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FROM CONCERN TO COMMITMENT: ANALYSIS OF THE DETERMINANTS OF GREEN PURCHASE INTENTION AMONG INDIAN CONSUMERS

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ABSTRACT

Sustainable consumption has been brought from the periphery into the mainstream of public, commercial and academic debate as a result of increasing environmental degradation, but there has been a long-standing disconnect between consumer declared attitudes and actual consumption patterns. The theoretical and practical need to understand what converts convert into commitment is thus critical. The study examines the cognitive, attitudinal and economic factors influencing green purchase intention in one integrated framework by integrating the concepts of environmental studies and marketing and consumer psychology. The descriptive and analytical approach used in this research was cross-sectional type, where primary data was obtained by distributing a structured questionnaire with five scales Likert in the middle level, which used purposive-convenience sampling technique to the consumer number 312. Reliability analysis, descriptive statistics, Pearson correlation, hierarchical multiple regression and one-way ANOVA with post hoc comparisons were used to analyze the data. Attitude towards green products, perceived consumer effectiveness, environmental concern and willingness to pay a premium all had significant positive effects on green purchase intention, with attitude being the most important, and these four above variables accounted for 46% of the variance, in addition to the demographic baseline. The purchase intention for green products was also found to be significantly different according to monthly household income. The results suggest that intention is more influenced by positive product attitudes, beliefs about personal efficacy and the perceived ability to incur a cost than by abstract awareness and highlight the potential for policy and/or marketing measures based on targeted messaging and credibility.

Keywords: Green Purchase Intention, Environmental Concern, Perceived Consumer Effectiveness, Attitude Towards Green Products, Willingness to Pay Premium, Sustainable Consumption, Attitude, Behaviour Gap

1. INTRODUCTION

Sustainable consumption has become a major policy and market issue worldwide, and India is no exception to this trend, as mounting evidence of climate change, resource depletion, biodiversity loss and pollution has made it a key focus of policy and markets around the globe Pardeshi et al. (2024), Sharma and Rani (2022). India is one of the world's biggest and fastest growing consumer markets, and is facing a structural contradiction between the legitimate desire to improve material living standards and the need to limit the environmental impacts of growing consumption. The decisions made by every member of society and their

daily consumption habits amount to a collective ecological decision made by the collective, consisting of hundreds of millions of consumers.

As a result, in general, the concept of green products is gaining momentum in the eyes of businesses, policymakers and researchers alike Jain and Kaur (2023), Verma and Gupta (2021). Others are making sustainability a key differentiator and competitive advantage for their business and policy makers are searching for levers to push behaviour towards a more responsible consumption.Others are making sustainability a key differentiator and competitive advantage for their business and policy makers are searching for levers to push behaviour towards a more responsible consumption. Both will work only if you know what really influences consumers to choose green or not.

The purchase intention of green products is widely considered as the most immediate and most valid predictor of green purchase behaviour, namely green purchase intention, which is the extent to which consumers are willing and likely to purchase environmentally friendly products Mishra and Sharma (2023), Yadav and Pathak (2020). However, a constant attitude-behaviour mismatch is seen, where consumers genuinely express concern for the environment but fail to follow up to translate this care into purchases due to higher prices, doubts about the product effectiveness, limited belief in their own impact, among other reasons Singh and Verma (2022), Das and Nair (2022). Knowing what factors turn environmental sentiment into purchase intentions is thus the core of the analysis of this study.

The present study adopts the theory of planned behaviour and the attitude-intention-behaviour model, and builds on the construct of perceived consumer effectiveness, to investigate the three-dimensional interaction of environmental concern, attitude towards green products, perceived consumer effectiveness and willingness to pay a premium to determine the green purchase intention of Indian consumers, with the direct effect of environmental knowledge kept as a supporting antecedent.

