EPRA International Journal of Environmental Economics, Commerce and Educational Management
Journal DOI: 10.36713/epra0414 |ISI I.F Value: 0.815|SJIF Impact Factor (2026): 8.752 ISSN: 2348 – 814X
Volume: 13 | Issue:5 | May 2026 -Peer Reviewed Journal

EXPLORING GREEN DETERMINANTS OF INNOVATIVE SUSTAINABLE PRODUCT ADOPTION FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT
The research explores the impact of environmental elements, such as social consumption motivation and altruistic and egoistic values, on consumers' attitudes and perceived effectiveness regarding the adoption and purchase of new sustainable goods. The stimulus-organism-response hypothesis provides the theoretical basis of the inquiry. The data were examined by structural equation modeling, with 824 answers gathered from Andhra Pradesh and Telangana using a non-probability sampling method. The study's results revealed that attitudes and perceived consumer effectiveness toward the purchase of innovative items were highly affected by altruistic and egoistic values, as well as social consumption motivating elements. Likewise, the attitude positively influenced perceived consumer effectiveness regarding the acquisition of new items, and perceived consumer effectiveness significantly affected consumer purchases of innovative products. Price sensitivity significantly moderates the association among attitude, perceived customer effectiveness, and purchase intention for innovative sustainable goods.
KEYWORDS: *Altruistic, Egoistic value, social consumption motivation, sustainable Innovative products, perceived consumer effectiveness, Price sensitivity.*

1. INTRODUCTION

"Green consumerism" has emerged as a significant concept in society as an increasing number of individuals express concern over environmental degradation (Akram et al., 2024). Dermody et al. (2018) found that sustainability puts developing nations as the future leaders of global economic growth and ethical consumption and production. This research focuses on the Indian market because of India's emphasis on consumer-oriented, resource-intensive economic growth and its commitment to sustainability (Kaur et al., 2022; Lavuri, 2022). Companies seeking to implement sustainable marketing strategies in mainstream markets should ascertain client sentiments about and intentions to engage in sustainable purchasing (Nafees et al., 2022). Public awareness of environmental issues has reached unprecedented levels (Frommeyer et al., 2022), making this an opportune moment for firms to market and sell eco-friendly goods (Gulzari et al., 2022; Pradeep et al., 2024). Previous studies suggest that customers in impoverished countries are more likely to participate in environmentally responsible shopping than those in affluent countries (Dermody et al., 2018). However, there is little understanding of the motives behind pro-environmental self-identity (Han et al., 2022) and the impact of environmentally protective emotions on fostering sustainable buying habits (Lavuri, 2022). While several studies have examined the effects of egoistic and altruistic motivations on product evaluations and ethical conduct (Mazhar et al., 2022), there has been less attention given to the role of human values in influencing these dynamics (Grappe et al., 2022). In ethical consumerism, individual wellbeing has been valued above environmental protection (Yin et al., 2022). Egoistic and altruistic values fundamentally conflict due to their theoretical and practical disparities, resulting in adverse consequences when merged (Lavuri, 2022). In light of this predicament, scholars are advocating for the use of new conceptual frameworks to investigate the subject of sustainable behavior (Hassan et al., 2016).

One strategy involves examining pro-environmental self-identity (PESI) as a continuous process of self-construction, which has received little attention. This research is unique since it examines the impact of PESI on sustainable purchasing behaviors in India's developing marketplaces. A thorough review of the literature reveals a lack of focus on egoistic value (EV), altruistic value (AV), and social consumption motivation (SCM) that may influence purchase consumer engagement (PCE) and individual attitude (ATT) in the developing market. Moreover, sustainable consumption behavior grounded on the stimulus-organism-response (SOR) theory has been assessed in the current literature. We address this knowledge gap by investigating the following questions: RQ1: Do the stimulus factors (EV, AV, and SCM) exert a favorable impact on the organism (ATT and PCE) and the response factor (ISP)?

RQ2: Do the mediating factors (ATT and PCE) have a positive influence on ISP?

