

Generation Z's Green Purchase Intentions: Impact of Consumer Attitude, Brand Positioning, and Knowledge

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How to cite this article: Diksha Dubey, Dhruv Gupta, Nimmi Agarwal, Neha Jain, Bijaya Laxmi Thapliyal (2024) Generation Z's Green Purchase Intentions: Impact of Consumer Attitude, Brand Positioning, and Knowledge, 44(3), 565-582.

ABSTRACT

This study investigates the aspects persuading green purchase intentions (GPI) in India, focusing on the roles of consumer attitudes, green brand positioning (GBP), and green brand knowledge (GBK). It examines how brand image (BI) and brand trust (BT) mediate these relationships, while environmental knowledge (EK) moderates them. The research employs a survey of Indian students aged 16-27, highlighting the importance of holistic green marketing strategies and transparent communication to build trust. Analysis utilizing structural equation modelling (SEM) was conducted with the assistance of Smart PLS 4.1.0.2. Results show that positive consumer attitudes and effective GBP and GBK significantly enhance green purchase intentions. BI and BT partially mediate these effects, while higher EK amplifies the positive impact. The study underscores the necessity for businesses to educate consumers, leverage digital platforms, and continuously innovate in sustainable practices. Limitations include the narrow demographic focus, potential biases from self-reported data, and the cross-sectional design. The findings provide actionable insights for fostering sustainable consumer behavior and expanding the green market in emerging economies.

Keywords: Consumer attitude, environmental knowledge, green brand knowledge, green brand positioning & green purchase intention.

INTRODUCTION

In the present day, people are highly concerned about ecological issues such as pollution, climate change, and non-recyclable solid waste (Dawei & Wu, 2022). It has raised buyer and marketer consciousness of the need of green products and marketing (Alsaad, 2021). The United Nations said that the 2015 Paris agreement's goals to limit increasing temperatures to well below 2 °C relative to early industrial phases at 1.5 °C would not be met if CO₂ emissions are not significantly reduced. Therefore, one of the most important research priorities is still environmental sustainability among the policymakers and their causal dynamics. Moreover, increasing customer desire for businesses to behave more environmentally has shown how attentive for the environment has evolved (Rademaker & Royne, 2018).

Environmentally conscious companies gain from many advantages, including being able to meet customer needs, entering new markets, streamlining production processes, cutting expenses, raising profits, and enhancing brand attentiveness, image, and organisational performance (Simao & Lisboa, 2017; Guo et al., 2018). Organisations so endeavour to provide environmental protection their full attention. Companies are compelled to implement eco-friendly procedures by this paradigm change in customer decision-making. Companies so adopt environmentally friendly manufacturing methods, which increases customer awareness of ethical and sustainability concerns.

As consumers' environmental concerns grow, marketers are now embracing the green marketing idea to get a competitive edge in the current market (Walia et al., 2019). Organisational effectiveness is therefore connected to long-term competitive advantage, customer happiness, loyalty, profitability, and market share. Green marketing strategy adopting companies are recommended to include consistent pro-environment goals in all of their domains and operations in order to win over customers and not only sell green products (Yusiana et al., 2021). For long-term sustainable growth, it has therefore forced the companies to pay attention to environmental concerns in their operations. The field of green consumer behaviour research has therefore expanded to become a new marketing paradigm. However, the literature analysis shows that there are numerous research on the green purchasing behaviour of consumers in both developed and developing nations. Studies of environmental behaviour are still in their infancy in India as compared to other developing nations. Environmentally concerned consumers in India have started to show their interest in the environment by choosing eco-friendly items.

Studying green consumer behaviour becomes essential from now on. Although the research shows that academics have made a number of important contributions to green consumer behaviour, such as studying how consumers feel about green brands and what they do, putting the market for green brands and products into groups based on their needs, and making green marketing mix practices better. Still, very few research have looked at how customer views of green marketing tactics affect green behaviours. Few research have concentrated on the connection between green buying decisions and the idea of green branding (Chen, 2010). Therefore, contend that consumer-based companies should take into account possible green market niches and strategies for setting their brands or goods apart from those of their rivals through green features. A vital strategy of difference, effective brand positioning increases customers' desire to purchase (Aaker & Joachimsthaler, 1999; Lin et al., 2017).

Basically, green branding and company principles help companies win over customers and stand out in the market. For the researcher, this is therefore a chance to investigate how customers view the function of a company's green marketing tactics, including green branding. Though there is still little study on green branding from the consumer's point of view, it seems to be significant for green consumer buying decisions. Rios et al., (2006) found that consumers' opinions of green brands were significantly and favourably influenced by their environmental connotations. Strong and favourable correlation was found between GBP and green buying intention by Huang et al., (2014). Suki (2016) further contends that intention to make green purchases is closely related to green brand knowledge (GBK).

Furthermore, it is unknown if the well-known study on environmental concerns may be applied to other countries because most of them are carried out in Western countries. These research papers do not, however, provide inclusive models to ascertain how consumer attitude, GBP, and GBK affect intentions to make green purchases in a developing nation like India. Thus, based on above discussion, we aim:

- To examine the direct and indirect impacts of Consumers' Attitude, GBP and GBK on green purchase intentions via Brand Image and Brand Trust.
- To examine the impact of Brand Image and Brand Trust on Green Purchase Intention.
- To examine the interactive effect of Environment Knowledge and Consumers' Attitude, GBP and GBK on Green Purchase Intentions.

