Library Progress International
Vol.44 No.3, Jul-Dec 2024: P.4994-5002

Print version ISSN 0970 1052
Online version ISSN 2320 317X

Original Article

Available online at www.bpasjournals.com

A Study on Identifying Factors Affecting Sustainable Buying Behavior

Mradul Bhardwaj[1], Jitendra Kumar Dixit[2]

[1]Research Scholar ,Mradul.e13912@gmail.com
[2]Associate Professor ,Jitendra.dixit@gla.ac.in
[1,2] Department of Business Administration,GLA University,Mathura India

How to cite this article: Mradul Bhardwaj, Jitendra Kumar Dixit (2024). A Study on Identifying Factors Affecting Sustainable Buying Behavior. *Library Progress International,* 44(3), 4494-5002.

ABSTRACT
Sustainable buying behavior signifies that considering buying decisions aim to reduce the impact on the environment, encourage democratic societies and assure economic sustainability. Consider the product's lifespan; utilize environmentally friendly materials, support sustainable trade practices, as well as decrease wastage through reuse and recycling. It indicates a shared commitment for developing an ideal environment and society for current as well as future generations. In this investigation, we examined the significant factors affecting sustainable buying behavior. We employed quantitative and qualitative analysis approaches. We conducted a questionnaire-based investigation with 650 people from different cities in India. Statistic Package for Social Science (SPSS) analytical software is used to evaluate the key elements that influence long-term sustainable buying behavior. Cronbach's alpha coefficient (CAC) was employed to assess the questionnaire's dependability, while Confirmatory Factor Analysis (CFA) was utilized to determine its validity. We analyzed seven variables, including green self-efficacy, green attitude, green product knowledge, individual's value for green consumption, environmental intention, value for money perception and green purchase intention. This research finding demonstrates that individuals' values towards green consumption have a significant positive impact on factors affecting sustainable buying practices. This shows that the beneficial relationship between individuals' values and green consumption has a considerable influence on sustainable buying decisions. Value for money perception, has a low-level impact on variables influencing sustainable buying behavior, suggesting that financial considerations can play a less important role in developing sustainable buying behavior.

Keywords: Sustainable Buying Behavior, Affecting Factors, Statistic Package for Social Science (SPSS), Green Consumption, Sustainable Environment.

1. Introduction

Sustainability is a socially important topic as more people are increasingly aware of their purchasing habits and the effects they have on the environment. Customers in India are aware of Eco-friendly purchasing options, especially the younger generation and their consumption habits are impacted by embracing green principles(Do Paco et al., 2019). The businesses adopt environmentally sustainable manufacturing methods, increasing grocery customer awareness of moral and ecological concerns.When the terms green and sustainable are combined, they describe product manufacturing techniques that provide stability for coming generations(Joshi and Rahman2019). Many variables, including health concerns, environmentally conscious living, environmental preservation, societal norms and opinions, are proposed to play a major influence in influencing the choice to grocery purchase greenproducts.Sustainable development is a term that has emerged in response to this realization and growing concern for the environment and society(Khan et al., 2020). It highlights the importance of promoting sustainability and supports growth that has the least detrimental effects on these areas. Environmental innovation and eco-friendly consumerism are stimulated by sustainable development.The retail business is one of the numerous issues that Vietnam's economy and the global economy in general, are confronting in the context of increasingly challenging economic conditions(Zhuang et al., 2021). Due to the intense contention among companies and the shifting purchasing patterns of consumers, the retail industry's consumption is currently decreasing gradually.One of the newest and most efficient ways to contact consumers is to concentrate on the marketing channel, particularly green marketing, which improves customer impression of the company and influences their grocery purchasing choice(Tsai et al., 2020). Green marketing will be successful in modifying grocery consumer behavior and attitudes toward preserving one's health and the environment as a whole (Kim and Lee 2023). The grocery industry adopts this trend, zero-waste and package-free grocery shops are being built

