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GREEN FACTORS INFLUENCING CONSUMER ADOPTION OF INNOVATIVE SUSTAINABLE PRODUCTS: A PATHWAY TO SUSTAINABLE DEVELOPMENT

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ABSTRACT
The study examines the influence of green factors, including social consumption motivation and altruistic and egoistic values, on the attitude and perceived efficacy of consumers in the adoption and purchase of innovative sustainable products. The stimulus organism response theory serves as the theoretical foundation of the investigation. The data were analyzed using structural equation modeling, and 824 responses were collected from Andhra Pradesh and Telangana state using a non-probability sampling procedure. The findings of the study indicated that the attitude and perceived consumer effectiveness toward the purchase of innovative products were significantly influenced by altruistic, egoistic values, and social consumption motivation factors. Similarly, the attitude had a positive impact on the perceived consumer effectiveness toward the purchase of innovative products, and the perceived consumer effectiveness had a significant impact on the consumer purchasing of innovative products.
KEYWORDS: *Altruistic, Egoistic value, Social consumption motivation, sustainable Innovative products, perceived consumer effectiveness.*

1. INTRODUCTION

"Green consumerism" has become a very important term in society as more people are worried about the environment and how it is getting worse. Dermody et al. (2018) discovered that sustainability positions emerging economies as the future of global economic development and the leaders in ethical consumption and production. This study concentrates on the Indian market due to India's prioritization of consumer-centric, resource-intensive economic development and its dedication to sustainability (Kaur et al., 2022; Lavuri, 2022; Shilpa et al). Businesses that want to use sustainable marketing strategies in mainstream markets may want to find out how customers feel about and plan to make sustainable purchases (Nafees et al., 2022; Akram et al., 2024). People are more aware of the environment than ever before (Frommeyer et al., 2022), which is why now is the best time for businesses to start selling and promoting eco-friendly products (Gulzari et al., 2022).

Prior research indicates that consumers in poor nations are more inclined to engage in environmentally responsible purchasing compared to their counterparts in wealthy nations (Dermody et al., 2018). Nonetheless, there exists little comprehension about the motivations behind pro-environmental self-identity (Han et al., 2022) and the influence of environmentally protective emotions in promoting sustainable purchasing behaviors (Lavuri, 2022). Although several research have investigated the influence of egoistic and altruistic motives on product evaluations and ethical behavior (Mazhar et al., 2022), there has been little focus on the impact of human values in shaping these phenomena (Grappe et al., 2022; Lavuri et al., 2024). In ethical consumerism, the welfare of individuals has been prioritized above environmental conservation (Yin et al., 2022). Since egoistic and altruistic ideals are so different in theory and practice, they are inherently at odds with one another and have negative repercussions when combined (Lavuri, 2022). Because of this situation, academics are pleading for the adoption of fresh conceptual frameworks to probe the topic of sustainable behaviour (Hassan et al., 2016; Pradeep et al., 2024).

One of these strategies is to study pro-environmental self-identity (PESI) as an ongoing self-construction, which has not gotten much attention. This study is one of a kind because it looks at how PESI affects sustainable buying habits in India's emerging markets. Examining the literature more closely, we find that little attention has been paid to examining egoistic value (EV), altruistic value (AV), and social consumption motivation (SCM) that could impact PCE and individual attitude (ATT) in the emerging market. Furthermore, sustainable consumption behaviour based on the stimulus organism response (SOR) hypothesis has been evaluated in the existing research. We fill this knowledge gap by examining the following questions:

RQ1: Do the stimulus factors (EV, AV, and SCM) positively influence the organism (ATT and PCE) and the response factor (ISP)?

RQ2: Do the mediating variables (ATT and PCE) have a favorable effect on ISP?

The S-O-R paradigm is employed, providing the advantage of recognizing external factors that may affect or limit an individual's ability to achieve their goals. This study enhances the understanding and improvement of sustainable consumer purchasing in developing countries by offering and empirically validating a comprehensive framework that examines the human factors affecting the 'action-readiness' of PCE in Indian emerging markets. The study's results will help environmentally responsible businesses understand what their customers want to buy that is good for the environment and come up with new ways to boost green sales.

