especially in emerging markets, where environmental awareness is changing at a fast pace (Borah et al., 2024). Therefore, the current study fills this gap by examining the serial mediation effects of EA and EAT between GMP and CPI.

The problem statement focuses on the lack of empirical research on the effectiveness of green marketing efforts in converting into actual purchase intentions via consumer psychological processes. Such ambiguity suppresses the ability of marketers to tailor green campaigns that would appeal to the target audiences on a more cognitive and emotional level.

The main research questions are: (1) to determine the direct effect of GMP on EA, EAT and CPI; (2) to determine the effect of EA on EAT and CPI; (3) to determine the effect of EAT on CPI; and (4) to test the serial mediation model in which EA and EAT mediate the relationship between GMP and CPI. With such an extensive framework, the research is intended to enrich theoretical knowledge and offer practical advice to the sustainable marketing practise.

2. REVIEW OF LITERATURE

2.1 Green Marketing Practises and Consumer Behaviour: Green marketing practises (GMP) are a set of strategies concerning the promotion of environmentally friendly and sustainable products and services. They encompass the introduction of environmentally friendly product designs, sustainable packaging, green advertisement, and corporate activities that focus on the environment (Paul et al., 2016). GMP is not merely an instrument of differentiation in competitive markets, but it also helps companies match the rising consumerism of sustainability, thus improving brand image and loyalty (Nekmahmud et al., 2022). The effects of GMP on consumer behaviour are multidimensional; they create

a perception of the value of the products as ecologically-sustainable and ethically-friendly, which may result in a higher propensity towards paying higher prices to purchase green products (Yadav and Pathak, 2016). Yet, these practises can be effective depending on consumer receptivity, which is frequently mediated by individual disparities in environmental cognizance and perceptions (Ogiemwonyi et al., 2023). Recent empirical investigations indicate that GMP not only has a direct influence on consumer decision-making by means of influencing purchase intentions but also has an indirect influence by affecting consumer environmental cognitions, including awareness and attitudes, which are psychological processes underpinning green consumption behaviour (Kumar et al., 2022; Garcia and Martinez, 2023). Therefore, the subtle role of GMP in shaping cognitive and affective consumer reactions is an important factor in the development of effective green marketing plans.

2.2 Environmental Awareness: Environmental awareness (EA) is the degree to which consumers have knowledge and comprehension of environmental factors, such as the ecological effects of their consumption decisions and the overall effects on sustainability (Ansu-Mensah, 2021). This construct includes awareness of pollution, resource depletion, climate change, and the rewards of engaging in environmentally friendly behaviours. The elevated rates of EA correlate with an increased tendency to adopt responsible consumption practises, because informed consumers are more sensitive to the environmental characteristics of the products and less tolerant towards unsustainable patterns of production (Borah et al., 2024). EA serves as a cognitive basis that antecedes and influences the development of environmental attitudes and behavioural intentions (Joshi & Rahman, 2015). It functions as an intermediary to the effectiveness of green marketing by facilitating consumers to mediate and internalise environmental messages, which means they impact their evaluative judgments and purchasing behaviours (Ogiemwonyi et al., 2023). Also, EA can be improved by means of targeted marketing communications, informational campaigns, and the disclosure of information, which altogether raise the awareness of consumers about the significance of sustainability in consumption (Ansu-Mensah, 2021). The significance of EA therefore lies in being at the centre of the transition between green marketing activities and the reality of consumer behaviour, which explains why marketers should focus more on awareness-based campaigns.