1.1. THEORETICAL BACKGROUND

a. Customers' Attitude

Huang et al., (2014) characterised consumer preferences and the overall evaluation of green products as a reflection of opinions about green brands. ATGB are connected to general consumer preferences and assessments of brands that represent their favorability or unfavorability. According to Lee (2008), ATGB is a made-up word that is based on customer ratings and logical evaluations of green companies. Furthermore, ATGB is the inclination of a person to buy green items. Customers have the option of brand choices because a firm works hard to provide environmentally friendly items. Furthermore,

Naalchi (2020) found that attitude is a reflection of what consumers desire and do not prefer, and that their ATGB greatly and favourably affects buying green products.

b. Green Brand Positioning

Green brand positioning (GBP) offers both practical and emotional value by allowing a firm to stand out with environmentally friendly features (Situmorang et al., 2021; Suki, 2016). By emphasising sustainable methods—which are necessary to survive in the green market—it improves the perception of a brand (Hartmann et al., 2005). A competitive advantage is created by GBP combining practical, expressive, and green characteristics (Huang et al., 2014; Suki, 2016). Encouraging distinction and competitive advantage, appropriate GBP matches customer expectations with the brand's principles (Keller, 2009). Strong purchase intentions are shown by environmentally concerned consumers who have had good experiences with green goods because of their effective GBP (White et al., 2019).

c. Green Brand Knowledge

Knowledge of green brands informs customers about the special qualities of a product and its advantages to the environment as a whole. According to Law et al., (2017), brand knowledge gauges how well consumers are familiar with a brand. Moreover, by raising awareness of green products, GBK offers information that changes customer behaviour, claims Siyal et al., (2021). Consumers constantly want and want to know more about eco-friendly companies, increase their understanding of environmental issues, and find it easier to buy environmentally friendly goods (Woo & Kim, 2019).

d. Brand Image

Sentiments of customers regarding the brand are known as brand image (Sallam, 2016). Memories of the brand can be strengthened by brand image. Considering the value of brand image, Chen (2010) defined green brand image as the way that consumers see the brand's environmental commitments and alliances. Hu & Wall (2005) have further stressed the advantages of green brand improvement. International rigorous regulations and environmental awareness are raised by green brand image. Furthermore, businesses who are really dedicated to enhancing their brand image may raise consumer satisfaction with green needs, ecological expectations, and environmental requirements.

e. Brand Trust

The requirement for developing these partnerships is considered to be brand trust (Morgan & Hunt, 1994; Kwon et al., 2021). In social transactions, trust—defined as anticipating moral behaviour from the trusted party—is essential (Moorman et al., 1993; Bagozzi, 1985). Honest, socially and environmentally conscious companies are preferred by consumers, and reliable environmental claims increase the possibility of long-term relationships. Poor impressions of environmental performance damage these connections. Sincere trust increases purchasing willingness, loyalty, commitment, and good word-of-mouth; greenwashing lowers trust (Rahman et al., 2015).

f. Green Purchase Intention

Chadhary (2018), Mohd Suki (2016), Nguyen et al., (2018), and Yadav & Pathak (2016) all talk about green purchase intention, which is an intentional and distinctive type of environmentally responsible behaviour that people show they care about the environment by choosing green products over regular ones. According to Ramayah et al., (2010), it captures the reasons for behaviour, that individual is prepared to put out. Furthermore, Chen & Chang (2012) characterised green buying intents as the potential for customers to want to buy ecologically friendly items. According to Kim & Chung (2011), this implied that people purchased green items in order to save rather than devastate the environment. According to Chan (2001), purchasing green items, moving to a greener version of a product, and swapping to other brands for ecological reasons might all be used to gauge green purchase intents.

1.2 FRAMEWORK FOR THEORY AND CREATION OF HYPOTHESES

A study of the linked literature on green consumer behaviour showed that an attitude-intention-behavior paradigm has been used most often. TPB (Ajzen, 1991) is applied to predict and explain behavioural changes (Beck & Ajzen 1991). As stated by the TPB (Siyal et al., 2021) consumers realistically consider how their actions may affect others. The fundamental components of TPB include intention—mental preparedness—which motivates

behaviour (Liu et al., 2012). The TPB holds that a person's attitude shapes their feelings about achieving good or bad. In addition, TPB thinks that perceived behavioural control, attitudes, and subjective norms might encourage green purchasing. This paper merges several aspects to provide the framework of this study. It's important to know how people build brand groups and connections in everyday activities.

Multiple studies suggested more investigation to determine how environmental awareness affects emerging nations' desire to make green purchases. This paper thus suggests using terms such as Consumers' Attitude, GBP, and GBK to investigate the connection between green brand aspects and green purchasing intentions. This work therefore develops a thorough methodology for analysing the impact of green brand aspects on green purchasing intentions by using the knowledge-attitude-intention paradigm. Figure 1 shows the suggested research paradigm for the undertaking. Green purchasing intentions, GBP, and GBK of consumers are shown to be directly and indirectly causally related by the model. Furthermore suggested in this study is the investigation of Brand Image and Brand Trust as a mediator between GBP & GBK, Consumers' Attitude, and Green buying intention. Furthermore, EC could change how these factors relate to the inclination to make green purchases.

g. Relationship between Green Purchase Intention, Brand Positioning, Consumer Attitude, and Green Brand Knowledge.

One of the most essential elements of actual behavior and behavioral intention in green psychology research is now attitude phenomena. It might be considered an important field of interest for most of the marketers, legislators, and environmentalists who would like to detect the factors that do play a role in terms of the impact on consumer behavior and decision-making about green goods or services. Research has shown that intentions to purchase green products hinge on a customer's positive attitude. Mostafa (2007) also found that those with a positive perception of green products will likely purchase them. Attitude will always be positive or negative, relating to specific events or concepts of cognitive choices, emotions, or actions (Adrita, 2020). Studies showed a positive correlation between attitude towards green products and intention to buy green products. In contrast, Ramayah et al., (2010) could not find a statistically significant relationship between green purchasing intention and consumers' attitude (CA) toward environmental features. In this light, the present work submits the following hypothesis:

H1a. An attitude of the customer is significantly correlated with green purchase intention.