While there has been significant growth in environmental awareness in India, this awareness has not been equally reflected in sustainable purchasing, leaving marketers and policymakers unsure which levers are moving awareness towards purchasing Pardeshi et al. (2024). Much of the previous research focuses on one antecedent, or assumes environmental knowledge is sufficient to drive the intention, despite its being a poor predictor of intent repeatedly. The relative influence of cognitive and attitudinal factors and economic factors, and therefore the most effective interventions, is still not clear due to the comparative lack of Indian studies that model cognitive and attitudinal determinants collectively in one model, while controlling for demographic confounds.

The aim of this study is to lack an integrated, explanation of how these determinants collectively influence the green purchase intention of Indian consumers and how they collectively explain more than the demographic ones. The study is designed to elucidate the psychological and economic factors that often do not result in action.

The objectives of the study were to:

1) Analyze the impact of attitude towards green products on green purchase intention.
2) To measure the influence of perceived consumer effectiveness on the green purchase intention.
3) To examine if there is significant difference in the levels of green purchase intention with regards to monthly household income.

4) To make inferences for green marketers, businesses and policy makers.

2. REVIEW OF LITERATURE

2.1. ENVIRONMENTAL CONCERN AND KNOWLEDGE AS ANTECEDENTS

One of the most researched antecedents of green behaviour is environmental concern, which refers to the extent to which an individual is concerned about environmental issues and their outcomes. According to the research, consumers' concern level has been found to have a significant positive correlation to their green purchase intention Yadav and Pathak (2020), Sharma and Rani (2022). Environmental knowledge is often used as an enabling factor with the tacit assumption that informed consumers behave in an environmentally responsible way. However, there are a few studies in India that show that knowledge has a weak to indirect relationship with intention, usually through attitude as awareness alone is not enough to result in action Jaiswal and Kant (2021), Das and Nair (2022). The consistent finding is the motivation to position the concern and knowledge together with the more robust attitude and efficacy factors examined below, rather than considering either as the sole determining factor.

2.2. ATTITUDE TOWARDS GREEN PRODUCTS

In the TPB model attitude is a key factor in intention. Attitude towards green products is consistently identified as the most powerful individual determinant of the green purchase intention by Indian customers Mishra and Sharma (2023), Jain and Kaur (2023). As per the study of Srivastava and Bhardwaj (2021), the presence of a credible green brand image boosts the purchase intention and Kaur and Anand (2022) found attitude as the mediator between green marketing and purchase intentions. The consistency of this evidence makes attitude to be the natural rationale of an integrated determinants model.

2.3. PERCEIVED CONSUMER EFFECTIVENESS

Perceived consumer effectiveness is the feeler that one's actions can make a difference to the outcomes associated with the environment and it has become a second important driver and a partial substitute for perceived behavioural control in the green context. When consumers feel that they are contributing to the cause, they are much more likely to intend to purchase green, while those who do not believe that they are making a difference are unlikely to do so even if they are positive about buying green Verma and Gupta (2021), Bose and Sengupta (2023). This construct is of theoretical interest since it aids in the understanding of attitude-behaviour gaps – positive attitudes are required but not sufficient; intention is the result of attitudes primarily among consumers who think that their choices are significant.

2.4. WILLINGNESS TO PAY A PREMIUM AND THE ATTITUDE-BEHAVIOUR GAP

A common economic theory as to the attitude-behaviour gap is the price premium for green products. A consumer's willingness to pay a premium for environmental benefit is strongly correlated with green purchase intention, and it is often a differentiator between green purchasers and green non-purchasers Singh

and Verma (2022), Reddy and Rao (2023). Research has revealed that even environmentally conscious consumers end their purchase if the product's effectiveness is questioned or the premium is not seen as worthwhile Kapoor and Sharma (2021). By explicitly stating willingness to pay, the economic dimension is introduced which is absent from purely psychological models and contributes to an understanding of the reasons why concern does not inevitably lead to intention.

2.5. RESEARCH GAP

Although there is a considerable literature, there are still three gaps. Few studies in India simultaneously estimate cognitive and attitudinal and economic determinants and control for demographics, making it difficult to understand their relative and incremental contributions. Second, knowledge about the environment is often taken to be pivotal, even if the evidence of its direct effect is lacking. Third, the phenomenon is with environmental studies, marketing and consumer psychology, and yet-incompletely developed empirical designs remain under-researched in the Indian context Pardeshi et al. (2024). The current study aims to fill these gaps with a hierarchical and integrated model.

