

The Role of Sustainability in Shaping Consumer Behavior and Purchase Intentions

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| ARTICLE INFO | ABSTRACT |
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| Received: 30 Dec 2024 Revised: 12 Feb 2025 Accepted: 26 Feb 2025 | <p>Sustainability has become a key issue in consumer behavior and purchase intentions over the past few years. This research aims to evaluate consumer awareness of sustainability and how it influences purchasing decisions, as well as to identify the main drivers and obstacles that affect these decisions. By assessing their level of understanding of and knowledge about sustainability, this research is targeted at providing consumers with better comprehension regarding factors influencing their purchases. The investigation employed mixed methods where both qualitative and quantitative data collection techniques were used. For example, an online survey will be conducted among different segments of consumers in order to get quantitative data regarding their purchasing behaviour, attitudes towards sustainable products, and awareness of these products. In addition, through focus group discussions qualitative information will be gathered which will give a deeper insight into the motivations and barriers faced by consumers when considering sustainable products. Among other things, personal values, perceived benefits as well as perceived barriers such as cost; availability; level of product knowledge will be explored during those discussions. Policymakers and businesses can make use of this research's findings to come up with strategies that increase consumer engagement with sustainable goods. Stakeholders can promote sustainable consumption more effectively by identifying major determinants along with obstacles and understanding the consciousness levels of customers towards this cause thereby contributing towards a more sustainable future.</p> <p>Keywords: Sustainable Consumption, Eco-Friendly Products, Sustainable Branding, Purchase Decisions, Sustainable Development</p> |

1. INTRODUCTION

The modern world has made sustainability a very important issue that is affecting global consumer behavior as well as purchasing decisions. The description of sustainability is comprehensive and embraces all activities and actions in relation to today's consumption patterns but which do not impede the ability of future generations to meet their own needs. This definition covers social, economic, and environmental dimensions (Joshi & Rahman, 2015). As people have become more aware of their social responsibilities and the pressing need for addressing global environmental issues these concerns have transformed from being limited to a few people into broader categories and conversations. In today's market place, sustainability and consumer behaviour are almost interchangeable; they refer to the study of why consumers make certain choices. A look at various theories that encompass cultural, social, psychological and personal perspectives can help explain consumer behaviour. Over time there has been significant shift in customer preferences to more sustainable ones when doing shopping nowadays. Sustainability and consumer behavior are coming together in an increasing trend of sustainable purchase. A growing number of environmentally-minded customers are responsible for this transformation, with businesses and items that share their moral and environmental values rated the highest priority. This is a matter that calls into question what social norms about responsible consumption, personal ethical considerations, as well as knowledge about environmental issues have to say. These factors significantly influence sustainable customer behavior which is also referred to as sustainable

purchase intention (SPI). To comprehend this phenomenon, it is important to grasp the concept of purchase intentions – whether a customer might or would buy a particular good or service. Purchase intentions depend on different influences including brand reputation, pricing, product quality and sustainability credentials (Khan et al., 2023). Today's consumers tend to support companies that demonstrate commitment to sustainable practices because they view these acts as part of their own value systems and contributing towards global sustainability goals.



Figure.1 The Role of product attributes in shaping purchase Intention

Sustainability influences buying intentions in a variety of ways. It influences customer decisions on an individual basis, but it also offers chances and difficulties for companies trying to adapt to changing market needs. Brands may increase their market share, consumer loyalty, and trust by incorporating sustainability into their fundamental principles and marketing tactics. Distinguishing companies in competitive markets and communicating sustainability efforts to consumers are critical tasks for strategies like eco-labeling, transparent supply chains, and CSR programmes (Carrington et al., 2010). There are still issues even though sustainable consumption is becoming more and more popular. Obstacles like the perception that sustainable products are more expensive, their unavailability, and customer mistrust of greenwashing techniques may hamper widespread acceptance. To overcome these challenges, entrepreneurs, legislators, and educators must come up with creative ideas to create an atmosphere that encourages sustainable consumer behaviour. To sum up, the correlation among sustainability, consumer conduct, and buying intentions highlights a revolutionary change in international trade. Businesses need to adjust as consumers place a higher value on ethical and environmental issues while making purchases by incorporating sustainability into their main business plans. This analysis examines the intricate relationship that exists between consumer behaviour and sustainability, emphasising the consequences for businesses, policymakers, and the general public who are working to create a more sustainable future (Prothero et al., 2011).