all over the world as a result of pressure to find sustainable packaging alternatives. Supermarkets in poor Asian countries have begun to adopt sustainable packaging techniques, such collecting fees or utilizing banana leaf wrapping that is ecologically beneficial, much as in developed markets.Sustainable distribution systems is created for customers through closed-loop design, manufacture, consumption and reuse that results in no waste or harmful environmental releases. Sustainable buying behavior refers to the conscious decisions made by customers to support businesses as well as goods that share social, environmental and ethical principles. This phenomenon is a reflection of a fundamental shift in grocery consumer consciousness, where a worry about corporate accountability, labor standards and ecological effects is a concern about the functioning and affordability of products(Hosta and Zabkar 2021).

2. Related works

Han,(2020)created a theory of green purchase behavior (TGPB) that adequately and simply explained the environmentally conscious purchasing decisions made by customers for green hospitality items such as eco-friendly restaurants and hotels.Hameed et al., (2021) discussed that structural equation modeling(SEM) was utilized to test. Green washing has been shown to negatively affect consumers' decisions to make green purchases. Eco-friendly products, sometimes known as green products, were gaining popularity among customers. Zaremohzzabieh et al., (2021)combined the theory of planned behavior (TPB) with the model of green purchasing behavior (GPB) meta-analytically.DeMagalhães, (2021)emphasized the significance of variables that both significantly affect the logistical needs and have an impact on the ultimate consumer choice to shop for groceries online.Two statistical techniques are used in the study methodology to gain a deeper understanding of customer behavior with regard to e-grocery.Francis and Sarangi, (2022)conducted a thorough examination of Indian grocery consumer behavior, with an emphasis on sustainable consumer behavior.They divided Indian millennial into five groups according to their purchasing habits: rejecters, conscientious consumers, consumers in transition, aware consumers and reluctant consumers.Casalegno et al., (2022)looked at the relationship between generation coupled with the intention to purchase sustainable and green items. It looked at the factors that lead to sustainable and green purchasing practices in three distinct generational cohorts.Vania and Ruslim, (2023)sought to identify the variables that motivate customers to have environmentally friendly purchase intentions, which in turn influence millennial in Indonesia to make environmentally friendly cosmetic product purchases. Since they make up the majority of Indonesia's population and theywere the country's biggest consumers of cosmetics, and grocery millennial were selected because they were seen as important in the cosmetics sector.Chen et al., (2020) examined the mediating effects of companies' green washing on consumers' green buying habits and looked at the relationship between consumers' green brand loyalty and the businesses' green brand image.Ali, (2020)explored that throwing some light on certain green products, however extrapolating results to other green goods and services can be challenging.Iraqi customers' purchase habits for durable electronic goods, with a focus on how they have coped with the accompanying restrictions.Su et al., (2021)developed an integrated behavioral framework that considers the impacts of environmental variables specific to the retailer and internal variables related to shopping at stores that use sustainable grocery packaging (SGP).

3. Methodology

The following hypotheses of this study: The hypotheses investigate the relationship between sustainable purchasing behavior such as green self-efficacy, attitude, product knowledge and values. Product knowledge, environmental intents and green attitudes are favorably impacted by green self-efficacy. Knowledge and attitude reinforce one another, influencing the goals and values of the surroundings. Value for money has an impact on intents and eco-friendly goods purchases.As seen in Figure 1, a study framework was suggested based on the structure of the hypotheses.