Competitive advantage depends critically on brand positioning (Wang et al., 2022). Products under the greener brand positioning are those that are good to consumers and the environment. Green brand positioning is understood as a useful stimuli for marketers to affect favourable perceptions of green products in the behaviour process. Therefore, GBP may increase customer impression of green brands by means of proactive communication initiatives centred on green features (Mohd Suki, 2016). Review of the literature showed that there is a favourable correlation between the green brand positioning and the favourable attitude towards product buying (Baker & Ozaki, 2008; Huang et al., 2014). The current work puts forward the following hypothesis based on the previous literature.

H1b. Positioning of green brands is strongly correlated with green purchase intention.

Consumers are educated about the unique brand qualities and overall environmental benefits of a product via Green Brand Knowledge (GBK). Understanding the brand aids in its memory for consumers. To alter customer behaviour, GBK markets environmentally friendly items (Siyal et al., 2021). Along with learning more about green companies, consumers want it to be easier for them to purchase green items and to raise their knowledge of environmental issues. GBK is the combination of product greenness and green brand awareness. GBK is highly involved with GBI and GBA. Strong relationships between GBK and GBA have been discovered by a number of studies (Chin et al., 2019; Zhou et al 2020). The following notion is put forward in this paper based on earlier studies.

H1c. Significant correlation exists between green purchase intention and green brand knowledge.

1.2.2 Linking Consumer Attitude, Green Brand Positioning, and Green Brand Knowledge to Brand Image and Brand Trust.

h. Consumers' Perception of Brand Image and Brand Trust

Studies show that attitudes of consumers and their opinions of brands are strongly correlated, which has a big impact on consumer behaviour. Particularly in congested settings when customers look for familiarity, intangible and emotional attributes of businesses increase loyalty (Huang et al., 2018). Brand views are influenced by consumer ethnocentrism; strong ethnocentric customers prefer home brands and have poor opinions of international brands (Steenkamp et al., 2003; Sharma, 2015). Trust and loyalty are increased by CSR programmes, which favourably affect brand attitudes and purchase intentions (Ramesh et al., 2018). Consumer preferences are influenced by perceived locality and globality of a brand (Davvetas et al., 2015) as well. As so, this paper suggests.

H2a: Brand image is strongly related to the attitude of the customers.

Good customer reviews and experiences greatly increase confidence in the dependability and honesty of a business, which in turn greatly increases brand trust. Positive encounters and open communication from the brand strengthen this confidence and start a positive reinforcement loop (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994). Furthermore, trust and favourable attitudes are much aided by emotional ties and customised experiences (Erdem & Swait, 2004). Strong brand trust eventually helps with both brand performance and client loyalty (Delgado-Ballester & Munuera-Alemán, 2001). The hypothesis is therefore.

H2b: Brand trust is strongly related to the attitude of the customers.

i. Green Brand Positioning Considering Brand Trust & Image

The emphasis on a business's dedication to environmental sustainability through green brand positioning has a big influence on brand image. Eco-friendly principles of a brand could help to make it environmentally concerned in the eyes of its customers. The overall brand image could be improved as a result. Credibility and consistency in creating green claims could enhance the strength of the positive perception, resulting in more loyal customers (Ng et al., 2014). Green branding can also be a source of differentiation and confer a positive and unique brand image in the minds of the consumers within a competitive marketplace (Rahman & Haque, 2011). The hypothesis is hereby put forward:

H3a: The image of a brand is significantly associated with green brand positioning.

Brand trust may be much increased by green brand positioning, which emphasises a company's dedication to environmental sustainability. When companies honestly explain their green programmes, customers who appreciate sustainability come to trust and give them credibility (Yadav & Pathak, 2016). A closer, trust-based relationship with customers results from the brand's green promises being seen as real and supported by consistent behaviour (Chen & Chang, 2013). Furthermore, a green brand strategy may set a company apart from its rivals and win over customers that care about the environment (Rahbar & Wahid, 2011). Hypothesis hence put forward is.

H3b: Brand trust is significantly associated with green brand positioning.

j. Knowledge of Green Brands with Brand Trust and Image

The way a brand is seen is greatly influenced by its green brand knowledge, which is the awareness and comprehension of its environmental actions among customers. A stronger and more positive brand image results from customers' opinion of a company being well-informed about its sustainability initiatives (Guo, 2022). Understanding this enhances the credibility of the brand's green commitments, which in turn fosters loyalty and trust among environmentally conscious consumers (Heo & Muralidharan, 2021). Additionally, effectively communicated green brand expertise can differentiate a company in the market and help establish a unique and positive brand image (Wang et al., 2021). Therefore, the study suggests:

H4a: Knowledge of green brands is strongly related to brand image.

Consumer awareness of a company's environmental efforts, or green brand knowledge, significantly influences brand trust. Trust increases when customers perceive the brand's environmental claims as credible, based on their knowledge of the brand's sustainable practices (Nguyen et al., 2018). When customers regularly see transparent communication about the company's green initiatives, they are more likely to trust and remain loyal to the brand (Wang et al., 2022). Moreover, a comprehensive understanding of the green brand fosters a strong, trust-based relationship with customers and helps distinguish the brand in the marketplace. Thus, the theory is:

H4b: Brand trust is significantly correlated with knowledge about green brands.

k. Linking Brand Trust and Image to Intention to Make Green Purchases.

Green buying intentions are significantly influenced by a positive brand image, customers are more inclined to purchase green products if they perceive a company as environmentally friendly, as this enhances their overall evaluation of the brand (Li et al., 2020). When the brand image aligns with the customers' environmental values, this perception is strengthened, making them more likely to support the brand through purchases (Nguyen et al., 2022). A strong green brand image can further boost customers' intentions to buy green products, setting a business apart in a competitive market (Wang & Wang, 2023).