The study of people, groups, or organisations and the methods they employ to choose, acquire, utilise, and discard goods, experiences, or concepts in order to meet requirements is known as consumer behaviour (Pachauri, 2001). It also examines the effects that these methods have on the consumer and the community. Numerous internal and external factors have an impact on it. Thus, motives, perceptions, attitudes, and beliefs as well as learning can be qualified as internal factors. External influences comprise the family, peer groups, social status, culture, and subculture. For instance, people's felt need to link their individual values with their choices, purchase, ethical standings and a careful awakening to the environmental issues in the recent century have all accelerated the recent shift in consumer behavior towards sustainability. Such a development is also typical for other spheres of society life as now sustainability is already a norm rather than a novelty. This has also been due to the the consumers demanding accountability and transparency from the companies in search of goods and names that show commitment to sustainability (Kang & Hustvedt, 2014). Purchase intention which is perceived by some scholars as more important than the actual purchase behaviour, refers to a consumer's readiness or interest in buying a certain product or service (Silva et al., 2019). There are countless number of factors that, interacting in a closely knit manner, come into play including features of the goods, cost, standing of the brand, and psychological and emotional factors. Peculiarities of

sustainable factors are gaining a paramount role in the consumers' decisions on whether they are willing to contribute in a particular company or how they want to perceive and evaluate products.

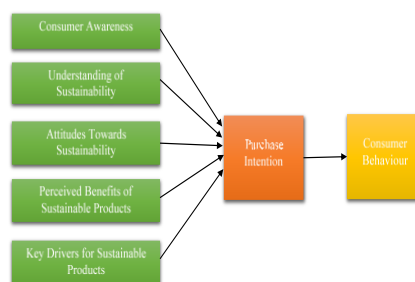


Figure.2 Purchase Intentions Model

This is because the area where there is a convergence of sustainability, consumer behavior, and buying intent is always active in research activity. Sustainability is social economic and environmental. Thus, the concerns call for the strategies, which can minimise the negative impacts of the companies on the environment while the positive impacts, beneficial to the environment and the society, are maximised (Epstein et al., 2018). The buyers in today's world are wiser and cautious in the things that they purchase. Some examples include tracing the influence a given product has on the environment, measures used in production that respects the environment and a general reputation that a certain brand has on the natural environment. As a result, it is possible to observe a rise in the count of special environmentally concerned consumer groups who have a look for goods that reflect their values. Hence, by targeting these customers that are aware of environmental issues, firms are able to gain a competitive advantage by implementing sustainable strategies in their operations and services (O'Rourke & Ringer, 2016). Therefore, for firm aspiring to thrive in socially and ecologically responsive market, it is essential to understand the consumer behaviour and buying motivation within the sustainability perspective. Business can enhance their brand equity and increase the contribution to global sustainability efforts by realigning corporate strategy with consume customer's values and demands. Consequently, the awareness regarding the consumers will help increase the importance of environmental sustainability as a predictor of consumer behavior and their buying intentions (Ha & Janda, 2012). This will affect the distribution of markets as well as cause changes in the design process of products with regard to the offered marketing strategies.

Scope of the Study

This study's scope includes investigating the ways in which sustainability affects customer behaviour and purchasing intentions. This study will look at how sustainable consumption is changing and how it affects consumers' decision-making processes in different demographic groups. The elements that drive sustainable consumer behaviour, such as social influences, environmental consciousness, and personal beliefs, should be carefully examined. Furthermore, the research will examine how sustainability influences consumers' preferences and choices, as well as how sustainability perceptions influence purchase intentions. The efficiency of marketing plans and communication techniques in promoting sustainable products will receive particular focus. Through exploring these domains, the research endeavors to furnish discernments regarding the obstacles and prospects faced by enterprises seeking to incorporate sustainability into their promotional plans and augment customer interaction with eco-friendly products.