2.3 Environmental Attitude: Environmental attitude (EAT) reflects affective judgments, attitudes, and dispositions of consumers towards environmental protection and sustainable consumption (Yadav and Pathak, 2016). It represents the level of people having positive or negative attitudes concerning practising behaviours that help to sustain the environment. Enhanced positive green attitude is always associated with greater intention to buy green products because pro-environmental consumers have higher probability of using green products in their purchases (Paul et al., 2016). EAT formation depends on a mix of factors such as environmental awareness in the past, personal values, social norms, and exposure to green marketing messages. Attitudes are an important affective mediator that converts cognitive recognition into intentions to behaviour, acting as a motivational driver that strengthens the commitment of consumers to sustainable consumption (Yadav and Pathak, 2016). The dynamic relationship between awareness and attitude indicates that knowledge regarding environmental issues is only needed, but the creation of positive attitudes is the one that can move consumers to green purchasing behaviour. As a result, emotionally evoking marketing strategies that resonate with the environmental values of consumers can effectively reinforce EAT and, by extension, purchase intentions.

2.4 Consumer Purchase Intention: The concept of consumer purchase intention (CPI) is the potential or readiness of consumers to purchase green products as a key indicator of the actual purchase behaviour in the framework of sustainable consumption. CPI combines cognitive, affective, and normative components, which are assessments that consumers make about product characteristics, environmental attitudes, and the impact of social norms on decision making (Ansu-Mensah, 2021). Knowledge of the antecedents of CPI is critical to marketers looking to promote sustainable consumption trends because it gives clues on the motivational and psychological antecedents leading to green buying behaviour. Empirical studies have shown that those consumers who regard green products as helpful to the environment and aligned with their individual and social values tend to demonstrate high intentions to purchase (Borah et al., 2024). Moreover, the social factors, including peer behaviour, cultural expectations, and social responsibility, support the CPI and shape the subjective norms, promoting environmentally friendly consumption. CPI serves as an important bridge between environmental awareness and attitude and real market behaviour and the need to shape these psychological constructs with green marketing campaigns. Prudent conveyance of environmental advantages, plausible eco-labelling, and openness in green declarations boost trust and lessen doubt, which solidifies CPI (Ansu-Mensah, 2021). The interdependence of cognitive awareness and affective attitude reveals the need to have combined marketing strategies that educate customers and attract their values and emotions in a way that optimises the effect of influencing green purchase decisions and ultimately lead to sustainable development in the market.

2.5 Theoretical Frameworks

Theory of Planned Behaviour (TPB) : According to the Theory of Planned Behaviour (Ajzen, 1991), behavioural intention is the result of three important determinants, attitudes towards the behaviour, subjective norms, and perceived behavioural control. Attitudes include how the individual has positively or negatively rated the performing the behaviour, subjective norms are the perceived social pressure to perform or not perform the behaviour and perceived behavioural control is the perceived ease or difficulty of the behaviour. In the framework of green marketing, TPB offers a strong framework to comprehend how the attitudes and awareness of the environment shape the purchasing intentions of consumers with regard to buying environmentally friendly products (Yadav and Pathak, 2016). Particularly, green marketing practises (GMP) have the potential to influence consumer attitudes, by emphasising the environmental positive impact of products, manipulate subjective norms, by demonstrating that social approval of green consumption is acceptable, and perceived behavioural control through the availability and plausibility of green choices. The proposed theoretical framework supports the hypothesised associations between GMP, environmental awareness (EA), environmental attitude (EAT) and consumer purchase intention (CPI), providing a holistic perspective through which cognitive and normative factors of green purchasing behaviour can be analysed. The focus of TPB on intention as the proximate antecedent of behaviour is highly consistent with the study focus on purchase intention as a key outcome variable, which allows the exploration of both direct and mediating effects under the proposed conceptual framework.

Value-Belief-Norm (VBN) Theory: A concept that builds on the insights of the Value-Belief-Norm theory (Stern, 2000) is the inclusion of personal values, ecological worldviews and moral norms in influencing sustainable behaviour. VBN suggests that individual values shape the beliefs of individuals regarding the state of the environment which in turn triggers personal norms that drive individuals to behave in pro-environmental ways. The mediating constructs crucial to this process are environmental awareness and attitudes, which convert abstract values into tangible behavioural intentions (Borah et al., 2024). VBN theory offers in this context of green marketing, how the internalised value and beliefs of consumers regarding environmental issues are developed and reinforced as a result of marketing communications, which create a feeling of moral responsibility to participate in green consumption. This inspirational approach supplements TPB by emphasising the ethical and normative aspects behind consumer choices and, as a result, offers a more detailed account of the psychological processes with which GMP modulates CPI. This enables an analysis of the mediation of the effect of marketing practises on purchase intentions in the conceptual model through the integration of VBN theory, as environmental awareness and attitudes mediate both the cognitive evaluations of and the value-driven motivation of a consumer that influences sustainable consumer behaviour.