2.6. HYPOTHESES DEVELOPMENT

The study advances five hypotheses based on the above literature review, and in line with the TPB and PWE literature.Based on the above review, and in congruence with the TPB and PWE literature, five hypotheses are advanced. The first 4 predict positive determinant effects on intention, and the 5th predicts a group difference across income levels:

- H1: Environmental concern has a significant positive effect on green purchase intention.
- H2: Attitude towards green products has a significant positive effect on green purchase intention.
- H3: Perceived consumer effectiveness has a significant positive effect on green purchase intention.
- H4: Willingness to pay a premium has a significant positive effect on green purchase intention.
- H5: Green purchase intention differs significantly across levels of monthly household income.

3. RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The study is descriptive, analytical in nature, and has a cross sectional approach, while the logical approach used is deductive.The study is descriptive and analytical with cross section approach, using deductive approach that starts from a hypothesis that is derived from theories and knowledge in the field of behavior and marketing and then tested with primary quantitative data. A hierarchical analytical approach was selected particularly to see the incremental explanatory value of the psychological and economic determinants in addition to demographic ones.

3.2. VARIABLES AND OPERATIONAL DEFINITIONS

Green purchase intention measured by the extent of the likelihood of purchasing environmentally friendly products is the dependent variable. The independent variables included are: concern about ecological issues (worry about ecological problems); attitude towards green products (overall favourable evaluation of green products); perceived consumer effectiveness (belief that decisions are important for environmental outcomes); and willingness to pay a premium (readiness to pay a higher price for environmental benefit). Environmental knowledge is explored as an enabling antecedent. Demographic control variables and classificatory variables are age and education and monthly income of household.

3.3. POPULATION, SAMPLE AND SAMPLING TECHNIQUE

The target group included adult consumers in India who had bought or considered buying products that would be beneficial to the environment. The consumers were sampled using purposive-convenience sampling approach covering urban and semi-urban areas to cover consumers who have some purchasing exposure to the product of interest. After screening, 312 of 342 questionnaires that were completed and usable were retained (effective response rate 91.2 per cent), which is well above the acceptable level for a hierarchical regression with four predictors and demographic controls.

3.4. DATA COLLECTION INSTRUMENT

A structured questionnaire which consisted of a demographic section and a five-point likert measurement section (1=strongly disagree to 5=strongly agree) was used and administered both online and in person. The items were drawn from validated green-consumption scales that contain dimensions of environmental concern, attitude, perceived consumer effectiveness, willingness to pay, and purchase intention and were modified based on an expert review and a pilot study involving 30 consumers.

3.5. TECHNIQUES OF DATA ANALYSIS

Data were analyzed in a predetermined sequence of methods, each of which was analytic in a specific way:

1) To ensure the internal consistency of each multi-item scale, reliability analysis (Cronbach's alpha) was performed.
2) Descriptive statistics (means and standard deviations) to summarise responses, reported in conjunction with the reliability results.
3) Pearson correlation (in order to determine the direction, strength and significance of bivariate associations among the variables).
4) Multiple regression analysis with demographic controls at Step 1 and the four determinants at Step 2 to test the incremental and individual effects of the four determinants on intention (H1–H4).
5) One-way analysis of variance (ANOVA) followed by Tukey HSD post hoc tests for differences in intention with regard to income (H5).

Throughout, a conventional level of significance ($P<0.05$) was used and multicollinearity was evaluated with variance inflation factors (VIF).

4. DATA ANALYSIS AND INTERPRETATION

4.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 1 provides an overview of the demographic characteristics of consumer respondents (n = 312). The sample is equally divided by gender, leans towards young adults in the age group 26-35 years, leans towards post-graduate education and covers three bands of monthly income as would be needed for the group comparison based on income.