2. THEORETICAL BACKGROUND

2.1 Stimulus–Organism–Response (S-O-R) Theory

The S-O-R theory provides a theoretical framework for the analysis of consumer behavior. A person's response to each action is influenced by several inputs and is contingent upon their processing methods (Mehrabian and Russell, 1974). Stimulus denotes the influence that provokes the person (Lavuri & Susandy, 2020). Previous studies have examined various stimuli, including sensory appeal and ecological welfare. For instance, they have investigated (1) motivations for social media participation, such as building interpersonal relationships, entertainment, information seeking, brand likability, and incentives (Kamboj et al., 2018); (2) conflicting reviews of the same restaurant that integrate text and graphic content (Bigne et al., 2020) and smartwatch characteristics (Cho et al., 2020); and (3) fashion item characteristics (Kaur et al., 2022). In our research, the stimuli include EV, AV, and SCM related to sustainable consumption behavior. Conversely, "organism" denotes the consumers' emotive and cognitive state, including all processes that mediate between inputs and customer responses (Lavuri et al., 2022a). Customers take in the stimulus and turn it into useful and relevant information that helps them make a choice. Internal organism factors concentrate on the consumer's internal activities. They clarify the consumer's 'psychological core' (Jacoby, 2002). This may include knowledge, belief, assessment of alternatives, and acceptance. Pro-environmental self-identity and attitude are the primary predictors of environmentally sustainable consumption in the developing market; thus, they are the focal point of this study as organism factors. The organism will ascertain the reaction, which becomes an outwardly observable result (Jacoby, 2002). When inputs build an organism, the consumer reacts by forming an intention (positive or negative) or behavior. A positive reaction to the processing of stimuli manifests as purchasing intention or behavior. The intention serves as a reliable predictor of actual behavior (Lavuri et al., 2022b). Purchase intention may be seen as an indicator of consumers' behavioral outcomes/reactions concerning purchase intention (Lavuri, 2022) and willingness to buy (Nagoya et al., 2021), representing their responses within the S-O-R model. To fill the research gaps mentioned above and to learn more about what is needed to fully understand, this study looked at the multi-dimensional role of values like EV, AV, and the SCM (stimulus) and how they affect sustainable consumption behavior (response) through pre-environmental self-identity and attitude (organism) moderated by environmental protection emotion. The research is pertinent in the present situation due to the increased significance of sustainability in consumption. This research examines inconsistencies in the current literature on pre-environmental self-identity and consumer preferences for sustainable purchase. A complete research model was created based on the S-O-R paradigm and put to the test in a big cross-sectional study from India. This work makes a substantial theoretical addition by expanding the existing body of knowledge and offering practical consequences with refined management insights.

3. LITERATURE AND HYPOTHESES DEVELOPMENT

3.1 Altruistic Values (AVs)

In recent years, AVs and environmentally sustainable practices have gained prominence (Lavuri, 2022). Research demonstrates that both egoistic and altruistic values substantially affect consumer behavior (Kautish et al., 2019). Environmental concerns represent altruistic thoughts and notions crucial for fostering and strengthening sustainable consumption views (Lavuri, 2022). Due to their humanitarian principles, customers are more aware of environmental issues. This is shown by their efforts to address environmental issues via the purchase of eco-friendly items (Zou & Chan, 2019). They are more cognizant of the packaging they use (Yang et al., 2022). A robust correlation exists between altruistic ideals and environmentally beneficial activities (Dermody et al., 2018), resulting in increased eco-friendly purchasing (Lavuri et al., 2022b). It fosters pro-environmental self-identification, primarily influenced by altruistic rather than egoistic principles; this highlights the contrast between altruistic ideals, which are mutually beneficial and transcendent, and the egoistic, instrumental, and self-serving values pursued by many (Crompton & Kasser, 2010). Consumers are increasingly purchasing electric vehicles, which enhances their propensity to acquire environmentally sustainable items (Sultan et al., 2021). This study aims to rectify the paucity of research on the issue by examining the correlation between altruistic ideals, pro-environmental self-identity, and attitudes towards sustainable consumer behavior. Consequently, we propose the following:

H1a: *AVs have a positive effect on the ATT towards adoption of ISP.*
H1b: *AVs have a positive effect on the PCE towards adoption of ISP*