H5a: Green purchasing intention is significantly associated with brand image.

Brand trust is crucial in determining intentions to make green purchases. When customers trust a company, they are more likely to have confidence in their decisions and believe in the authenticity of its green claims, leading to higher green purchasing intentions (Chen & Chang, 2016). High levels of brand trust also reduce perceived risks associated with green purchases, further encouraging customers to choose environmentally friendly products (Wang et al., 2020). Therefore, brand trust acts as a catalyst, turning positive perceptions of eco-friendly products into actual buying behavior (Nguyen et al., 2022).

H5b: Green purchasing intention and brand trust are significantly correlated.

1.2.3 Impact of Mediation

1. Indirect relationship between customers' attitudes and green purchase intentions

Consumers' perceptions of sustainability and their intentions to make green purchases are significantly influenced by their brand image. Consumers who support green initiatives are more likely to have a favorable view of companies committed to environmental sustainability. This positive brand image then enhances their desire to buy eco-friendly products (Wang et al., 2018). The mediating role of brand image suggests that even when consumers have a strong pro-environmental attitude, their perception of the company's commitment to sustainability greatly impacts their intention to make green purchases (Chen, 2020). Therefore, a strong brand image based on sustainability initiatives can effectively translate favorable consumer perceptions into actual buying behavior (Nguyen et al., 2022). Consequently, this paper proposes:

H6a. Consumer attitude has a considerable indirect relationship with green purchase intention through brand image.

Customers who hold positive views about environmental sustainability are more likely to trust a company that supports eco-friendly initiatives. This growing trust, in turn, positively influences their desire to purchase environmentally friendly products (Nguyen et al., 2019). According to the mediating role of brand trust, even when consumers have a strong pro-environmental attitude, their intention to make green purchases significantly increases if they believe the company is committed to sustainability (Li et al., 2020). Therefore, building strong brand trust based on sustainability initiatives can effectively convert favorable consumer perceptions into actual green buying behavior (Nguyen et al., 2022). Hence, this paper proposes:

H6b. Consumer attitude has a considerable indirect relationship with green purchasing intention through brand trust.

m. Indirect link between green brand positioning and green purchasing intention

According to Kang & Hur (2021), the mediating role of brand image suggests that effective green brand positioning can indirectly influence green purchasing intentions by enhancing the brand's image. An environmentally responsible company improves its reputation, which in turn affects customers' decisions to buy green products. Due to this positive brand image, customers are more likely to trust and be inclined to make green

purchases, believing the company is committed to sustainability (Wu et al., 2021). Therefore, a strong green brand image can effectively translate into successful green positioning strategies and actual consumer buying behavior (Tariq et al., 2019). Consequently, this paper proposes:

H7a. Green purchase intention is significantly correlated with green brand positioning through brand image.

Brand trust indicates that when customers believe a brand is committed to sustainability, the impact of green brand positioning on green purchase intention is significantly enhanced (Chen & Chang, 2013). This trust positively influences their desire to buy environmentally friendly products (Chen et al., 2020). Therefore, building strong brand trust is essential to transform green brand positioning strategies into actual green purchasing behaviors (Wang et al., 2020). Consequently, this paper proposes:

H7b. Through brand trust, green brand positioning significantly relates indirectly to the desire to make green purchases.

n. The indirect relationship between green purchase intention and green brand knowledge

Consumers' opinions of a brand improve, and its image becomes stronger and more favorable when they are aware of its environmental practices. This positive brand image greatly influences consumers' desire to buy green products (Wang et al., 2020). According to the mediating role of brand image, a good perception of the brand significantly enhances the effect of green brand awareness on green purchase intentions (Chen, 2010). Therefore, creating a strong and favorable brand image based on green knowledge is crucial to effectively converting consumer awareness into actual green buying behavior (Suki, 2016). Consequently, this paper proposes:

H8a. A significant indirect correlation exists between green brand knowledge and the intention to make green purchases through brand image.

Knowing a company's environmental policies helps customers trust the company because they believe it is committed to sustainability and is trustworthy (Chen & Chang, 2013). This trust, in turn, positively affects their desire to buy green products as people feel more confident in the brand's green promises (Chen, 2010). According to the mediating role of brand trust, customers who trust the company's environmental efforts are much more likely to have their green purchase intentions influenced by green brand knowledge (Wang et al., 2020). Therefore, converting consumer awareness into actual green buying behavior requires building strong brand trust based on green understanding (Wang et al., 2021). Consequently, this paper proposes:

H8b. Green purchase intention is significantly indirectly correlated with green brand knowledge through brand trust.

1.2.4 Moderation Effect

o. Customers' attitude, green brand positioning, and green brand knowledge are moderated by environmental knowledge and green purchase intent.

Vermeir & Verbeke (2006) have demonstrated that consumers with high levels of environmental consciousness are more likely to make purchasing decisions based on their positive evaluations of environmentally friendly products. This means that the more environmentally aware consumers are, the more their favorable opinions influence their buying choices. Essentially, environmental concerns act as a driving force in turning pro-environmental views into green purchasing decisions (Paul et al., 2016). As a result, an increase in environmental consciousness significantly strengthens the link between positive consumer perceptions and the desire to buy eco-friendly products (Joshi & Rahman, 2019).

Green brand positioning has a much greater influence on the purchasing decisions of environmentally conscious customers (Chen, 2013). The more serious the perceived environmental threat, the more likely these customers are to respond positively to a brand's green stance by choosing its products (Paul et al., 2016). This increased sensitivity indicates that eco-conscious consumers are more likely to turn their green beliefs into actual buying

behavior when a brand's positioning matches their ecological goals (Liobikienė & Bernatoniene, 2017). Therefore, companies aiming to boost green purchase intentions may find that targeting environmentally conscious consumers offers significant benefits (Ghazali et al., 2017).