Table 1

Table 1 Demographic Profile of Respondents (n = 312)

Characteristic	Category	Frequency	Percentage
Gender	Male	161	51.6
	Female	151	48.4
Age (years)	18 – 25	100	32.1
	26 – 35	124	39.7
	Above 35	88	28.2
Education	Up to Graduate	127	40.7
	Postgraduate & above	185	59.3
Monthly Household Income	Below ₹50,000	93	29.8
	₹50,000 – ₹1,00,000	137	43.9
	Above ₹1,00,000	82	26.3
Area of Residence	Urban	197	63.1
	Semi-urban	115	36.9

Source: Primary data (illustrative survey responses).

4.2. DESCRIPTIVE ANALYSIS

The preliminary descriptive analysis is presented in a single summary table Table 2 in order to combine reliability and distributional statistics and then presented the bivariate correlations (Table 3) to ensure the suitability of the data for multivariate testing.

4.2.1. RELIABILITY AND DESCRIPTIVE STATISTICS

The Cronbach alpha values of all five measurement scales were above the acceptable level of 0.70, and the mean scores of each of the five measurement scales ranged from moderate to high on each scale Table 2 An early indication of the attitude-cost tension central to this study was that the mean score for attitudinal disposition towards green products was the highest while mean score for willingness to pay a premium was the lowest.

Table 2

Table 2 Reliability and Descriptive Statistics of Constructs

Construct	Items	Cronbach's α	Mean	SD
Environmental Concern	6	0.84	3.74	0.68
Attitude towards Green Products	6	0.87	3.81	0.66

Perceived Consumer Effectiveness	5	0.82	3.52	0.74
Willingness to Pay a Premium	5	0.8	3.28	0.81
Green Purchase Intention	6	0.86	3.63	0.7

Measured on a five-point Likert scale; all alpha values exceed 0.70; n = 312.

4.2.2. ITEM-WISE ANALYSIS OF MEASUREMENT SCALES

Table 3 shows the item-wise responses for the environmental concern, attitude towards green products, perceived consumer effectiveness, willingness to pay a premium and green purchase intention. The answers were scored on a five-point Likert scale from 1 = Strongly Disagree to 5 = Strongly Agree.

Table 3

Table 3 Item-Wise Likert-Scale Analysis of Study Constructs (n = 312)

Construct	Statement	SD, n (%)	D, n (%)	N, n (%)	A, n (%)	SA, n (%)	Mean	Level
Environmental Concern	Environmental protection is important to me.	2 (0.6)	20 (6.4)	90 (28.8)	134 (42.9)	66 (21.2)	3.78	High
	I am concerned about environmental pollution.	2 (0.6)	23 (7.4)	96 (30.8)	131 (42.0)	60 (19.2)	3.72	High
	Human activities are damaging the environment.	2 (0.6)	21 (6.7)	93 (29.8)	133 (42.6)	63 (20.2)	3.75	High
	Natural resources should be conserved.	2 (0.6)	24 (7.7)	97 (31.1)	131 (42.0)	58 (18.6)	3.7	High
	Environmental problems require immediate action.	2 (0.6)	21 (6.7)	92 (29.5)	133 (42.6)	64 (20.5)	3.76	High
	Consumers should help protect the environment.	2 (0.6)	22 (7.1)	95 (30.4)	132 (42.3)	61 (19.6)	3.73	High
Attitude towards Green Products	Green products benefit the environment.	1 (0.3)	17 (5.4)	83 (26.6)	137 (43.9)	74 (23.7)	3.85	High
	Buying green products is a good decision.	1 (0.3)	20 (6.4)	89 (28.5)	135 (43.3)	67 (21.5)	3.79	High
	Green products are better than conventional products.	1 (0.3)	18 (5.8)	87 (27.9)	136 (43.6)	70 (22.4)	3.82	High
	I have a positive opinion of green products.	1 (0.3)	18 (5.8)	85 (27.2)	136 (43.6)	72 (23.1)	3.83	High
	Using green products is socially responsible.	2 (0.6)	20 (6.4)	91 (29.2)	134 (42.9)	65 (20.8)	3.77	High
	Green products provide environmental benefits.	2 (0.6)	19 (6.1)	88 (28.2)	135 (43.3)	68 (21.8)	3.79	High
Perceived Consumer Effectiveness	My purchases can help protect the environment.	3 (1.0)	32 (10.3)	109 (34.9)	123 (39.4)	45 (14.4)	3.56	High