3.2 Egoistic Values (EVs)

Prior studies indicate that consumer health apprehensions may influence their perceptions of environmentally sustainable products and services (Lavuri, 2022; Tewari et al., 2022), and that a greater proportion of health-conscious consumers are likely to participate in pro-environmental behaviors (Talwar et al., 2022). EV denotes a pro-self-concept strategy that reflects an individual's or a family's concern for their well-being (Yang et al., 2022). Individual self-interests, including improved health and enhanced quality of life, may motivate participation in environmentally sustainable practices (Verma et al., 2019). Numerous research studies have shown a strong correlation between values (both egoistic and altruistic) and pro-environmental behavior (Lavuri et al., 2022b), with these values enhancing environmental sustainability in purchase choices (Lavuri, 2022). These values serve as significant guiding elements for consumers, particularly for pro-environmental behaviors (de Groot et al., 2012). Dermody et al. (2018) shown that egoistic principles adversely affect pro-environmental self-identification. Nonetheless, an electric vehicle significantly enhances an individual's disposition towards ecologically advantageous behaviors and naturally derived items (Lavuri, 2021; Sultan et al., 2021). Moreover, consumers that prioritize health care are more inclined to participate in sustainable environmental practices (Kim et al., 2022; Lavuri, 2022). Electric vehicles are fundamental and contribute to an individual's self-identity while promoting enduring sustainable behavior (Crompton & Kasser, 2010). The present study examines the correlation between electric vehicles, pro-environmental self-identity, and attitudes towards sustainable consumption behavior, given the scarcity of literature on pro-environmental self-identity. Consequently, we assert the following:

H2a: *EVs have a positive effect on the ATT towards adoption of ISP.*
H2b: *EVs have a positive effect on the PCE towards adoption of ISP*

3.3 Social Consumption Motivation (SCM)

Social Consumption Motivation (SCM), as a kind of social interaction, is associated with social status and the sociocultural dimensions of identity inherent in significant consumption (Fitzmaurice & Comegys, 2006). It is strongly correlated with social position and perception. Consumers are influenced to make purchases by the views of their immediate friends and family, aiming to enhance their status in social circles by showcasing their achievements and satisfaction (Banerjee & Duflo, 2007). SCM pertains to the brand image of products and the consumers that purchase branded items (Kaur et al., 2021). The PCE is driven to choose appropriate objects by social interactions and environmental cues (Gatersleben et al., 2012). SCM has both direct and indirect influences on sustainable consumption, whereas the PCE has been shown to partly mediate the relationship between SCM and sustainable consumption (Dermody et al., 2015). SCM significantly influences sustainable procurement due to its societal importance in promoting an environmentally conscious perspective (Kaur et al., 2021). SCM, PCE and attitudes towards sustainable consumption were limited. This study examines the relationship between SCM, PCE, and attitude to address this gap. Consequently, we assert the following:

H3a: *SCM has a positive effect on the ATT towards adoption of ISP.*
H3b: *SCM has a positive effect on the PCE towards adoption of ISP*

3.4 Attitude towards Sustainability

An individual's attitude may be characterized as their habitual assessment of the prospective costs and rewards of a certain situation (Earni et al., 2021; Lavuri et al., 2022a). The environmental evaluation heightened the sense of obligation among eco-conscious consumers (Sadiq et al., 2022). Prior research indicates that a consumer's environmentally friendly disposition substantially influences their eco-consciousness (Lavuri, 2021), likelihood of purchasing sustainable garments (Rausch & Kopplin, 2021), and readiness to invest in green items (Liu et al., 2020; Kaur et al., 2022). Personal attitude is essential in examining sustainable buying behavior (Essiz & Mandrik, 2022; Lavuri et al., 2023), and it affects consumer green purchasing behavior both directly and indirectly (Kaur et al., 2022). Prior studies have investigated the influence of consumer personality traits (Earni et al., 2021; Mishra et al., 2022), ecological consciousness (Bateman & Valentine, 2021), green marketing tactics (Casalegno et al., 2022), and sustainable products (Lavuri et al., 2021) on consumers' inclination to engage in environmentally friendly purchases. Consequently, we assert the following:

H4a: *ATT has a positive effect on the PCE towards adoption of ISP.*
H4b: *ATT has a positive effect on adoption of ISP*