II. LITERATURE REVIEW

| Author & Year | Factors/Variables | Method | Conclusion |
|-----------------------------------|---|---------------------------|---|
| Asilah Kasim, Raksmei Sann (2022) | Values, beliefs, personal norms, perceived risk, purchase intention | Partial least squares SEM | Positive influence of values, beliefs, and personal norms on recycled product purchase intention. Perceived risk negatively affects purchase intention. |

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|---|---|---------------------------------------|---|
| Cong Doanh Duong, Xuan Hau Doan (2022) | Environmental responsibility, environmental concern, TPB variables | Structural equation modeling (SEM) | Attitude toward green products and perceived behavioral control strongly associated with green purchase intention among Vietnamese consumers. |
| Dara O'Rourke, Abraham Ringer (2015) | Sustainability information, consumer purchase intentions | Empirical analysis | Significant impact of sustainability information on consumer purchase intentions varies by issue, product category, and consumer type. |
| Taciano L Milfont, Esra Markowits (2016) | Altruistic and biospheric values | Multilevel modeling | Multilevel analysis enhances understanding of predictors of sustainable consumption behavior. |
| Paulo Duarte, Susana C. Silva, Afonso S. Rosa (2024) | Perceived value, willingness to pay, environmental concern | Survey data, statistical analysis | Willingness to pay emerges as key determinant influencing consumer purchase intentions for sustainable packaging products. |
| Bhanu Prakash, Aniket Kumar (2024) | Green purchase intentions, sustainable practices | Descriptive research design | Insights into green purchase intentions and environmentally conscious buying behavior specific to Bihar, India. |
| Hye Jung Jung, Yun Jung Choi (2022) | Consumption values, social norms, attitudes | Moderating regression analysis | Chinese consumers' attitudes positively influence purchase intentions for sustainable apparel products, moderated by consumption values and social norms. |
| Vicki Morwits (2012) | Purchase intentions, consumer behavior | Literature review | Purchase intentions predict sales imperfectly; insights into measuring and forecasting sales from purchase intentions. |
| Dipali Baviskar, Anushka Chattaraj, Atharva Patil (2023) | Environmental impact awareness, recycling practices | Survey, Python visualisation | Preference for sustainable products among environmentally aware consumers, despite paradoxical preferences for non-reusable plastics. |
| Andreea Orîndaru, Maria-Floriana Popescu (2021) | COVID-19 impact, sustainable consumer behavior | Quantitative study | COVID-19 crisis facilitated shifts towards sustainable consumer behaviors due to increased uncertainty and changing consumption habits. |
| Giovanni Sogari, Tommaso Pucci (2017) | Social media, environmental sustainability | Questionnaire, hypothesis testing | Social media plays a significant role in promoting environmental sustainability and influencing consumer purchasing behavior, particularly among millennials. |

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|--|--|----------------------------|--|
| Francesca De Canio, Elisa Martinelli (2021) | Environmental concern, sustainable food purchases | Online survey, SEM | Environmental concern moderates the impact of external factors on consumer intentions for sustainable packaged foods. |
| Joseph Agebase Awuni (2015) | Consumption values, green purchasing intentions | Mall-intercept survey, SEM | Social and emotional values positively influence green purchasing intentions among young adults in Chinese cities. |
| Agniesska Ssulc-Obłosa, Mirosława Żurek (2024) | Attitudes towards sustainable consumption, income | CAWI, SEM | Positive association between attitudes towards sustainable consumption and behaviors; income moderates these relationships. |
| Qamrul Islam, Syed Md Faisal Ali Khan (2024) | Customer attitudes, environmental awareness, purchase intentions | SEM-PLS | Personal attitude, subjective norm, and perceived behavioral control influence the intention to buy environmentally friendly products. |

Research Gap

A substantial research deficit has been identified in relation to the efficacy of sustainability information in influencing consumer behaviour across various demographics and contexts. Although studies such as those conducted by Dara O'Rourke and Abraham Ringer (2015) have underscored the influence of sustainability information on consumer decision-making, there is still a need for further investigation into the ways in which different types of sustainability information (e.g., environmental impact, health benefits, social responsibility) interact with consumer preferences and purchasing intentions. The effectiveness of sustainability information can vary depending on the consumer's prior knowledge, values, and the specific context of the product or issue being considered, according to existing research. The area of perceived risk, as emphasised by Asilah Kasim and Raksme Sann (2022), is another unexplored one. Valuable insights into surmounting adoption barriers may be obtained by comprehending the manner in which perceived risk influences the relationship between consumer values, beliefs, and purchase intentions for sustainable products. Longitudinal studies and experimental designs that investigate the temporal stability and causal mechanisms that underlie the influence of sustainability information on consumer behaviour could be advantageous for future research. Furthermore, comparative studies conducted in various cultural and economic contexts would improve the generalisability of the results and facilitate the development of more precise strategies for the global promotion of sustainable consumption.