The S-O-R paradigm is used, offering the benefit of identifying external elements that may influence or constrain an individual's capacity to attain their objectives. This research advances the comprehension and enhancement of sustainable consumer buying in developing nations by providing and experimentally verifying a complete framework that investigates the human variables influencing the 'action-readiness' of PESI in Indian emerging markets. The study's findings will assist environmentally conscious enterprises in discerning client preferences for eco-friendly products and devising innovative strategies to enhance sustainable sales.

2. THEORETICAL BACKGROUND

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

The S-O-R theory offers a conceptual framework for examining consumer behavior. An individual's reaction to each action is shaped by several factors and depends on their cognitive processing processes (Mehrabian and Russell, 1974). Stimulus refers to the factor that incites an individual (Lavuri et al., 2024). Prior research has investigated several stimuli, including sensory attraction and environmental well-being. They have examined (1) motivations for social media engagement, including the cultivation of interpersonal relationships, entertainment, information acquisition, brand affinity, and incentives (Kamboj et al., 2018); (2) contradictory reviews of identical restaurants that combine textual and visual content (Bigne et al., 2020) and smartwatch attributes (Cho et al., 2020); and (3) characteristics of fashion items (Kaur et al., 2022). Our study encompasses stimuli relevant to EV, AV, and SCM in the context of sustainable consumption behavior. In contrast, "organism" refers to the emotional and cognitive condition of customers, including all processes that mediate between stimuli and customer reactions (Lavuri et al., 2022b). Customers assimilate stimuli and transform it into pertinent knowledge that aids in decision-making. Internal organism factors focus on the consumer's internal processes. They elucidate the consumer's 'psychological core' (Jacoby, 2002). This may include knowledge, belief, evaluation of options, and acceptance. Pro-environmental self-identity and attitude are the main determinants of ecologically sustainable consumption in emerging markets; thus, they are the central focus of this research as organismic factors. The organism will determine the response, which manifests as an observable outcome (Jacoby, 2002). When inputs construct an organism, the consumer responds by developing an intention (either good or negative) or conduct. A favorable response to stimulus processing is shown by purchase intention or activity. Intentions function as a dependable indicator of actual action (Shilpa et al., 2024). Purchase intention serves as an indication of customers' behavioral outcomes and reactions about their desire to buy, as articulated by Lavuri (2022) and Nagoya et al. (2021), reflecting their responses within the S-O-R model. This study aims to address the identified research gaps and enhance understanding by examining the multi-dimensional roles of values such as EV, AV, and SCM (stimulus) and their influence on sustainable consumption behavior (response), mediated by pre-environmental self-identity and attitude (organism), with moderation from environmental protection emotion. The study is relevant in the current context owing to the heightened importance of sustainability in consumption. This study investigates discrepancies in the existing literature on pre-environmental self-identity and customer preferences for sustainable purchases. A comprehensive research model was developed based on the S-O-R paradigm and evaluated in a large cross-sectional study conducted in India. This study significantly contributes to theory by enhancing the current knowledge base and providing practical implications via improved managerial insights.

3. LITERATURE AND HYPOTHESES DEVELOPMENT

3.1 Altruistic Values (AVs)

In the last several years, AVs and ecologically friendly methods have increased in popularity (Lavuri, 2022). According to the research conducted by Kautish et al., (2019), egoistic and altruistic ideals have a significant effect on customer behavior. Environmental concerns are altruistic attitudes and conceptions that are important in promoting and developing sustainable consumer perspectives (Lavuri, 2022). Due to humanitarian beliefs, shoppers are increasingly conscious of environmental challenges. This is seen by their purchasing of eco-friendly things in order to solve environmental problems (Zou & Chan, 2019). They are more aware of the packaging they use (Yang et al., 2022). Altruistic values are strongly associated with ecologically positive actions (Dermody et al., 2018), leading to pro-environmental buying (Lavuri et al., 2021). It encourages pro-environmental self-identification, which is mainly based on altruistic rather than egoistic principles. This illustrates the distinction between altruistic ideals, which are mutually beneficial and transcendent, and the egoistic, instrumental, and self-serving values that many pursue (Crompton & Kasser, 2010). Consumers are buying more electric automobiles, thereby boosting their tendency to buy ecologically friendly products (Sultan et al., 2021). The present study seeks to fill the research gap on this problem by investigating the relationship between altruistic ideals, pro-environmental self-identity and attitudes toward sustainable consumer behavior. As a result, we make the following proposal:

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 research indicates that consumer health concerns could influence perceptions of environmentally sustainable products and services (Lavuri, 2022; Tewari et al., 2022) and a greater share of health-conscious consumers are more likely to participate in pro-environmental behaviors (Talwar et al., 2022). EV is a pro-self-concept method reflecting the concern of an individual or family for their well-being (Yang et al., 2022). People may be motivated to participate in environmentally sustainable behaviors by their own self-interests (e.g., better health, better quality of life) (Verma et al., 2019). Many research investigations have shown a significant relationship between values (egoistic and altruistic) and pro-environmental behavior (Lavuri et al., 20223), and these values improve environmental sustainability in purchasing decisions (Lavuri, 2022). These values are important guiding factors for consumers, in particular for pro-environmental activities (de Groot et al., 2012). Egoistic principles were shown to negatively impair proenvironmental self-identification (Dermody et al., 2018). However, an electric car is a strong booster to the attitude of a person toward eco-friendly conduct and natural products (Lavuri, 2021; Sultan et al., 2021). Also, the health-conscious customers are more willing to engage in sustainable environmental activities (Kim et al.,., 2022; Lavuri, 2022). Electric cars are core in helping to shape a person's self-identity and to foster lasting sustainable behavior (Crompton & Kasser, 2010). The current research investigates the relationship between electric automobiles, pro-environmental self-identity and attitudes towards sustainable consumer behavior considering the limited literature on pro-environmental self-identity. Accordingly, we claim 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) is a sort of social interaction connected to social status and the sociocultural elements of identification inherent in salient consumption (Fitzmaurice & Comegys, 2006). It correlates closely with social standing and perception. The opinions of their personal friends and family, to increase their standing in social circles by showing their successes and contentment (Banerjee & Duflo, 2007) motivate consumers to buy. SCM is related to the brand image of goods and customers who buy branded products (Kaur et al., 2021). The PCE is driven by social interactions and environmental signals to pick acceptable things (Gatersleben et al., 2012). SCM promotes sustainable consumption directly and indirectly . The PCE was also shown to have a partial mediating role in the link between SCM and sustainable consumption (Dermody et al., 2015). Due to its social value, SCM has a considerable effect on sustainable procurement in encouraging an ecologically sensitive approach (Kaur et al., 2021). Attitudes towards sustainable consumerism and SCM, PCE were constrained. This research fills this gap by exploring the link between SCM, PCE and attitude. We thus have the following statement:
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
Attitude of a person may be defined as the person's general evaluation of the possible costs and benefits of a certain scenario (Earni et al., 2021; Lavuri et al., 2022a). The environmental assessment made the eco-conscious buyers feel more obligated (Sadiq et al., 2022). Prior research has shown that the consumer's green disposition is a strong predictor of their eco-consciousness (Lavuri, 2021), their probability of buying sustainable clothes (Rausch & Kopplin, 2021), and their willingness to pay for green products (Liu et al., 2020; Kaur et al., 2022). Personal attitude is one of the most important factors for the assessment of sustainable buying behavior (Essiz & Mandrik, 2022; Lavuri & Susandy, 2020) and directly and indirectly impacts on consumer green purchasing behavior (Kaur et al., 2022). The role 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, 2021) in consumers' tendency to participate in green purchasing has been studied in previous research. Therefore we claim 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*

3.5 Perceived Consumer Effectiveness (PCE)
However, personal ecological concerns may not always result in the purchase of ecologically friendly products (Sun and Wang, 2019). According to Kumar et al. (2022), consumers think that buying eco-friendly products is the sole way to support the environment. There is a large gap between consumer purchasing behavior and the

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environmental aspects of aesthetics, product types and materials (Rausch and Kopplin, 2021). PCE is a psychological factor that influences environmental awareness and sustainable buying intention (Lavuri, 2021). PCE measures a person's capacity to solve problems and the extent to which a consumer is willing to become involved in sustainability concerns (Kumar et al., 2022). High PCE clients are more likely to show favorable views about sustainable items via their actual buying behavior (Wang et al., 2022). This is a key indication of social responsibility, as it has a direct impact on energy saving and recycling and economically sustainable activities (Casalegno et al., 2022). Customers are able to get green commodities quickly because of the increased trust and perceived consumer effectiveness toward such goods (Zou and Chan, 2019). Therefore, we proposed