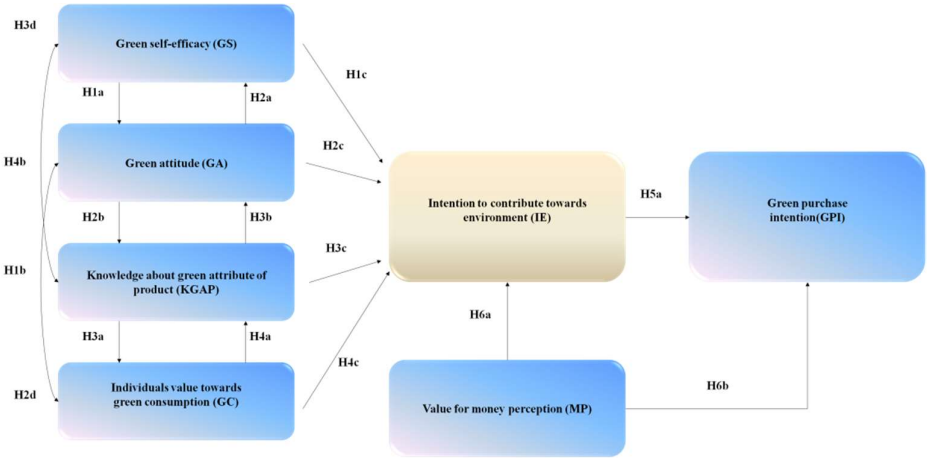

Figure 1: Conceptual framework

H1: Green Self-efficacy (GS)

The term GS describes a person's confidence in their capacity to practice eco-friendly behavior and make sustainable purchase decisions. It is an important component in figuring out sustainable purchasing behavior. People with high GS are inclined to recycle, look for environmentally friendly items and lessen their environmental impact.Promoting GS via instruction, public awareness campaigns and useful solutions can encourage people to make sustainable purchasing decisions and support environmental preservation initiatives. The following is the proposal for Hypothesis 1 of this study:

H1a: Green self-efficacy ->green attitude

H1b: Green self-efficacy ->knowledge about the green attribute of the product

H1c: Green self-efficacy ->Intention to contribute towards the environment

H2: Green Attitude (GA)

A green attitude is defined by a tendency to give preference to eco-friendly solutions when making decisions, factors such as the ecological impact, production methods and product components. Strong green attitudes among consumers lead people to search for items that support their environmental beliefs, which influence their decisions to grocery buying sustainably. To promote environmentally friendly purchasing practices by highlighting the crucial part that personal attitudes and views play in creating environmentally friendly consumption habits. The following is the proposal for Hypothesis 2 of this study:

H2a: green attitude ->Green self-efficacy

H2b: green attitude ->knowledge about the green attribute of the product

H2c: green attitude ->Intention to contribute towards the environment

H2d: green attitude ->individual's value towards green consumption

H3: Knowledge about Green Attribute of Product (KGAP)

Awareness of a product's green features implies that customers' purchasing decisions are heavily influenced by their awareness and comprehension of a product's environmental features. The buyers are more likely to prioritize and favor green items when making purchasing decisions if they are fully informed about a product's eco-friendly features, such as sustainability and eco-friendliness. The information increases demand for sustainable products and promotes more ecologically friendly consumption habits among society's members. The following is the proposal for Hypothesis 3 of this study:

H3a: knowledge about the green attribute of product ->green attitude

H3b: knowledge about the green attribute of product ->individuals' value towards green consumption

H3c: knowledge about the green attribute of product ->Intention to contribute towards the environment

H3d: knowledge about the green attribute of product ->Green self-efficacy

H4: Individuals' Value towards Green Consumption (GC)

People's values for green consumption in relation to the variables influencing sustainable grocery purchasingbehavior include the innate convictions, attitudes along with the preferences people have for eco-friendly goods and activities. It explores the sociocultural and psychological aspects that influence consumers' choices to prioritize sustainability, the products like societal norms, perceived personal effects, environmental awareness and ethical issues. The following is the proposal for Hypothesis 4 of this study:

H4a: individual's value towards green consumption ->knowledge about the green attribute of the product

H4b: individuals' value towards green consumption ->green attitude

H4c: individuals' value towards green consumption ->Intention to contribute towards the environment

H5: Intention to Contribute Towards Environment (IE)