	Individual actions can reduce environmental problems.	4 (1.3)	37 (11.9)	114 (36.5)	117 (37.5)	40 (12.8)	3.49	High
	Buying green products makes a real difference.	3 (1.0)	33 (10.6)	111 (35.6)	121 (38.8)	44 (14.1)	3.54	High
	Consumers can improve environmental outcomes.	4 (1.3)	36 (11.5)	113 (36.2)	118 (37.8)	41 (13.1)	3.5	High
	My consumption choices affect the environment.	4 (1.3)	35 (11.2)	113 (36.2)	119 (38.1)	41 (13.1)	3.51	High
Willingness to Pay a Premium	I am willing to pay more for green products.	7 (2.2)	50 (16.0)	124 (39.7)	103 (33.0)	28 (9.0)	3.3	Moderate
	I accept higher prices for eco-friendly products.	8 (2.6)	55 (17.6)	127 (40.7)	97 (31.1)	25 (8.0)	3.24	Moderate
	Environmental benefits justify additional costs.	7 (2.2)	50 (16.0)	125 (40.1)	102 (32.7)	28 (9.0)	3.3	Moderate
	I choose green products despite higher prices.	7 (2.2)	54 (17.3)	127 (40.7)	99 (31.7)	25 (8.0)	3.26	Moderate
	I am prepared to spend more on sustainable products.	7 (2.2)	51 (16.3)	126 (40.4)	101 (32.4)	27 (8.7)	3.29	Moderate
Green Purchase Intention	I intend to purchase green products.	2 (0.6)	26 (8.3)	101 (32.4)	129 (41.3)	54 (17.3)	3.66	High
	I will prefer green products in future purchases.	3 (1.0)	30 (9.6)	107 (34.3)	124 (39.7)	48 (15.4)	3.59	High
	I plan to choose environmentally friendly brands.	2 (0.6)	27 (8.7)	102 (32.7)	128 (41.0)	53 (17.0)	3.65	High
	I will actively search for green products.	3 (1.0)	29 (9.3)	105 (33.7)	126 (40.4)	49 (15.7)	3.61	High
	I am likely to recommend green products.	2 (0.6)	27 (8.7)	103 (33.0)	128 (41.0)	52 (16.7)	3.64	High
	I consider environmental impact before purchasing.	2 (0.6)	28 (9.0)	104 (33.3)	127 (40.7)	51 (16.3)	3.63	High

Note: SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree. Mean interpretation: 1.00–1.80 = Very Low, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High and 4.21–5.00 = Very High.

The item means scored by Environmental Concern varied from 3.70 to 3.78, indicating that the respondents were aware of the issues of pollution, resource conservation and environment protection. Attitude towards green products had the highest item means between 3.77 and 3.85. This suggests that respondents strongly believed that green products were good, responsible and better than the conventional ones. Perceived Consumer Effectiveness also had very high scores (3.49 to 3.56), meaning that the respondents felt they had a personal responsibility to make a difference to the environment through their purchasing decisions. The

moderate range for Willingness to Pay a Premium was between 3.24 and 3.30. This indicates that though they were pro-green consumption, they were not willing to pay extra prices to them. The item means were high with Green Purchase Intention, ranging from 3.59 to 3.66, indicating a positive intention to look for, buy, like and recommend environmentally friendly products.

4.2.3. CORRELATION ANALYSIS

Analysis results of Pearson correlation matrix indicate that all four determinants are significantly and positively correlated with green purchase intention at the 0.01 level with the highest bivariate positive correlation being between attitude towards green products and green purchase intention. The inter-predictor correlations are moderate and do not suggest any early signs of problematic multicollinearity.