III. RESEARCH METHODOLOGY

Semi peripheral research design was applied in order to examine the influence of sustainability aspect within the scope of consumer behavior and the related purchasing decisions. The study employed a cross-sectional research strategy and recruited one hundred participants by a random sample from the population of target consumers. This population comprises the people who have had some inclination, or past purchasing history toward the green products. Random sampling increases the chances of every individual in the population being represented in the sample hence increasing its representativeness. Quantitative data was gathered by use of a closed interview schedule which embraced close ended and Likert scale measures created to capture environmental concern, buying attitude, brand image, peer pressure, and product sustainability. Therefore, prior to administration of the questionnaire, validity and reliability test were conducted. The recorded data was analysed with the help of Statistical Package for the Social Sciences (SPSS). Research findings on the variable measurements and participants' demographic characteristics were described by measures of central tendency (means), frequency distribution (frequencies and

percentages), and variability (standard deviations). Spearman correlation and regression studies were used to analyse the relationships between the variables as well as hypothesis testing. The main research intention of this work is immensely theoretical and practical at the same time, by providing substantial knowledge about the determinants of customers' attitudes and intentions to purchase sustainable goods.

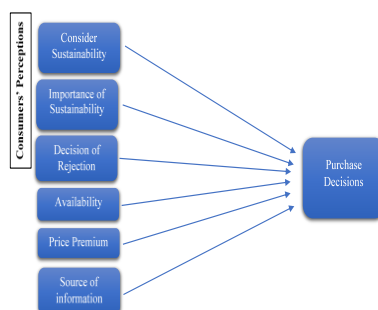


Figure.3 Research Model

Limitations

Such limitations include; Inherent self-report bias: when researching the role of sustainability in determining consumers' behaviours and purchase intentions, inconsistencies that exist in the self-reported data must also be considered. This is because subjects may exaggerate their concerns in the environment due to social desirable bias. The complexity of measuring the sustainability perception as a variable is another limitation because people's perception of sustainability varies by region and individual, which hinders generalised results. In addition, cross-sectional research techniques used in most studies limit the ability to quantify the direction and extent of the link between sustainability factors and consumers' behaviour changes in different time periods. Also due sample selection bias, there is a risk that sample participants will only be those interested in sustainability and not the entire list of participants. Also, the instability and the constant transformation of consumers' attitudes and of the ideas related to sustainable development make it even more complicated and time-consuming to acquire up-to-date and relevant information. Finally, the overreliance on the statistical approach also has some drawbacks as this research approach reduces the firm's ability to gain insights into qualitative aspects of how consumers develop perceptions and act sustainably. These limitations call for appropriate choices of the method of analysis, and method of interpretation in subsequent attempts at answering the same question.

Objectives

1. Evaluate the level of consumer awareness and understanding of sustainability and its impact on their purchasing decisions.
2. Identify the key drivers and barriers that influence consumer decisions to buy sustainable products.

Hypothesis

(H₀): There is no significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.

(H₁): There is a significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.

(H₀): Key drivers and barriers do not significantly influence consumer decisions to buy sustainable products.

(H₁): Key drivers and barriers significantly influence consumer decisions to buy sustainable products.

IV. RESULT AND DISCUSSION

Demographics of the Sample

| Predictor | % (n = 100) |
|----------------------------------|-------------|
| Age | |
| Under 25 years | 11 |
| 25-35 years | 21 |
| 36-45 years | 25 |
| 46-55 years | 25 |
| 56 years and above | 18 |
| Gender | |
| Male | 46 |
| Female | 54 |
| Education | |
| High school or equivalent | 11 |
| Bachelor's degree | 22 |
| Master's degree | 35 |
| Doctorate or professional degree | 21 |
| Others | 11 |
| Employment Status | |
| Self-employed | 17 |
| Employed | 26 |
| Unemployed | 15 |
| Student | 20 |
| Retired | 22 |
| Household Income | |
| Less than 1,00,000 | 14 |
| 1,00,000 - 2,50,000 | 18 |
| 2,50,001 - 5,00,000 | 26 |
| 5,00,001 - 10,00,000 | 22 |
| More than 10,00,001 | 20 |