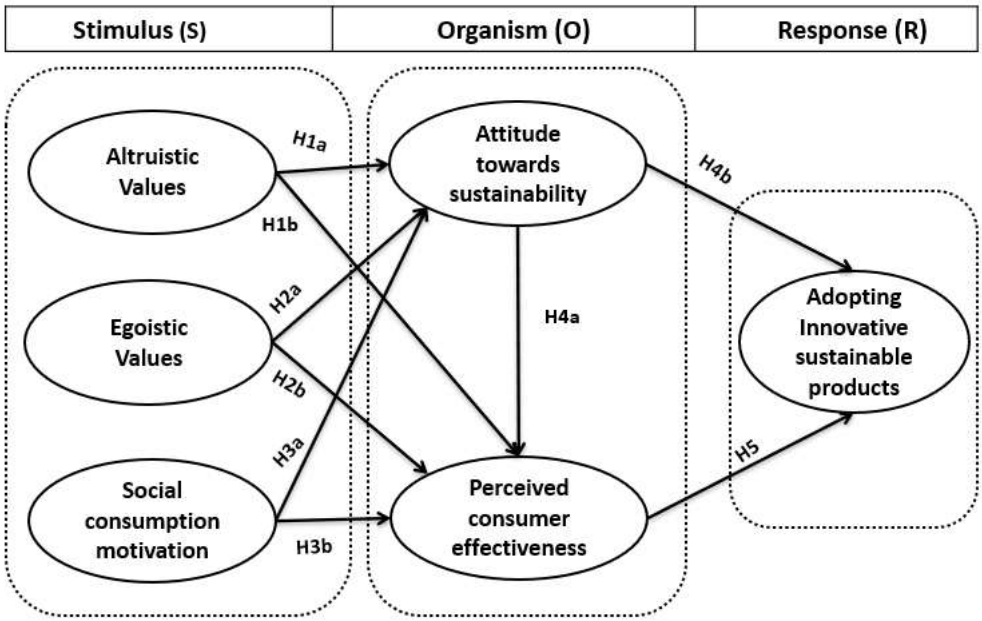
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3.5 Perceived Consumer Effectiveness (PCE)

Personal ecological concerns may not always promote the acquisition of environmentally friendly items (Sun and Wang, 2019). Consumers believe that purchasing eco-friendly items is the only method to assist the environment (Kumar et al., 2022). A significant disparity exists between consumer buying behavior and environmental considerations regarding aesthetics, product categories, and materials (Rausch and Kopplin, 2021). PCE is a psychological determinant that affects environmental consciousness and sustainable purchase intentions (Lavuri, 2021). PCE assesses the extent to which an individual's actions may address issues and the degree to which a customer want to engage in sustainability efforts (Kumar et al., 2022). A significant level of PCE enables customers to demonstrate positive attitudes towards sustainable products via their actual purchase behavior (Wang et al., 2022). This serves as a significant indicator of social responsibility, since it directly influences economically sustainable practices, energy conservation, and recycling efforts (Casalegno et al., 2022). Customers rapidly get green items due to their elevated confidence and perceived consumer effectiveness in such goods (Zou and Chan, 2019). Consequently, we suggested

H5: *PCE has a positive effect on adoption of ISP*

Figure 1 Proposed research framework



4. METHODS

4.1 Data and Sampling

We used an exploratory procedure to test the hypotheses put out by examining the sustainable buying habits of Indian consumers. A research sample was collected using convenience and deliberate sampling approaches (Lavuri, 2021). The main data for the research was acquired using a standardized questionnaire, which was personally administered through visits to businesses offering sustainable and environmental items in two key states like Telangana and Andhra Pradesh. Most of these polls were performed on weekends to maximize the sample size. The poll was conducted on consumers who had bought sustainable products from specialty stores and supermarkets in the last three months from the date of the survey. The sample was screened using a few screening questions. Then clients were asked to provide voluntary replies. The requirements were that only relevant people and competent people were included. More than 572 questionnaires were distributed to collect first-hand information. A total of 355 responses were collected, and 27 were discarded due to inaccuracies, mistakes, and inconsistencies. Therefore, 328 questionnaires (57.3%) were considered suitable for the final study. This percentage is far more than the threshold of 20.0% considered as acceptable (Hair et al., 2015). Table 1 provides a summary of the sample characteristics.