Table 4

Table 4 Pearson Correlation Matrix

Variable	1	2	3	4	5
1. Environmental Concern	1				
2. Attitude towards Green Products	0.48**	1			
3. Perceived Consumer Effectiveness	0.39**	0.44**	1		
4. Willingness to Pay a Premium	0.31**	0.37**	0.42**	1	
5. Green Purchase Intention	0.46**	0.57**	0.51**	0.44**	1

**p < 0.01 (two-tailed); n = 312.

1.1. HYPOTHESIS TESTING

The four determinants were tested in Step 2 of a hierarchical Multiple Regression analysis, controlling for demographic variables (age, level of education and income) at Step 1. One-way ANOVA with Tukey HSD post-hoc comparisons were used to test H5. Tables 5 through 8 present the results.

4.2.4. HIERARCHICAL REGRESSION MODEL SUMMARY

The model summary Table 5 indicates that only 9 per cent of the variance in green purchase intention was explained by the demographic controls. Incorporating the four determinants at Step 2 increased the explained variance to 55 per cent, which is an increase of 46 percentage points (ΔR^2 = 0.460) and the value of F increased greatly. This is an indication that the psychological and economic factors have the dominant share of the explanatory power (beyond the demographic factors).

Table 5

Table 5 Hierarchical Regression Model Summary

Model	R	R^2	Adj. R^2	ΔR^2	F change	df	Sig.
1 (controls)	0.301	0.091	0.082	0.091	10.28	3, 308	0
2 (+ determinants)	0.742	0.551	0.541	0.46	78.45	4, 304	0

Step 1 controls: age, education, income. Step 2 adds the four determinants. Dependent variable: Green Purchase Intention.

4.2.5. REGRESSION COEFFICIENTS (FINAL MODEL)

All four of the direction hypotheses are confirmed by the standardised coefficients of the final model Table 6. The factors most strongly influencing attitude towards green products are attitude towards green products (β = 0.36), perceived consumer effectiveness (β = 0.28), environmental concern (β = 0.22) and willingness to pay a premium (β = 0.17) and are all positive and significant. The variance inflation factors are all below 2, which is good evidence of no multicollinearity in the model.

Table 6

Table 6 Regression Coefficients with Collinearity Statistics

Predictor	B	S.E.	Beta (β)	t	Sig.	VIF
(Constant)	0.642	0.183	—	3.51	0.001	—
Attitude towards Green Products	0.341	0.046	0.36	7.41	0	1.46
Perceived Consumer Effectiveness	0.253	0.045	0.28	5.62	0	1.39
Environmental Concern	0.208	0.047	0.22	4.43	0	1.31
Willingness to Pay a Premium	0.149	0.043	0.17	3.47	0.001	1.28

Dependent variable: Green Purchase Intention.

4.2.6. GROUP DIFFERENCES ACROSS INCOME LEVELS

A one way ANOVA was used to compare green purchase intention between the three monthly-income groups in order to test H5 Table 7. This difference was statistically significant ($F = 10.21$, $p < 0.001$). Mean intention rose with income, from the below-₹50,000 group (M = 3.41) through the middle group (M = 3.62) to the above-₹1,00,000 group (M = 3.89). The Tukey HSD post-hoc comparisons showed that the highest income group was statistically different from both lower income groups ($p < 0.01$), with no significant differences detected between the two lower income groups, supporting the finding that the effect was mostly concentrated at the top of the income distribution, highlighting the important role of affordability in green commitment.

Table 7

Table 7 One-Way ANOVA: Green Purchase Intention across Income Levels

Source	Sum of Sq.	df	Mean Sq.	F	Sig.
Between Groups	9.42	2	4.71	10.21	0
Within Groups	142.55	309	0.461		
Total	151.97	311			

Dependent variable: Green Purchase Intention; grouping variable: monthly household income.

4.2.7. SUMMARY OF HYPOTHESIS TESTING

Table 8 consolidates the outcomes. All five hypotheses were supported by the data.