Reliability Test

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .963 | 13 |

The Cronbach's Alpha value of 0.963 has been calculated from the reliability test conducted on the survey instrument, which comprises 13 items. Cronbach's Alpha is a metric that quantifies the internal consistency of a collection of objects, indicating their degree of group relatedness. A reliability value of 0.9 or higher is generally regarded as outstanding, while a value of 0.7 or higher is generally considered acceptable. Cronbach's Alpha value of 0.963 indicates that the survey instrument's elements are highly consistent. Based on this high level of reliability, it is probable that the instrument will generate consistent and consistent results across various administrations. As a result, the survey instrument can be regarded as reliable for measuring the constructs it is intended to evaluate, thereby guaranteeing that the data collected will be both reliable and valuable for subsequent analysis.

Objective 1: Evaluate the level of consumer awareness and understanding of sustainability and its impact on their purchasing decisions.

Null Hypothesis (H₀): There is no significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.

Alternative Hypothesis (H1): There is a significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .962 ^a | .926 | .924 | .369 |

a. Predictors: (Constant), Have you ever chosen not to buy a product because it was not sustainable?, How important is sustainability in your purchasing decisions?, Do you consider sustainability when making purchasing decisions?

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 163.948 | 3 | 54.649 | 401.972 | .000 ^b |
| | Residual | 13.052 | 96 | .136 | | |
| | Total | 177.000 | 99 | | | |

a. Dependent Variable: How familiar are you with the concept of sustainability?

Coefficients^a

| Model | Unstandardised Coefficients | | Standardised Coefficients | t | Sig. |
|---|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | .158 | .082 | | 1.921 | .058 |
| Do you consider sustainability when making purchasing decisions? | .355 | .111 | .341 | 3.193 | .002 |
| How important is sustainability in your purchasing decisions? | .267 | .112 | .251 | 2.378 | .019 |
| Have you ever chosen not to buy (Reject) a product because it was not sustainable? | .491 | .103 | .391 | 4.783 | .000 |

a. Dependent Variable: How familiar are you with the concept of sustainability?

The model summary suggests a strong correlation ($R = .962$) between the dependent variable and the predictors. The predictors: the significance of sustainability in purchasing decisions, whether consumers consider sustainability when making decisions, and whether they have chosen not to purchase a product because it was not sustainable, can account for approximately 92.6% of the variance in consumer familiarity with the concept of sustainability ($R^2 = .926$). This robust model is indicated by the high R^2 value. The regression model's ability to accurately predict the dependent variable is further substantiated by the ANOVA results, which show a highly significant F-value of 401.972 ($p < .001$). The model's precision is also indicated by the low standard error of the estimate (.369). After analysing the coefficients, it is evident that all predictors are statistically significant at the $p < .05$ level. The variable "Have you ever chosen not to buy a product because it was not sustainable?" has the highest standardised coefficient ($Beta = .391$), indicating that it is the most influential predictor. The model is significantly influenced by all predictors, as evidenced by their significance values ($p < .05$). The null hypothesis (H_0) is rejected with the approval of the alternative hypothesis (H_1) in considering these findings. Consumers' purchasing decisions are significantly influenced by their awareness and comprehension of sustainability. This suggests that consumers who

are more informed about and incorporate sustainability into their purchasing decisions are more likely to make sustainable choices, underscoring the influence of sustainability awareness on consumer behaviour.

Objective 2: Identify the key drivers and barriers that influence consumer decisions to buy sustainable products.

Null Hypothesis (H₀): Key drivers and barriers do not significantly influence consumer decisions to buy sustainable products.

Alternative Hypothesis (H₂): Key drivers and barriers significantly influence consumer decisions to buy sustainable products.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .942 ^a | .888 | .884 | .496 |

a. Predictors: (Constant), Social Media as Source you trust the most for information on sustainable products?, How much more are you willing to pay Premium for a sustainable product compared to a non-sustainable one?, Identification is the biggest barrier to buying sustainable products for you?

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 187.130 | 3 | 62.377 | 253.409 | .000 ^b |
| Residual | 23.630 | 96 | .246 | | |
| Total | 210.760 | 99 | | | |

a. Dependent Variable: What motivates you the most to buy sustainable products?