Collectively, TPB and VBN theories provide a broad theoretical background that captures cognitive, normative, and motivational elements that shape green purchase intentions. The synthesis of these frameworks ensures that the research captures the complexity of consumer decision-making in sustainability settings, facilitating a comprehensive exploration of both direct and indirect routes between green marketing activities

and consumer purchase intention via environmental awareness and attitude. Such theoretical synthesis positively influences not only the conceptual rigour of the study but also its practical applicability, as it reveals crucial psychological leverage points that marketers can use to encourage eco-friendly consumption.

3. RESEARCH FRAMEWORK AND HYPOTHESES

The conceptual model posits that green marketing practices (GMP) positively influence environmental awareness (EA), environmental attitude (EAT), and consumer purchase intention (CPI). Furthermore, EA is expected to affect EAT and CPI, while EAT influences CPI. A serial mediation pathway from GMP to CPI through EA and EAT is also hypothesized.

- H1: Green marketing practices (GMP) have a positive impact on environmental awareness (EA).
- H2: Green marketing practices (GMP) positively influence environmental attitude (EAT).
- H3: Green marketing practices (GMP) positively affect consumer purchase intention (CPI).
- H4: Environmental awareness (EA) positively affects environmental attitude (EAT).
- H5: Environmental awareness (EA) positively influences consumer purchase intention (CPI).
- H6: Environmental attitude (EAT) positively impacts consumer purchase intention (CPI).
- H7: Environmental awareness (EA) mediates the effect of green marketing practices (GMP) on consumer purchase intention (CPI).
- H8: Environmental attitude (EAT) mediates the effect of green marketing practices (GMP) on consumer purchase intention (CPI).
- H9: Environmental awareness (EA) and environmental attitude (EAT) sequentially mediate the relationship between green marketing practices (GMP) and consumer purchase intention (CPI).

This framework integrates TPB and VBN theories, capturing both cognitive and affective mediators in green purchase decisions.

4. RESEARCH METHODOLOGY

The proposed hypotheses were empirically tested using a quantitative research design. The research focused on consumers who experience or are interested in buying green products. Data collection was done in 350 respondents in the urban areas through convenience sampling to get adequate representation.

The data were collected via a structured questionnaire of validated scales based on previous research and measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The measured constructs were green marketing practises, environmental awareness, environmental attitude, and consumer purchase intention.

The measurement and structural models were analysed using Structural Equation Modelling with SmartPLS software, which used Partial Least Squares Structural Equation Modelling (PLS-SEM). The technique is suitable when the model is complex and contains mediations and can be reliable when the sample is moderate (Hair et al., 2019).

5. DATA ANALYSIS AND RESULTS

The data analysis was conducted in two steps. To determine the underlying factor structure and guarantee construct validity, exploratory factor analysis (EFA) was performed with SPSS. Second, SmartPLS was used to test measurement and structural models through the performance of SEM. Both measurement and structural models of the study were analysed with Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS software. Also, PLS-SEM does not make a rigid assumption of multivariate normality and this increases its utility in social science research where the data may not follow a normal distribution (Hair et al., 2019).

The measurement model was evaluated in order to determine the reliability and validity of the constructs, such as internal consistency reliability, convergent validity, and discriminant validity. The structural model was then tested to cheque the supposed relationships between the green marketing practises, environmental awareness, environmental attitude, and consumer purchase intention. Important model fit metrics including SRMR and NFI were also analysed to verify the sufficiency of the model fit. Path coefficient significance and mediation effects were determined using bootstrapping with 10000 resamples, offering strong statistical inference to test hypotheses.