Consumers who are deeply concerned about the environment are much more likely to turn their understanding of a brand's sustainable initiatives into actual purchases (Chen, 2010). As a result, when these individuals are informed about a brand's environmental efforts, they are more inclined to buy eco-friendly products (Paul et al., 2016). Green brand awareness plays a significant role in influencing the purchase intentions of environmentally conscious consumers, as shown by the moderating effect of environmental concern (Joshi & Rahman, 2015). Therefore, targeting consumers who genuinely care about the environment can enhance the effectiveness of green marketing strategies.

H9a. The association between consumers' attitude and their desire to make green purchases is much moderated by environment knowledge

H9b. The association between green brand positioning and green purchasing intention is considerably moderated by environment knowledge.

H9c. The association between knowledge of green brands and desire to make green purchases is much moderated by environment knowledge.

2. Conceptual framework of the study

From the above theory and literature the following model is proposed:

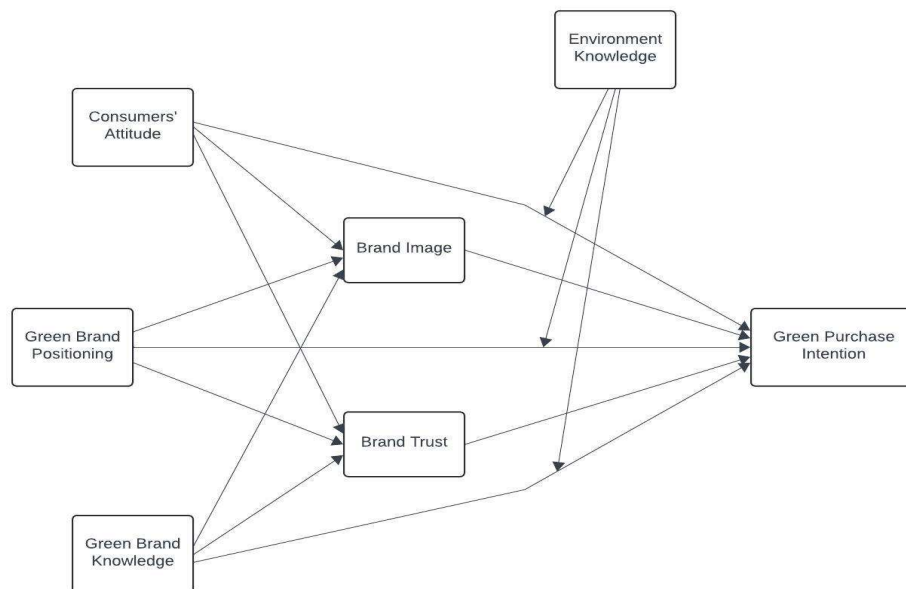


Figure 1. Framework

3. METHODOLOGY

a. Data Collection & Procedure

The respondents to this survey were Indian students who had purchased green goods and were between the ages of 16 and 27. According to several research, university students with higher education can comprehend, evaluate,

and offer accurate environmental data more quickly than those with lower education (Amin & Tarun, 2020). The data is gathered from Gautam Buddha Nagar, U.P., private university undergraduate, postgraduate, and other higher studies students. Known by another name, the Z Generation, students often fall within the demographic range of 16 to 27 years old. According to study, this customer base is the most ecologically aware (Vermillion & Peart, 2010). Comparably, various studies revealed that the majority of college students polled preferred brands that are both ecologically and socially conscious. 435 students in all took part in this study using stratified random sampling. Evaluated were 350 valid samples. SmartPLS 4.1.0.2 was used to facilitate structural equation modelling (SEM) analysis. Table 1 gives the demographic profile of the 350 respondents who made up the final sample. According to the statistics, most responders (56%) are between the ages of 19 and 21; 15% are between the ages of 16 and 18; and just 12% are between the ages of 25 and 27; the remaining 17% are between the ages of 22 to 24. It also indicates that, compared to 6% of the population who are married, 94% are single. Within the designated category are 66% of men and 34% of women. Of those, 53% are graduates and the remaining 5% are those pursuing further education. With 36% of Gen-Z members earning between 5000 and 15000 each month, 22% of them make more than 46000.

Table 1 Demographic Profile

<i>Characters</i>		<i>%</i>	<i>Characters</i>		
		<i>%</i>			
Age of Participant	16 years – 18 years	15	Education Level	High School	20
	19 years – 21 years	56		Intermediate	9
	22 years – 24 years	17		Graduate	53
	25 years – 27 years	12		Post Graduate	13
				Others	5
Marital Status	Single	94	Monthly Income (INR)	5000-15000	36
	Married	6		16000-25000	11
Gender Of Participant	Male	66		26000-35000	17
	Female	34		36000-45000	14
				Above 46000	22

b. Research Instruments & Measurements

Two components make up the questionnaire. The first part tries to compile responders' demographic data. Questions on the study subject are also included in this area; for example, respondents were asked to select from a list of green FMCG brands and products that they either use or would like to buy. "Green FMCG brands" were the research subject of this study in order to evaluate the developed hypothesis. Some of the green FMCG brands include Hindustan Unilever, Godrej, ITC, Nestle, Britannia, Dabur, Tata Consumer Products, Marico, and so on. As green FMCG brands are environmentally beneficial, this study purposefully utilised them as its research subject.

The second part of the survey included items meant to gather opinions from consumers regarding factors such their attitude, GBP, GBK, EK, and intention to make green purchases with regard to green FMCG brands or goods they use or would like to buy. A five-point Likert scale—1 denoting strongly disagree and 5 strongly agree—was used to base these comments.