Sustainable purchasing behavior is significantly influenced by the intention to contribute to the environment. It

represents the innate desire of customers to choose goods and services that are ecologically friendly. Customers that give environmental issues top priority are more likely to look for ecologically friendly goods, support firms that practice sustainability and change their behavior. For companies coupled with legislators looking to advance sustainability and satisfy the market's increasing desire for environmentally friendly alternatives, comprehending as well as tackling this goal is crucial. The following is the proposal for Hypothesis 5 of this study:
H5a: Intention to contribute towards environment ->Green purchase intention

H6: Value for Money Perception (MP)

Value for Money Perception is an essential variable in determining sustainable consumer purchasing behavior as it influences customers' search for goods that provide both long-term advantages and high quality. It entails evaluating a product's total cost-effectiveness, durability and environmental impact. Sustainable options that support their moral and environmental principles are becoming more and more important to consumers, who see them as investments as opposed to present purchases. Value for-money assessments are shaped by a variety of factors, including cost savings, eco-friendly features and product durability. The following is the proposal for Hypothesis 6 of this study:
H6a: Value for money perception ->Intention to contribute towards the environment
H6b: Value for money perception ->GPI

Green Purchase Intention (GPI)

An individual's desire to try a purchase is known as their purchasing intention. A buy intention is a mental and emotional reaction to a desired product that manifests as a physical action. Customers' intentions to buy eco-friendly products to lessen their negative effects on the environment are influenced by their understanding of the environment and its current situation.

3.1 Data Collection

The questionnaire represents one of the greatest used techniques for collecting data for sociological studies. The questionnaire supports the surveyor's most reliable and lawful means of obtaining relevant information. As a result, the survey's consistency and correctness provide a certain validity and dependability that can be used as analytical data.We surveyed 650 individuals from various Indian cities using a questionnaire.

3.2 Research Design

The questionnaire has been modified to be suitable for this study. The sections contained seven items each on basic hypotheses like (GS, GA,KGAP, GC, IE and MP). The variables components were tested using a 5-point Likert scale, where 1 represents strongly disagree, 4 indicates agree, 6 indicates very agree and 4 indicates neutral.

3.3 Data Analysis

A quantitative approach will be used to assess the responses from the survey data to ensure the accuracy and reliability of the survey results. Data generated using SPSS will be analyzed using Cronbach's alpha reliability test, confirmatory factor analysis (CFA), and structural equation modeling (SEM). The SEM method will help develop, analyze, and estimate a linear model describing the relationship between unobserved (latent) variables and observed (measured) variables in addition to using SEM models to test hypotheses and it's been done well. To further the analysis, Analysis of Moment Structures (AMOS) software will be used, which can integrate with SPSS and perform SEM. AMOS allows more flexible model specification, routing, and advanced analysis features, making it an appropriate choice to visually build SEM models, assess model fit, perform bootstrapping or multi-group analysis If this integration is robust it will validate relationships between variables and ensure model accuracy and reliability For lists.

4. Result and discussion

The descriptive data are displayed for each demographic in Table 1. In the end, data analysis used around 650 replies. 80% of the responses that were gathered might be employed. 38% of the 650 respondents were female, 22.6% had finished a four-year bachelor's degree and 50.6% belonged to the 1800–2500 income level. As a result, the data from the survey is entirely reliable, which is appropriate for the study's objectives.

Table 1: Sample features (N=650)

Background elements	Standards for classification	Frequency	Percentage (%)
Gender	Female	250	38
	Male	400	65.3
Age	20-32 years old	450	70.2
	32-47 years old	120	18.2
	47-62 years old	80	12.6
	School level	50	7.0

Level of education	College and university	100	16.2
	Diploma	250	40.0
	Masters	150	22.6
	Bachelor	100	16.2
Income level	1800–2500	350	50.6
	2500–3500	150	22.8
	3500–5000	100	16.2
	Above 5000	50	7.0
Environmental Awareness	Low	150	22.8
	Medium	200	40.6
	High	300	46.5

4.1 Reliability test

The conceptual model in the current study is analyzed using SPSS and the SEMapproach.CAC was used to assess the dependability of the questionnaires and confirmation factor analysis was used to determine its reliability. The capacity to concurrently analyze data and structural models, leading to more precise estimations, is the foundation for the employment of SEM in this inquiry. Table 2 presents the results of the computation of CACexecuted, this served as a means of evaluating the efficacy of the equivalency scale in influencing grocery consumers' sustainable buying decisions.