5.1 Demographic Profile: The demographic characteristics of the study sample are detailed in Table 1. The sample comprised 350 respondents, with a balanced gender distribution: 180 males (51.4%) and 170 females (48.6%). Age-wise, the majority of participants were between 26 and 35 years (40.0%), followed by the 18–25 age group (34.3%), 36–45 years (17.1%), and those aged 46 and above (8.6%). Regarding educational attainment, over half of the respondents held undergraduate degrees (51.4%), while 34.3% had completed postgraduate education, and 14.3% had a high school diploma. Income levels varied, with 51.4% earning between \$1000 and \$3000 per month, 25.7% earning below \$1000, and 22.9% earning above \$3000. This demographic distribution provides a diverse representation of consumers, facilitating generalizability within urban populations and offering insights into how socio-economic factors might interact with green marketing perceptions and behaviours.

Table 1: Demographic Profile

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	180	51.4
	Female	170	48.6
Age	18-25	120	34.3
	26-35	140	40.0
	36-45	60	17.1
	46+	30	8.6
Education	High School	50	14.3
	Undergraduate	180	51.4
	Postgraduate	120	34.3
Income	Below 1,00,000	90	25.7
	1,00,000-5,00,000	180	51.4
	Above 5,00,000	80	22.9

5.2 Measurement Model: Measurement model was carefully evaluated to test the reliability and validity of the constructs used in this research study. The reliability and convergent validity analysis results are summarised in Table 2. The indicator outer loadings were all above the recommended item reliability of 0.70. Internal consistency reliability was established with Cronbach alpha values of between 0.85 and 0.89 that all exceed the acceptable minimum of 0.70. The composite reliability (CR) scores also were 0.89 to 0.92, which demonstrates strong construct reliability. The Average Variance Extracted (AVE) of each construct had a higher value than the 0.50 standard, which confirms sufficient convergent validity and demonstrates that constructs explain a larger portion of the variance of their indicators, or the constructs have over half the total variance of the indicators.

The Fornell-Larcker criterion and Heterotrait-Monotrait (HTMT) ratio were used to assess discriminant validity (Henseler et al., 2015). Findings of Fornell-Larcker confirm that the square root of the AVE of all constructs are higher than the correlations with other constructs, indicating distinctiveness across constructs. Likewise, the values of all HTMT ratios were less than the strict criterion of 0.90, which also significantly supports the discriminant validity and makes sure that constructs reflect distinct phenomena in the model.

These exhaustive tests confirm that the measurement tools are not only reliable but valid and they offer a strong background to the following structural model examination.

Through PLS-SEM, the research was able to thoroughly measure the direct and indirect impacts in the proposed conceptual framework and provided insightful details about the processes by which green marketing impacts consumer behaviour. This methodological rigour enhances validity of the findings and facilitates theoretical integration of the Theory of Planned Behaviour and Value-Belief-Norm theory within the green consumption context.

Table 2: Reliability and Convergent Validity

Construct	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Green Marketing Practices (GMP)	0.72–0.85	0.88	0.91	0.62
Environmental Awareness (EA)	0.75–0.83	0.85	0.89	0.58
Environmental Attitude (EAT)	0.73–0.86	0.87	0.90	0.61
Consumer Purchase Intention (CPI)	0.74–0.88	0.89	0.92	0.65

5.3 Structural Model

The evaluation of the structural model was aimed at testing the hypothesised relationship between the green marketing practises (GMP), environmental awareness (EA), environmental attitude (EAT), and consumer purchase intention (CPI). Table 3 presents the path coefficient, t-value and p-value obtained after bootstrapping of 5000 resamples with statistically rigorous hypothesis testing. Hypothesised paths were found to be significantly positive at the 0.001 level. In particular, GMP had a positive effect on EA ($b = 0.56, t = 9.45$), EAT ($b = 0.48, t = 7.80$), and CPI ($b = 0.30, t = 5.20$). Moreover, EA had a significant influence on EAT ($b = 0.52, t = 8.60$) and CPI ($b = 0.25, t = 4.10$), and EAT influenced CPI strongly ($b = 0.40, t = 6.90$). These findings validate the direct impact as hypothesised in the conceptual model. The results summarise the outcome of the hypothesis testing, and all the hypotheses are accepted, indicating the strength of the theoretical model.