Coefficients^a

| Model | | Unstandardised Coefficients | | Standardised Coefficients | t | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.315 | .136 | | -2.309 | .023 |
| | What is the biggest barrier to buying sustainable products for you? | .027 | .066 | .025 | .404 | .687 |
| | How much more are you willing to pay for a sustainable product compared to a non-sustainable one? | -.100 | .057 | -.071 | -1.757 | .082 |
| | What sources do you trust the most for information on sustainable products? | .947 | .067 | .956 | 14.155 | .000 |

a. Dependent Variable: What motivates you the most to buy sustainable products?

The Model Summary indicates a high R^2 value of 0.888, suggesting that the independent variables: trust in information sources, willingness to pay more, and barriers to purchasing sustainable products, can account for approximately 88.8% of the variability in the motivation to buy sustainable products. The model's ability to capture the factors that influence consumer decisions is demonstrated by the considerable proportion of explained variance. The ANOVA table shows that the overall model is statistically significant, as evidenced by a highly significant F-statistic of 253.409 and a p-value of 0.000. This implies that the null hypothesis (H_0) is rejected and the alternative hypothesis is supported, as at least one of the predictors has a substantial effect on the motivation to purchase sustainable products. The variable "Social media as Source you trust the most for information on sustainable products?" has a significant positive effect ($p < 0.001$) on the motivation to acquire sustainable products, as evidenced by the Beta coefficient of 0.956 in the Coefficients table. This implies that consumer decisions are significantly influenced by trust in information sources. In contrast, the variables "Identification is the biggest barrier to buying sustainable products for you?" and "Are you willing to pay premium for a sustainable product compared to a non-sustainable one?" are not significant predictors ($p > 0.05$). The lack of significance of these variables implies that, despite their potential as factors, they do not have a statistically significant effect on this model. In overall, the analysis supports the alternative hypothesis (H_1), suggesting that consumer decisions to purchase sustainable products are substantially influenced by key drivers and barriers. In this context, consumers' trust in information sources is identified as a critical factor in their motivation, while perceived barriers and their propensity to pay more do not have a significant impact on their purchasing decisions.

V. CONCLUSION

The facts reveal valuable information on consumers' attitude and perceptions about sustainability and impact it has on purchasing behaviour. The results provide evidence for the alternative hypothesis (H_1) as the correlation between the level of consumers, awareness of sustainability and their buying behavior is consistently high. The obtained high R-squared of 0.888. The above model reveals that through different objects, 92 of them in fact indicates that the variable of sustainability importance, contemplation and non-purchase records together results into sum of about 92 percent. Due to respondents' unfamiliarity, those topics explained 6% of the variance in consumers' familiarity with sustainability. The maximum value of the significant predictors' coefficient, including the 'Have you ever decided not to purchase an item due to its lack of sustainability?' question, stress the attitudes of consumers and their understanding of sustainability perfectly as the factors that define their options. The data analysis also holds for the alternative hypothesis (H_2) to give a yes response to the second indicator and objective, which is to check that the consumer decision to buy sustainable products is significantly affected by the driver and barriers. The findings of the present study are the high positive Beta coefficient of the model emphasising that the motivation to purchase sustainable products is positively influenced by trust in information sources. 888. However, perceived barriers and propensity to pay a premium did not have an innovative statistical significant on the decision making process. Altogether, these findings imply that while faith in reliable sources is a crucial prerequisite for encouraging pro-environmental buying, other factors like perceiving certain obstacles and cost aspects, may indeed not play a major role in this specific situation. In general, the research confirms the need for consumers' education and their trust in information as crucial elements in the enhancement of sustainable purchasing behavior.

Future Research

The following is a list of possible research directions for future studies concerning the relationship between sustainability and behavioral intentions: One possibility for further research is the analysis of the effect that those and some other demographic factors, such as age, income, and educational level, can have on the effectiveness of sustainability messages incorporated into the marketing communication strategies being under analysis. Besides, those enterprises, which aspire to introduce the concept of sustainability into their operation, could potentially find useful an understanding of how the late impact of sustainability strategies might influence customer retention or brand image. When it comes to emerging technologies, their impact on enhancing the believability and the verifiability of sustainability reports could be studied as well. Further research can be made with regards to the comparative effectiveness of different sustainability certifications and labels on consumers' choices. Therefore, cross cultural research can be seen as a means of gaining a deeper understanding of cultural effects on consumer behavior

and their attitudes towards sustainability. Such opportunities could immensely benefit the advancement of the discipline that could inform effective strategies for promoting sustainability in consumer markets.

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