Table 2: Cronbach's Alpha coefficients performance

Potential variable	Observation variable (Number of items)	Item-Total Correction Correlation	Cronbach's Alpha if the Deleted Item
Green Self-efficacy	GS 1	.587	.570
	GS 2	.550	.595
	GS 3	.578	.575
	GS 4	.565	.565
Green Attitude	GA 1	.544	.593
	GA 2	.580	.583
	GA 3	.592	.580
	GA 4	.582	.583
Knowledge about Green Attribute of Product	KGAP 1	.544	.593
	KGAP 2	.580	.583
	KGAP 3	.589	.580
	KGAP 4	.579	.583
Individuals' Value towards Green Consumption	GC 1	.521	.526
	GC 2	.535	.538
	GC 3	.642	.645

	GC 4	.567	.570
Intention to Contribute Towards Environment	IE 1	.518	.586
	IE 2	.575	.577
	IE 3	.552	.581
	IE 4	.558	.580
	IE 5	.569	.578
Value for Money Perception	MP 1	.613	.633
	MP2	.581	.583
	MP 3	.623	.626
	MP 4	.579	.582
Green Purchase Intention	GPI 1	.591	.599
	GPI 2	.617	.620
	GPI 3	.517	.535
	GPI 4	.571	.626
	GPI 5	.560	.612
	GPI 6	.592	.609
	GPI 7	.591	.618

4.2 Confirmatory factor analysis (CFA)

The CFA is used with SPSS to find the measurement model fit.The research model retains all observed variables as the parameters observed have a Sig value greater than 0.6, indicating sufficient and meaningful data. Table 3 presents the results of using five distinct markers.These signs are adequate to evaluate the measurement model used in the investigation. The analysis's findings show that there is a good fit between the measurement model and the data.

Table 3: Fit Indices for CFA

Fit indices	Observed Value	Allowable range	Model fit judgment
Chi-square (χ 2)	2.519	<3	Excellent fit
AGFI	.596	>.6	Excellent fit
Goodness of Fit Index (GFI)	.597	>.6	Excellent fit
Comparative Fit Index (CFI)	.574	>.6	Excellent fit
Root Mean Square Error of Approximation (RMSEA)	.044	<.05	Acceptable

4.3 Structural Equation Modeling (SEM)

A variety of correlations between the independent and dependent variables are provided by the SEM models. The study findings demonstrate that the dependent variable GPI is impacted by the impacts of four independent variables: GS, GA,KGAP, GC, IE and MP as shown in figure 2.The CFI value is 0.588, more than 0.6 and the GFI value is 0.625.The RMSEA value is .077, less than .05.The results of the SEM analysis indicate that (GS, GA,KGAP, IE and MP) have significant effects on GPI, with Sig values of .001 <.05.The study results demonstrate that the IE is impacted by the impacts of four independent variables: GS, GA,KGAP,GCand IE. In other words, the GPI will increase in proportion to the value of the green items. There is a significant0.280 unit positive effect of KGAP on GPI.This indicates a 0.284 unit impact of one's green knowledge on buying intention. GA influences GPI favorably by 0.190units.It demonstrates that a person's buying intention will increase with

their level of environmental consciousness.GPI was most strongly influenced by green self-efficacy's850 units.It is apparent that younger generations want to purchase more environmentally friendly purchases the more conscious each individual is of their responsibilities to the environment.