A major part of the direction and structuring of our questionnaire came from earlier studies.

Consumers' Attitude aspects were taken from previous research conducted by Patrick et al., (2005), Green brand positioning from research conducted by Aaker (2007) and Patrick et al., (2005), The measurement items of Green Brand Knowledge was adapted from Keller (1993), Environment Knowledge by Chan (2001), Brand Trust and Brand Image were adapted from Gurviez & Korchia (2003) and Keller (1993). Three questions were modified

from Chen & Chang (2012) to assess the intention to purchase green brands.

5. RESULTS

i. Indicator Loadings

Overall, loadings of indicators between 0.40 and 0.70 should only be considered for removal if doing so would significantly improve convergent validity or internal consistency reliability beyond the threshold value that is recommended. To what extent removing an indication impairs the legitimacy of the information is another consideration when deciding whether to do so. Generally speaking, appropriate indicators' outer loadings values should be between 0.60 and 0.70, or higher (Hulland, J., 1999).

Table 2 Factor Outer loadings

	Outer loadings
AT 2 <- AT	0.646
AT 3 <- AT	0.770
AT 4 <- AT	0.704
AT 5 <- AT	0.800
BI 1 <- BI	0.764
BI 2 <- BI	0.871
BI 3 <- BI	0.831
BI 4 <- BI	0.806
EK 1 <- EK	0.732
EK 2 <- EK	0.826
EK 3 <- EK	0.838
GBK 1 <- GBK	0.773
GBK 3 <- GBK	0.837
GBK 4 <- GBK	0.812
GBK 5 <- GBK	0.826
GBP 2 <- GBP	0.692
GBP 3 <- GBP	0.759
GBP 4 <- GBP	0.701
GBP 5 <- GBP	0.842
GPI 1 <- GPI	0.784
GPI 2 <- GPI	0.917
GPI 3 <- GPI	0.848
TR 1 <- TR	0.854
TR 2 <- TR	0.811
TR 3 <- TR	0.785
EK x GBP -> EK x GBP	1.000
EK x AT -> EK x AT	1.000
EK x GBK -> EK x GBK	1.000

Now since all factor loadings are greater than 0.70 (except a couple of them nearly 0.70) indicator reliability is established.

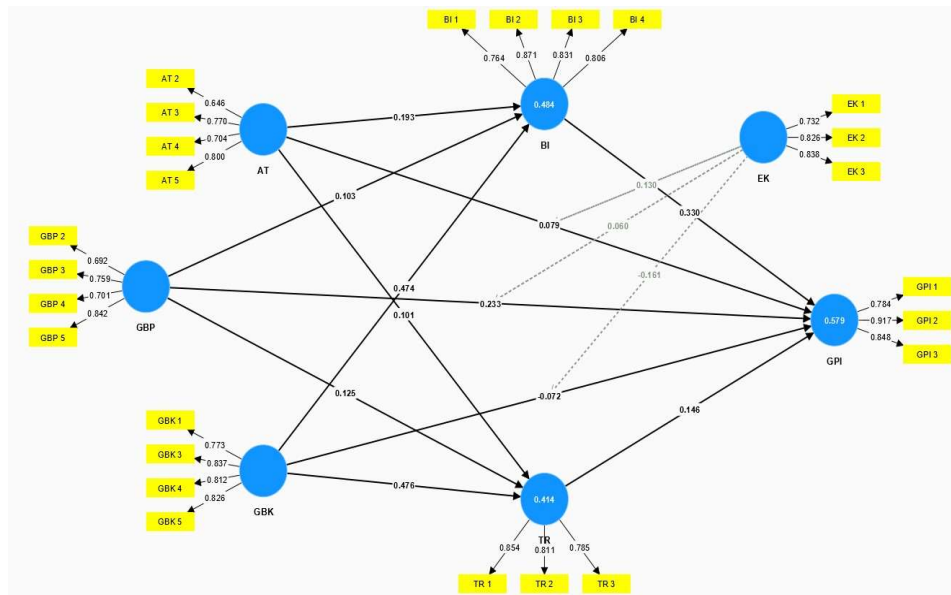


Figure 2 Path diagram

ii. Testing Reliability

It is a measure of the internal consistency of construct indicators that represents the degree to which each of these indicators exposes a general latent idea. Reliability is a measure of the internal consistency of construct indicators. In their respective studies, Hair et al. (2019) and Purwanto (2021) presented this reliability definition. Hair et al. (2019), are the ones who determine the stability and consistency of the results throughout all of the different time periods. Conducted an assessment with the composite reliability value in order to ascertain the confidence level of the construct. We carried out this evaluation to gauge the construct's dependability. If a variable's composite reliability value is more than 0.7 (Purwanto et al., 2019) and its alpha Cronbach value is greater than 0.7, then we consider the variable to have attained construct reliability.

Table 3 Validity & Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AT	0.712	0.716	0.821	0.536
BI	0.835	0.838	0.890	0.671
EK	0.735	0.789	0.842	0.640
GBK	0.828	0.830	0.886	0.660
GBP	0.745	0.779	0.837	0.564
GPI	0.809	0.827	0.887	0.725
TR	0.755	0.778	0.858	0.668

The results of the reliability test analysis conducted using the SmartPLS instrument are presented in Table 2. It suggests that each composite reliability value exceeds 0.7, which suggests that each variable has met the test requirements and is reliable. Additionally, the variable's degree of dependability is consistent with the standards, as evidenced by the fact that every Cronbach's alpha value exceeds 0.6. After determining the trustworthiness of the test data findings, we evaluate their validity. This evaluation takes into account the loading factor, AVE, Farnell-Larcker criteria, and cross-loading procedures. To view the results of the

Fornell-Larcker criterion and the cross-loading test, select the discriminant validity menu and the outer loading menu, respectively.

iii. The Validity of Discriminants

Magnitude of the indicator from each block is determined by a construct validity test known as discriminant validity (Hair, 2019). It is possible to discover one of the discriminant values by comparing the AVE value to the correlation between the different other model components. This approach brings to the discovery of the discriminant value. Based on the findings of Hair (2018), discriminant validity is considered to have been achieved when the AVE root value is more than 0.50. In addition, the Fornell-Larcker criteria were employed in order to assess the procedure's ability to correctly differentiate between different groups of people. Latent constructs are considered to be more predictive of indicators than other constructs if their correlation with each indication is greater than that of the other constructs (Purwanto et al., 2020).