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Table 1. Respondents' profile summary (N= 824)

Characteristics	Frequency	%
Age (in years)		
18 - 25 years	69	8.4
26 - 35 years	141	17.1
36 - 45 years	228	27.6
46 - 55 years	202	24.5
55 years and above	184	23.3
Gender		
Female	468	56.8
Male	356	42.2
Education		
Below Graduation	152	18.4
Graduation	258	31.3
Post Graduation	301	36.6
Above post- Graduation	113	17.7
Occupation		
Govt. employee	174	21.1
Private employee	227	27.5
Business	154	18.7
Home maker	168	20.4
student	101	12.3
Family income (in rupees) (monthly)		
Below Rs. 50,000	52	6.3
Rs. 50,001 - Rs. 1, 00,000	176	21.4
Rs. 1, 00,001- Rs. 1, 50,000	251	30.5
Rs. 1, 50,001- Rs. 2,00,000	192	23.3
Rs. 2, 00,001 and above	153	18.5

4.2 Research Instrument

We used a pre-validated scale to construct a structured questionnaire aimed at assessing sustainable consumption behavior. Two scholars in sustainability and marketing evaluated the study questionnaire to confirm its content and face validity, leading to minor modifications of the survey questions based on their recommendations. After conducting a pre-test with 67 participants to verify the survey instrument, the final research questionnaire was developed with minor modifications to alleviate challenges faced by the sample group. The research questionnaire has two sections. The first section includes an example profile. The second section contains statements designed to evaluate the structures (EV, AV, SCM, PCE, ATT, and SPI) via 30 questions that facilitate the examination of sustainable consumption behavior. A 5-item scale was modified to assess AV, EV, and ATT based on the research of Lavuri (2022). A five-item scale was modified to assess SCM, PCE, and ISP based on the research conducted by Dermody et al. (2015). A 5-point scale was used to assess sustainable consumption behavior, ranging from 'strongly disagree-1' to 'strongly agree-5'. The structural equation modeling (SEM) technique was used to analyze the study data and the hypotheses offered (Hair et al., 2015).

5. DATA ANALYSIS

5.1 Reliability and Validity

We used two-step structural equation modeling (SEM) using AMOS version 23.0. Initially, we assessed the measurement model (MM). Upon assessing the model fitness of the Measurement Model (MM), we examined the Structural Model (SM). Confirmatory factor analysis (CFA) was used to ascertain the model's measurements. The results indicate that the measurement model exhibits a satisfactory fit, as seen by the appropriate Chi-square indices (X2/df) = 2.017, RMSA = .035, NFI = .921, CFI = .935, IFI = .942, RFI = .881, and TLI = .936.

The findings of the indices correspond with the established standards (Hair et al., 2015). Table 2 illustrates that the composite reliability and Cronbach's alpha of the constructs were evaluated utilizing the reliability of the constructs. Convergent validity was used to assess the homogeneity of the constructs by the average variance extracted (AVE). The data indicate that factor loading levels varied from 0.786 to 0.845, above the threshold value of 0.70. Cronbach's alpha values varied from .84 to .893, beyond the criterion of .70; composite reliability values ranged from .843 to .894, surpassing .6; and average variance extracted values were from .642 to .681, exceeding .5. The convergent validity is elevated as all values above the criterion established by Hair et al. (2015) (Table 2).

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Table 2 Summary of measurement model results

Constructs/ items	*Factor Loading (FL)*	*Composite Reliability (CR)*	*Avg. Variance Extraction (AVE)*	*Cronbach Alpha (CA)*
Altruistic value (AV)				
AV1	0.811	.894	.667	.893
AV2	0.785			
AV3	0.821			
AV4	0.828			
AV5	0.838			
Egoistic value (EV)				
EV1	0.835	.859	.681	.858
EV2	0.845			
EV3	0.818			
EV4	0.803			
Social consumption motivation (SCM)				
SCM1	0.833	.892	.675	.89
SCM2	0.809			
SCM3	0.844			
SCM4	0.802			
EI2	0.788			
EI3	0.798			
EI4	0.787			
Attitude towards sustainability (ATT)				
ATT1	0.808	.881	.649	.88
ATT2	0.82			
ATT3	0.811			
ATT4	0.785			
Perceived Consumer Effectiveness (PCE)				
PCE1	0.819	.843	.642	.84
PCE2	0.786			
PCE3	0.8			
Adopting/purchasing innovative sustainable products (PI)				
PI1	0.83	.86	.673	.859
PI2	0.806			
PI3	0.825			

The discriminant validity of the study results indicates that the square root of the Average Variance Extracted (AVE) for each construct exceeds the absolute value of the inter-construct correlation, hence confirming discriminant validity (Table 3).