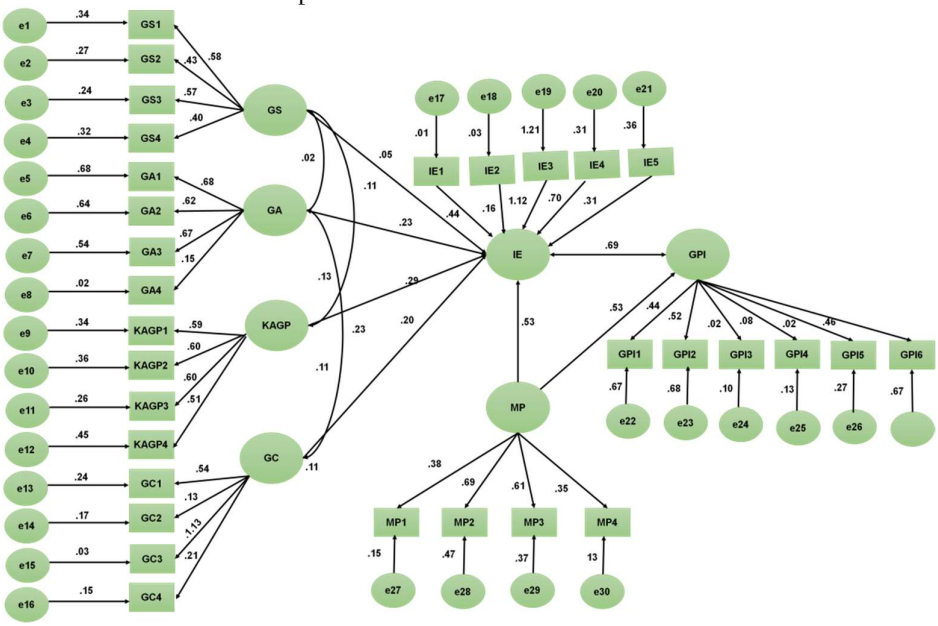

Figure 2: Direct and Indirect Impacts on Intention to GPI

4.4 Boost trapping

Bootstrapping analysis was performed to assess the stability and reliability of the hypothesized relationships between key variables. Specifically, the boost trappingwereused with the samples. Bootstrapping is a robust statistical technique in which data are repeatedly sampled alternately from the original data set to estimate sampling distributions. Bootstrapping is particularly valuable because it does not rely on the assumption of normality of the data. Instead, it empirically generates statistical distributions by repeatedly drawing random samples from the data. This approach increases the accuracy of estimates and helps to strengthen the reliability of observed relationships. Table 4 presents the bootstrapping analysis.

Table 4: Bootstrapping analysis of the hypothesized relationships

Path	Standard Error (SE)	Coefficient (β)	$p - Value$	95% Confidence Interval
GS→ GA	0.04	0.29	< 0.05	[0.21,0.36]
GA → GPI	0.05	0.24	< 0.05	[0.15,0.32]
KGAP → GPI	0.03	0.28	< 0.05	[0.22,0.34]
IE→ GPI	0.04	0.31	< 0.05	[0.23,0.38]
GS → GPI	0.06	0.26	< 0.05	[0.18, 0.34]
GC→ GPI	0.05	0.22	< 0.05	[0.13, 0.30]
MP → GPI	0.07	0.19	< 0.05	[0.10, 0.28]

4.5 Sensitivity analysis

Sensitivity analysis examines the robustness of a model's results by examining changes in input variables affect the results. In this context, sensitivity analysis focuses on a fundamental understanding ofchanges in the model parameters affect green purchase intention (GPI) and related factors. The study involves systematically varying GPI related input variables such as consumer behavior, environmental awareness, and features to these variables which affects the GPI. Sensitivity analysis in GPI of parameters at defined rates and recalculating the GPI and helps to identify which parameters have the most important effect to assess the stability of model.This provides a valuable insight into the robustness of the model. If the GPI shows the significant variability in response to small changes in a parameter, it indicates that the model is very sensitive to the parameter. Conversely, if the GPI remains stable with the despite variations, it indicates that the model predictions are reliable and do not depend on particular parameter values. The sensitivity analysis helps to ensure the model results are not unduly influenced by the assumptions or change in the parameter values. It enhances the underlying drivers of the GPI and increases confidence in the validity and practical application of the model. Table 5 depicts the sensitivity analysis of the hypothesis factors as Variations in GS have a Notable Effect on GPI, Affects GPI Moderately with a Direct