Table 3: Path Coefficients

Hypotheses	Path	Beta	t-value	p-value	Decision
H1	GMP → EA	0.56	9.45	<0.001	Accepted
H2	GMP → EAT	0.48	7.80	<0.001	Accepted
H3	GMP → CPI	0.30	5.20	<0.001	Accepted
H4	EA → EAT	0.52	8.60	<0.001	Accepted
H5	EA → CPI	0.25	4.10	<0.001	Accepted
H6	EAT → CPI	0.40	6.90	<0.001	Accepted

The explanatory power of the model is demonstrated in Table 4, where R² values indicate that 31% of the variance in EA, 45% in EAT, and 52% in CPI are explained by the model constructs. Predictive relevance assessed via Q² values (0.22 for EA, 0.30 for EAT, and 0.35 for CPI) further supports the model's capacity to predict endogenous constructs.

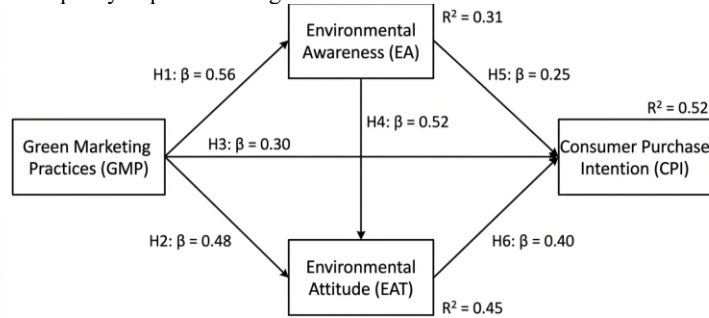


Figure 1: Developed Model

Model fit indices confirm the adequacy of the structural model, with the Standardized Root Mean Square Residual (SRMR) at 0.065, below the recommended maximum of 0.08, and the Normed Fit Index (NFI) at 0.92, exceeding the threshold of 0.90. These indices collectively affirm that the proposed model fits the empirical data well.

Table 4: R² and Q² Values

Construct	R ²	Q ²
EA	0.31	0.22
EAT	0.45	0.30
CPI	0.52	0.35

Model fit indices: SRMR = 0.065 (<0.08), NFI = 0.92 (>0.90), indicating good model fit.

5.4 Mediation Analysis

Environmental awareness (EA) and environmental attitude (EAT) mediation effects on the relationship between green marketing practises (GMP) and consumer purchase intention (CPI) have been investigated through bootstrapping procedures with 5000 resamples to ascertain the statistical strength. The relationship between GMP and CPI via EA was also important ($b = 0.14, t = 3.90, p < 0.001$), which means that environmental awareness partially mediates the relationship. Correspondingly, the mediation effect of EAT on the relationship between GMP and CPI was also significant ($b = 0.19, t = 4.50, p < 0.001$) and therefore, environmental attitude acts as a significant affective channel between green marketing and purchase intentions. Moreover, the serial mediation analysis indicated that GMP had a strong indirect sequential effect on CPI through EA and EAT ($b = 0.12, t = 3.50, p < 0.001$). This observation highlights the cognitive-affective sequencing where environmental awareness is initially developed as a result of green marketing practises which in turn leads to positive environmental attitudes which in turn result in positive consumer purchase intention. All these mediation findings collectively show that EA and EAT do work independently and in

collaboration as psychological mechanisms whereby green marketing practises can have effects in consumer purchase intentions. The partial mediation further indicates that although there are direct effects of GMI on CPI, the addition of these mediators offers a more in-depth insight on underlying behavioural processes.