Table 4 HTMT Ratio

	AT	BI	EK	GBK	GBP	GPI	TR	EK x AT	EK x GBK	EK x GBP
AT										
BI	0.712									
EK	0.698	0.847								
GBK	0.827	0.807	0.915							
GBP	0.822	0.671	0.794	0.881						
GPI	0.686	0.804	0.754	0.708	0.768					
TR	0.639	0.909	0.898	0.770	0.644	0.768				
EK x AT	0.287	0.247	0.219	0.211	0.284	0.329	0.316			
EK x GBK	0.229	0.423	0.404	0.347	0.260	0.309	0.571	0.616		
EK x GBP	0.243	0.261	0.156	0.226	0.198	0.256	0.406	0.635	0.728	

iv. Testing the structural Model

The postulated links via structural routes were investigated by the authors using the bootstrapping approach with 4998 subsamples. The structural trajectories are evaluated by the nonparametric method. Hair et al., (2010) generates pertinent population characteristics and allows the evaluation of the statistical significance of various PLS-SEM outcomes by using the supplied sample data. The interactions among the dependent, independent, mediator, and moderating factors are assessed by the structural model (see Fig. 2).

v. Direct Hypothesis

The results of assessing the structural model and examining the direct paths in Table 5 reveal that the CA (written as AT) positively affects the GPI (Beta= 0.079, T value= 3.979), GBP also significantly affects the GPI (Beta= 0.233, T value= 9.352) and GBK positively affects GPI which means H1a, H1b and H1c is validated. CA positively influence BI (Beta= 0.193, T value= 8.898) & BT (Beta= 0.101, T value= 4.686) which means hypothesis H2a and H2b is accepted. In a same way, H3a and H3b is accepted as GBP is positively associated with BI (Beta= 0.103, T value= 5.180) and BT (Beta= 0.125, T value= 6.843). The result depicts the relationship between GBK and BI (Beta= 0.474, T value= 18.830) & GBK and BT (Beta= 0.476, T value= 18.314) that shows H4a & H4b is acceptable. H5a and H5b hypothesis is accepted as BI & BT is associated with GPI (Beta= 0.330,

T value= 11.855) & (Beta= 0.146, T value= 6.569).

Table 5 Direct Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Findings
AT -> BI	0.193	0.193	0.022	8.898	0.000	Supported
AT -> GPI	0.079	0.080	0.020	3.979	0.000	Supported
AT -> TR	0.101	0.101	0.022	4.684	0.000	Supported
BI -> GPI	0.330	0.330	0.028	11.855	0.000	Supported
GBK -> BI	0.474	0.474	0.025	18.830	0.000	Supported
GBK -> GPI	-0.072	-0.071	0.024	2.939	0.003	Supported
GBK -> TR	0.476	0.475	0.026	18.314	0.000	Supported
GBP -> BI	0.103	0.103	0.020	5.180	0.000	Supported
GBP -> GPI	0.233	0.232	0.025	9.352	0.000	Supported
GBP -> TR	0.125	0.125	0.018	6.843	0.000	Supported
TR -> GPI	0.146	0.146	0.022	6.569	0.000	Supported

vi. Indirect Hypothesis or Mediation

As noted in Table 6, the result depicts that BT (Beta= 0.070 and T value= 6.413, Beta= 0.018 and T value= 4.685 & Beta= 0.015 and T value= 3.500) mediates the relationship between CA, GBP and GBK & GPI. The relationship between the GPI & CA, GBP and GBK is mediated by the BT. Results also shows that BI (Beta= 0.064 and T value= 7.708, Beta= 0.157 and T value= 10.885 & Beta= 0.034 and T value= 4.128) mediates the relationship between CA, GBP and GBK & GPI. Thus, all these mediation is partial as direct effect is also significant.

Table 6 Indirect Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Findings
GBK -> TR -> GPI	0.070	0.069	0.011	6.413	0.000	Supported
GBP -> TR -> GPI	0.018	0.018	0.004	4.685	0.000	Supported
AT -> BI -> GPI	0.064	0.064	0.008	7.708	0.000	Supported
GBK -> BI -> GPI	0.157	0.156	0.014	10.885	0.000	Supported
GBP -> BI -> GPI	0.034	0.034	0.008	4.128	0.000	Supported
AT -> TR -> GPI	0.015	0.015	0.004	3.500	0.000	Supported

vii. Moderation

The research hypothesis H9a states that environment knowledge moderates the relationship between CA and GPI (Beta= 0.130, T value= 8.484). Similarly, EK also moderates the relationship between GBP (Beta= 0.060, T value= 3.859) & GPI and GBK (Beta= -0.161, T value= 7.339) & GPI which proves that H9b and H9c hypothesis are accepted. (Table 7)

Table 7 Moderating Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Findings
EK x AT -> GPI	0.130	0.130	0.015	8.484	0.000	Supported
EK x GBK -> GPI	-0.161	-0.160	0.022	7.339	0.000	Supported
EK x GBP -> GPI	0.060	0.059	0.016	3.859	0.000	Supported

The slope analysis, depicted in Figure 3, 4 and 5 confirmed the moderating effects of EK on the tested relationship while performing the moderating evaluation. The PLS findings demonstrated that EK moderates the relationship between CA, GBP and GBK & GPI.