Relationship, Significant Impact on GPI, Indicating High Sensitivity, Moderate Effect Reflecting Importance of Personal Values, Significant Effect on GPI ,Highlighting its Relevance and Minor Effect Showing Lower Sensitivity in this Factor.

Table 5:Sensitivity analysis of the hypothesis factors

Features	Adaptation	Consequences on GPI
GS	± 10% of Coefficient	± 0.08 Units
GA	± 10% of Coefficient	± 0.07 Units
KGAP	± 10% of Coefficient	± 0.09 Units
GC	± 10% of Coefficient	± 0.06 Units
IE	± 10% of Coefficient	± 0.07 Units
MP	± 10% of Coefficient	± 0.05 Units

4.6 Discriminate values

To examine Discriminant validity, it is important to determine whether the concepts in the study are indeed distinct from each other. Discriminant validity ensures that each construct measures a unique concept and is not significantly correlated with other constructs in the model. This distinction is important to emphasize that each phenomenon captures a different aspect of the phenomenon under study and that there is nothing between the dimensions. Table 6 represents the values of discriminate values.

Table 6: Numerical values of discriminate values

Construct	GS	GA	KGAP	GC	IE	MP	GPI
GS	0.806						
GA	0.774	0.774					
KGAP	0.761	0.742	0.761				
GC	0.742	0.723	0.730	0.742			
IE	0.787	0.764	0.775	0.752	0.787		
MP	0.755	0.732	0.746	0.740	0.761	0.755	
GPI	0.794	0.779	0.786	0.770	0.789	0.770	0.794

4.7 Discussion

In this work, we employed SEM to analyze questionnaire data from customers to ascertain their intention to make green purchases. We determined the factors, such as GS,GA,KGAP, IE and MP that affect people's intentions to purchase environmentally. This showed that, in comparison to previous age groups, the new generations have a greater GPI. These findings contradict prior research that finds elder customers are more likely to be environmentally conscious and to plan to make green purchases.The current data, however, indicate that people have a substantial effect solely on GPI and not GA.Regarding GA and GPI; there is no statistically significant variation across various income categories. In contrast, other experts contend that customers with higher income levels have higher GA and GPI.As a result, some recommendations have been made, including setting up marketing ads to highlight the advantages of using green products.The H3, information of GA, was similarly approved. It asserts that green information significantly and favorably influences the desire to make green purchases.It has been agreed upon that H4 and H5 demonstrate a strong correlation between the value of green products and consumers' intentions to make green purchases. Green companies should invest in creating health-conscious products, grocery products, registering them as green to boost consumer confidence and reduce mistrust of exaggerated environmental promises. MP (H6) is the least likely to be rejected since there haven't been enough apparent relationships between people's ideas about green consumption, their attitudes towards the environment, their grocery product knowledge and their desire to assist the environment all important issues in the context of sustainable buying behavior. (H6a and H6b) indirectly influence green purchases and environmental contribution, but its significance is not immediately apparent.

5. Conclusion

The intricate links between these factors and how they influence and depend on one another when making sustainable purchase decisions. We found the higher degrees of GC have more favorable attitudes towards sustainability and they are more knowledgeable about the characteristics of green products, which in turn encourage intents to make a beneficial impact on the environment.Our study emphasizes how important people's

attitudes toward eco-friendly purchasing are in determining their tendency for sustainable consumption. These behaviors are highly influenced by environmental aim, green attitude and green self-efficacy. The low impact of value-for-money perception raises the possibility that sustainable purchasing decisions in India cloud be less influenced by financial factors.Further studies examining cross-cultural variations in sustainable purchasing practices might yield important business insights for multinational corporations.Indian grocery buyers look forward to the day when they may readily obtain product ratings and information. Smartphone shoppers are guided around the stores by artificial intelligence (AI)powered Smartphone shopping assistants that offer personalized recommendations and comprehensive product information.