6. DISCUSSION

The findings reveal that green marketing activities have a substantial positive impact on consumer environmental awareness, attitude, and purchase intention, which agrees with previous studies (Kumar et al., 2022; Lee, 2019). The fact that GMP positively influences EA (H1) correlates with the results of Ogiemwonyi et al. (2023), and it implies that marketing communications can positively increase consumer awareness of environmental problems. The premise of the development of positive attitudes and intentions towards green products is further supported by the effect of GMO on EAT (H2) and CPI (H3). This is aligned with TPB in which attitude is one of the major determinants of behavioural intention (Ajzen, 1991). The impact of environmental awareness on both attitude (H4) and purchase intention (H5) attests to the fact that awareness about environmental issues is converted into affective and behavioural reactions, which is consistent with the VBN theory that highlights awareness as the antecedent of norm activation (Borah et al., 2024).

The high impact of environmental attitude on purchase intention (H6) supports the importance of affective evaluation in sustainable consumption decisions (Paul et al., 2016).

The mediation analyses confirm the theoretical framework, indicating that EA and EAT are psychological processes by which GMP affects CPI (H7, H8). Serial mediation (H9) indicates a non-concurrent mechanism, wherein awareness influences attitude, which consequently leads to purchase intention, providing a subtle understanding of consumer decision-making. Such results contribute to the literature on green marketing by offering empirical support of mediation-related models, filling the research gap identified. They further note that in order to promote green purchasing behaviour, it is essential to consider integrated marketing strategies that do not only inform consumers but also positively change consumer attitudes.

7. IMPLICATIONS

The study provides a contribution to the marketing and sustainability literature by incorporating the TPB and VBN theories to present a comprehensive framework on how green marketing practises affect consumer purchase intentions via environmental awareness and attitude. The established validity of serial mediation contributes to theoretical insights in the cognitive-affective-behavioural chain of green consumption. Green campaigns, which are effective at creating awareness of the environment, should be designed by marketers who need to create awareness in order to form positive attitudes and purchase intentions. Awareness can be increased through educational content, open communication regarding environmental benefits, and interesting storytelling. Moreover, encouraging emotional attachments with value-based messages will enhance environmental attitudes, which eventually leads to sustainable consumer behaviour. Companies that invest in such spheres may gain competitive edges in more ecologically conscious markets.

8. CONCLUSION

This study identifies the importance of green marketing practises in the formation of consumer buying intentions by showing that such an effect happens through a sequential mediation process that includes environmental awareness and attitude. This serial mediation process focuses on the initial cognitive process of green marketing messages by consumers that increases their awareness of the environment, and then they develop a positive attitude towards sustainable products. These levels of thinking and feeling are critical towards converting marketing activities into real purchase behaviour and it is therefore clear that marketers need to produce campaigns that will educate and emotionally involve consumers in matters related to the environment. The study combines the Theory of Planned Behaviour (TPB) and the Value-Belief-Norm (VBN) theory, as a result of which it may be regarded as a more holistic theoretical framework which covers both rational decision-making processes and value-driven motivations behind green consumption. Such a two-theory approach enhances the explanatory strength of the model and offers actionable details to marketers. Namely, it implies that effective green marketing must not merely educate consumers of the environmental benefits but also resonate with their underlying values and norms in the form of promoting sustainable consumption behaviours. These results provide marketers with a subtle insight into how to strategically make messages that are cognitively and affectively persuasive to facilitate the adoption of green products in a more effective manner.

9. LIMITATIONS AND FUTURE RESEARCH.

Convenience sampling in the study limits the external validity of results. To improve external validity, future studies must utilise probabilistic sampling in various geographic and cultural settings. Also, longitudinal designs would have the potential to measure how environmental awareness and attitudes change with time. Additional mediators or moderators like social norms, perceived behavioural control, or trust in green claims may be studied further as a way of gaining insight into green purchase behaviour.

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