Table 3 Discriminant validity results

Construct	*AV*	*EV*	*SCM*	*ATT*	*PCE*	*PI*
AV	***.816***					
EV	.201**	***.825***				
SCM	.117**	.108**	***.822***			
ATT	.194**	.202**	.185**	***.806***		
PCE	.145**	.181**	.177*	.214**	***.801***	
PI	.224**	.195*	.224**	.204**	.182**	***.82***

5.3 Hypotheses Results

Following the measurement model's model fitness, the structural model was used to evaluate the proposed hypotheses, and it has shown a satisfactory model fit: Chi-square (X2/df) = 2.363, RMSA = .041, NFI = .928, CFI = .918, IFI = .931, GFI = .932, and TLI = .919. The that AV had a favourable effect on the ATT (H1a: β= .288, p< .001), PCE (H1b: β= .187, p< .001). Likewise, EV had a beneficial impact on the ATT (H2a: β = .146, p< .001); PCE (H2b: β = .109, p< .001); and, SCM had a significant impact on the ATT (H3a: β = .181, p< .05); PCE (H1b:

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β= .209, p< .001). Similarly, ATT had a beneficial impact on the PCE (H4a: β = .185, p< .001); PI (H4b: β = .279, p< .001); and, PCE had a significant impact on the PI (H5: β = .221, p< .001) (Table 4).

Table 4 Summary of Hypotheses results

Hypotheses	Path	Estimate	p-value	Hypotheses supported
H1a	AV→ATT	.288	p < .001	Yes
H1b	AV→ PCE	.187	p < .001	Yes
H2a	EV→ATT	.146	p < .001	Yes
H2b	EV→ PCE	.109	p < .001	Yes
H3a	SCM→ATT	.181	p < .05	Yes
H3b	SCM→ PCE	.209	p < .001	Yes
H4a	ATT → PCE	.185	p < .001	Yes
H4b	ATT → PI	.279	p < .001	Yes
H5	PCE → PI	.221	p < .001	Yes

6. DISCUSSIONS

Environmental concerns are proliferating worldwide, and sustainable development is seen as an essential element of modern economic prosperity. Educators, marketers, and politicians seeking to promote the broader use of sustainable products may derive significant insights from the data offered above. AV has a direct beneficial influence on ATT (H1a) and PCE (H1b). It is a robust predictor of customer sentiments towards design and bolsters SCB (Kautish et al., 2019; Lavuri, 2022). The findings indicate that attitude toward value (AV) is more influential than attitude toward environmental value (EV) in shaping customer perceptions of sustainable consumption behavior, hence significantly affecting consumer decision-making about sustainable products. EV has a direct favorable influence on ATT (H2b) and PCE (H2B). EV significantly influences consumer perceptions of design and promotes sustained purchase behavior (Kautish et al., 2019). A more robust ecological self-identity correlated with heightened egoistic goals (Lavuri, 2022). Research indicates that EV has a more significant impact than AV on consumer perceptions and sustainable buying behavior. It significantly affects consumers' preference for sustainable goods, with customers' well-being and social concerns shaping their choices (Jaiswal & Kant, 2018). Consequently, both values (AV and EV) enhance individual ATT and positively influence customers' sustainable buying behavior. Furthermore, research indicates that individuals with heightened altruistic values enhance their sustainable performance and cultivate a robust favorable disposition towards sustainable buying; Lavuri's (2021) study corroborated this conclusion. Similarly, SCM significantly impacts ATT (H3b) and PCE (H3b). Supply Chain Management is crucial in the growing industry, especially in sustainable procurement. Supply Chain Management (SCM) allows consumers to publicly demonstrate their dedication to sustainability by their purchasing patterns, indicating that the socially symbolic aspect of identification is a crucial factor in this connection. Supply Chain Management (SCM) serves as an indicator of sustainable purchasing behavior, accompanied by a significant improvement in attitude. Likewise, Attitude significantly affected the PCE (H4a) and PI (H4B); moreover, PCE directly effects PI (H5), as shown by Zou and Chan (2019); thus, an individual's PCE level profoundly impacts the willingness to make voluntary environmental sacrifices. The results align with some beliefs indicating that self-efficacy and a heightened level of environmentalism are crucial determinants of green purchasing behavior (Paswan et al., 2017). Consequently, it is essential to acknowledge that economic, social, behavioral, and psychological factors positively influence green buying (Mishal et al., 2017).