Reference

Ali, B.J., (2020), "Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq. *Ali, BJ (2020).* Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq", Economic Studies Journal, Vol. 18No. 42, pp.267-280.

Casalegno, C., Candelo, E. and Santoro, G., (2022), "Exploring the antecedents of green and sustainable purchase behavior: A comparison among different generations", Psychology & Marketing, Vol. 39No. 5, pp.1007-1021.

Chen, Y.S., Huang, A.F., Wang, T.Y. and Chen, Y.R., (2020), "Greenwash and green purchase behavior: the mediation of green brand image and green brand loyalty", Total Quality Management & Business Excellence, Vol. 31 No. 1-2, pp.194-209.

DeMagalhães, D.J.A.V., (2021), "Analysis of critical factors affecting the final decision-making for online grocery shopping", Research in Transportation Economics, Vol.87, p.101088.

Do Paco, A., Shiel, C. and Alves, H., (2019), "A new model for testing green consumer behavior", Journal of cleaner production, Vol. 207, pp.998-1006.

Francis, A. and Sarangi, G.K., (2022), "Sustainable consumer behavior of Indian millennials: Some evidence", Current Research in Environmental Sustainability, Vol. 4, p.100109.

Hameed, I., Hyder, Z., Imran, M. and Shafiq, K., (2021), "Greenwash and green purchase behavior: An environmentally sustainable perspective", Environment, Development and Sustainability, pp.1-22.

Han, H., (2020), "Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products", Business Strategy and the Environment, Vol. 29 No. 6, pp.2815-2828.

Hosta, M. and Zabkar, V., (2021), "Antecedents of environmentally and socially responsible sustainable consumer behavior", Journal of Business Ethics, Vol. 171 No.2, pp.273-293.

Joshi, Y. and Rahman, Z., (2019), "Consumers' sustainable purchase behavior: Modeling the impact of psychological factors", Ecological economics, Vol.159, pp.235-243.

Khan, M.S., Saengon, P., Alganad, A.M.N., Chongcharoen, D. and Farrukh, M., (2020), "Consumer green behavior: An approach towards environmental sustainability", Sustainable Development, Vol. 28 No. 5, pp.1168-1180.

Kim, N. and Lee, K., (2023), "Environmental Consciousness, Purchase Intention, and Actual Purchase Behavior of Eco-Friendly Products: The Moderating Impact of Situational Context", International Journal of Environmental Research and Public Health, Vol. 20 No.7, p.5312.

Su, D.N., Duong, T.H., Dinh, M.T.T., Nguyen-Phuoc, D.Q. and Johnson, L.W., (2021), Behavior towards shopping at retailers practicing sustainable grocery packaging: The influences of intra-personal and retailer-based contextual factors", Journal of Cleaner Production, Vol.279, p.123683.

Tsai, P.H., Lin, G.Y., Zheng, Y.L., Chen, Y.C., Chen, P.Z. and Su, Z.C., (2020), "Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective", Journal of Retailing and Consumer Services, Vol. 56, p.102162.

Vania, C. and Ruslim, T.S., (2023), "The effect of environmental concern, attitude, green brand knowledge, green perceived value on green purchase behavior with green purchase intention as a mediating variable on green beauty product", JurnalIlmiahManajemendanBisnis, Vol. 9 No. 3, pp.325-340.

Zaremohzzabieh, Z., Ismail, N., Ahrari, S. and Samah, A.A., (2021), "The effects of consumer attitude on green purchase intention: A meta-analytic path analysis," Journal of Business Research, Vol. 132, pp.732-743.

Zhuang, W., Luo, X. and Riaz, M.U., (2021), "On the factors influencing green purchase

i