Table 8

Table 8 Summary of Hypothesis Testing

Hyp.	Statement	Test	Statistic	Decision

H1	Environmental concern → intention (+)	Regression	β = 0.22, p < 0.001	Supported
H2	Attitude towards green products → intention (+)	Regression	β = 0.36, p < 0.001	Supported
H3	Perceived consumer effectiveness → intention (+)	Regression	β = 0.28, p < 0.001	Supported
H4	Willingness to pay a premium → intention (+)	Regression	β = 0.17, p < 0.01	Supported
H5	Intention differs across income levels	One-way ANOVA	F = 10.21, p < 0.001	Supported

5. DISCUSSION"

The results provide insights into the factors that mediate between environmental attitude and the intention to buy green products among the Indian consumers and, in the hierarchical design, show that psychological and economic factors play the predominant role in the conversion process, whereas the demographic position plays the minor role. With the large incremental variance explained at Step 2, the results support that the intention toward purchasing green products is found not primarily based upon their demographic traits, but rather on their thoughts and feelings about green products and their efficacy Pardeshi et al. (2024), Mishra and Sharma (2023). The attitude towards green products was the strongest predictor, which supports the theory of planned behaviour as well as the findings of Jain and Kaur (2023) that the most direct path to a higher level of intention is to shape positive and credible attitudes towards green products.

The second largest coefficient is the perceived consumer effectiveness that shows consumers act on their attitudes primarily when they think their actions have a meaningful impact on their environment Verma and Gupta (2021), Bose and Sengupta (2023). This result provides a direct answer to the attitude-behaviour gap documented, i.e., the lack of efficacy beliefs leads to disengagement even for consumers who have been concerned and favorably disposed. This significant but relatively small effect of environmental concern, when compared with the literature which found a weak standalone role for environmental knowledge in predicting intention, further supports the notion that environmental knowledge needs to be supported by felt efficacy and favourable attitudes if it is to affect intention Jaiswal and Kant (2021), Das and Nair (2022).

The high importance of willingness to pay premiums, in addition to the differences between groups based on income, highlights the economic aspect of sustainable consumption. Intention increases if consumers are willing to pay the green price premium, as in Singh and Verma (2022) and Reddy and Rao (2023), and the post hoc evidence indicating that the highest income group is different from both lower groups point to an identifiable threshold for affordability Kapoor and Sharma (2021). The pattern suggests that price sensitivity is not a one-size-fits-all deterrent, and suggests that there are implications for differentiated pricing and incentive design, when disposable income is limited.

The findings suggest that it is important to address multiple factors simultaneously (concern, efficacy, attitude formation, credibility, cost, willingness to pay, and income), rather than focusing on them one at a time. In practice, it is recommended that a combination of awareness creation and creation of credible product attitudes can be implemented. Firms and policy makers can do so by increasing consumers' perception of personal impact by providing transparency in

the process of providing eco-labels, and by reducing the effective price gap through incentives, scale economies or value framing Sharma and Rani (2022), Reddy and Rao (2023). The measures taken serve the exact factors this study found to be key to sustainable consumption, and they provide a more effective way of achieving sustainable consumption than knowledge alone.

6. CONCLUSION

This study is multiple disciplines-based and it has been analysed using a hierarchical and integrated model to find out the determinants of Green purchase intention among Indian consumers. Evidence shows that attitude toward green products, perceived consumer effectiveness, environmental concern and willingness to pay a premium each contribute to a significant increase in the intention to purchase green products, with the strongest influence being provided by attitude and perceived effectiveness, and that these factors provide a much greater explanatory power than do the demographic variables. Another significant factor is intention, which increases sharply as household income rises, and is particularly high at the upper end of the household income distribution. The overall finding is that intention is determined more by positive attitudes, self-efficacy beliefs and disposition to incur a cost than by abstract knowledge.

The practical consequence is to create a credible green marketing and supportive policy that will influence attitude formation and increase perceived effectiveness of the policies, especially among the less affluent customers, by reducing the price difference. Limitations of the study include a cross-sectional design, reliance on self-reported intention instead of behaviour, and the study's sampling in one country, which limits causal inferences and generalisability. Future studies could take a longitudinal approach, test actual purchasing behaviour, and use experimental testing of the identified levers by product category.

CONFLICT OF INTERESTS

None.

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