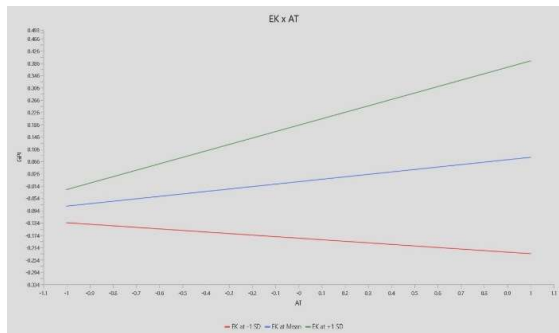


Figure 3 EK & AT

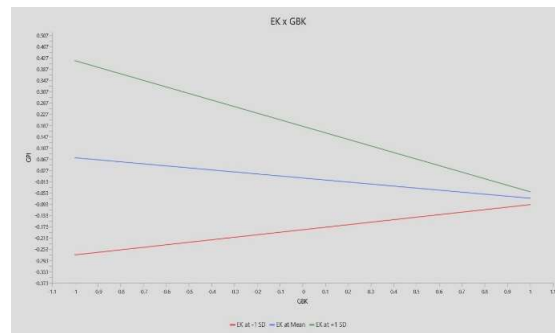


Figure 4 EK & GBK

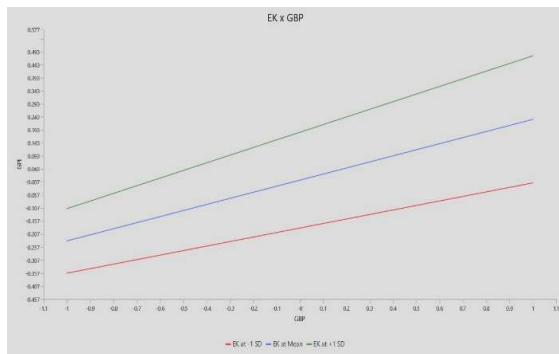


Figure 5 EK & GBP

The interaction plot (figure 3) shows that EK moderates the relationship between Attitude AT and GPI. High EK enhances the positive impact of AT on GPI, while low EK results in a negative impact. Thus, EK significantly affects how AT influences GPI.

The figure 4 shows that EK moderates the relationship between GBK and GPI. When EK is high, there is a negative relationship between GBK and GPI, indicating that higher GBK leads to lower GPI. At the mean level of EK, the relationship is slightly negative. Conversely, when EK is low, there is a positive relationship, suggesting that higher GBK leads to higher GPI.

The slope result indicates that GPI and GBP are related in a moderated manner by EK. Strongest positive correlation between GBP and GPI is shown when EK is high. Though less so, GBP still has a beneficial impact on GPI at the mean and low levels of EK. EK thus amplifies the beneficial effect of GBP on GPI (figure 5).

6. DISCUSSION & CONCLUSION

6.1 Discussion

This study investigated, taking into account the mediating effects of brand image (BI) and brand trust (BT), how consumers' attitudes, green brand positioning (GBP), and green brand knowledge (GBK) affect green purchasing intentions (GPI). The findings show that GPI is much improved by favourable customer attitudes towards sustainability. Moreover, GPI is favourably correlated with GBP and GBK, which emphasises the significance of green marketing campaigns. Through mediation analysis, it was demonstrated that both BT and BI are important, if only partially, in mediating the links between the variables under study and GPI, therefore influencing consumer buying behaviour.

These links were shown to be considerably moderated by environmental knowledge (EK), with greater EK levels

enhancing the beneficial effects of CA, GBP, and GBK on GPI. This emphasises how important consumer knowledge is to encouraging ecologically responsible buying habits.

6.2 Conclusion

Finally, this study emphasises how important consumer attitudes, GBP, and GBK are in promoting green buying intentions in the Indian market. The results imply that better BI and BT may successfully translate favourable customer perceptions into real green buying decisions. Further boosting these impacts can be done by raising customers' EK. To encourage sustainable consumer behaviour and grow the green market, retailers and legislators must to give comprehensive green marketing plans and educational programmes top priority. This paper provides useful information for promoting sustainable purchasing habits and to the body of knowledge on green consumer behaviour in developing countries.

6.3 Managerial Discussion

The need of comprehensive green marketing plans that include sustainable practices into every aspect of company operations is emphasised by the report. While educating customers through awareness campaigns and obvious eco-labeling improves environmental understanding, open communication and third-party certifications can help to create trust. Businesses must to use digital channels for interaction and target environmentally concerned groups with customised communications. Long-term success depends on ongoing innovation in sustainable product development and proactive CSR programmes. Working with stakeholders and encouraging sustainability projects rooted on communities may increase the effect of green initiatives even more, increasing customer confidence and purchasing intentions.⁷.

7. Limitations

There are a number of restrictions on this work. First off, the sample size—Indian students between the ages of 16 and 27—may not accurately reflect the aspirations of the larger community to make green purchases. Second, biases including social desirability bias may be introduced by depending just on self-reported data. Third, the study concentrates on green fast-moving consumer goods firms, which might restrict the applicability of the conclusions to other product categories. Fourth, over time changes in consumer behaviour are not captured by the cross-sectional approach. Fifth, the results' general application to other areas may be restricted by cultural elements particular to India. Sixth, the quantitative methodology of the investigation can miss subtleties that qualitative techniques could highlight. Finally, the study ignores outside variables like the state of the economy and changes in regulations that can affect the desire to make green purchases.

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