7. IMPLICATIONS

Electric vehicles significantly influence consumer sentiments and behaviors over time in contrast to autonomous vehicles. Egoistic impulses have a greater influence on purchase decisions than altruistic objectives. Sustainable products are more likely to influence individuals' health and social standing than conventional products. Thus, articulating health and social concerns may become more vital, and considering environmental factors may be essential when evaluating the ecological impact of various products. Our study indicates that electric vehicles (EVs) and autonomous vehicles (AVs) increase the likelihood of consumers purchasing environmentally friendly packaged products.

Managers and marketers should consider customers' environmental sentiments while developing and producing recyclable product packaging. This will enhance the sales of recyclable items. The advocacy for environmentally sustainable packaging may resonate with customers' altruistic tendencies. Companies may differentiate themselves from competitors by using environmentally sustainable and reusable packaging. Given that PESI is closely associated with attitude, marketers must comprehend its mechanisms. Facilitating access to sustainable and environmentally friendly items may diminish consumer interest and excitement, but a marketing plan

emphasizing eco-consciousness might effectively engage individuals with a pronounced reaction (Hao et al., 2023).

Customers' purchasing patterns may be altered if marketers make more environmentally friendly and sustainable items accessible via a wider variety of distribution channels. The responsibility of developing environmental awareness lies with businesses, and they may do so via advertising and other measures that bring attention to the worsening environmental conditions. But at the same time, governments need to do more to educate consumers about the benefits of environmentally friendly goods and the long-term viability of these items. Companies need to prepare to ensure that their business strategy places a primary emphasis on both sustainability and competitiveness. It is possible that businesses will have a higher chance of remaining in business if they work together with those who develop environmentally friendly technology, those who utilize such technologies, and the natural world. The degree to which an individual believes that they can make decisions that are beneficial to the environment is a significant determinant of the actions that they will do. This factor has an impact on the expectations, choices, and behaviors that customers have on the purchasing and use of a product, and it also helps determine the possibility that those expectations will be satisfied (Lavuri, 2021). Consumers who are concerned about the environment are often self-reliant and take problems into their own hands, rather than depending on the government or any other organization. According to Jaiswal and Kant (2018), individuals who have a high PCE tend to be more skeptical of authorities and more likely to depend on private efforts to handle any environmental concerns that may arise. It is common practice for consumers who are concerned about the environment to read reviews and search for government certifications of green credentials before making a purchase decision. Making people more aware of their surroundings is a fantastic method for increasing the productivity of environmentally conscious businesses. By using cynical language or strategies, businesses should avoid giving individuals reason to mistrust their commitment to environmentally friendly marketing. According to Schaltegger and Synnestvedt (2002), marketing is tasked with the dual responsibility of educating and influencing consumers about the need for environmental sustainability. We observed that sentiments of care for the environment had a binding mediation effect when we used our concept model to investigate how Indian customers purchase goods that are beneficial for the environment. This was one of the findings obtained from our investigation. It is clear from this that EPE plays a significant role in the formation of environmentally responsible buying habits. A positive association exists between environmentally conscious purchasing behaviors, a sense of self, and the PESI of consumers, which demonstrates the alignment of these three factors.

8. LIMITATION AND FUTURE DIRECTION

The research results and suggestions include the following limitations. The findings are not likely to be beneficial for research in the future that does not involve random sampling. However, this paper has made a big contribution via the understanding of the idea of AV, EV, SCM and PCE and perspective on sustainable consumption purchasing. Other aspects affecting this research include the social, psychological, technical and perceived dangers; These parts make us recognize how tough it is to get ecologically friendly things. Some elements such as gender, price, marketing, green labeling and quality can be regulated. The analysis is on sustainable consumer behavior. However, research on Gen-X, Millennials and Baby Boomers are still lacking. Also, comparable research might be conducted in other areas and compared to the findings of the Indian study since this study was done in India. A combination of cross-sectional and longitudinal research approaches is needed to examine sustainable consumer behavior and understand the impact of major changes on market growth.

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