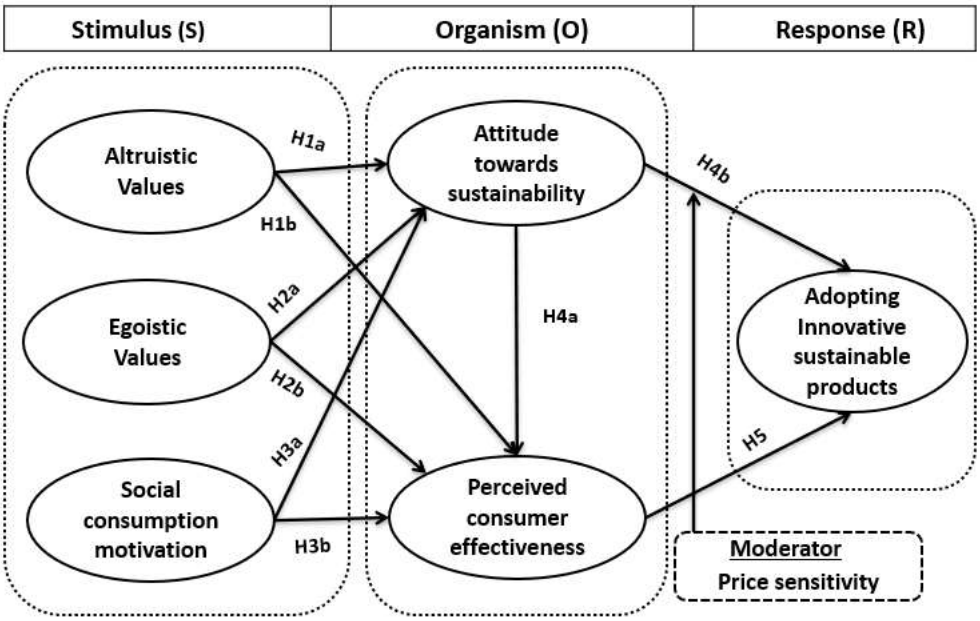
H5: *PCE has a positive effect on adoption of ISP*

3.6 Price sensitivity (PS)

Price sensitivity, as defined by Zepeda and Deal (2009), is the extent to which variations in a product's price influence consumer purchasing behavior. Price is a critical determinant of a company's product positioning (Ghali-Zinoubi and Toukabri, 2019), and consumers often infer that a premium price signifies excellent quality, while a low price suggests inferior quality (Hsu et al., 2017). Price sensitivity is a significant issue for environmentally aware consumers (Sulthan et al., 2020), which directly or indirectly influences their purchase intentions (Molinillo et al., 2020). The correlation between environmental responsibility and green shopping is notably robust when accounting for price sensitivity (Gomiero, 2018). Eco-conscious consumers see green goods as more expensive and advantageous compared to non-green alternatives (Prakash et al., 2019). customers prioritizing quality and safety above cost are more inclined to buy organic food, but price-sensitive customers are less likely to make such purchases if prices are elevated (Gulzari et al., 2022). The quality of organic food products significantly influences price-insensitive consumers. Consequently, we proposed the following theories.

H6: PS has a positive moderation relationship between GA (H6a), PCE (H6b) and ISP

Figure 1 Proposed research framework



4. METHODS

An exploratory technique was utilized to evaluate the hypotheses. The sustainable shopping habits of Indian consumers were examined. The research sample was obtained by the convenience and purposive sampling procedures (Lavuri, 2021). The primary data for the study was collected using a standard questionnaire which was given individually through visits to the firm which sells sustainable and environmental things in two major states like Telangana and Andhra Pradesh. Most of these surveys were conducted on weekends to get the largest sample possible. The poll was conducted among customers who had purchased sustainable items from specialized shops and supermarkets in the past three months from the date of the study. The sample was filtered using certain screening questions. Clients were then requested to respond voluntarily. The conditions were that only relevant persons and competent people were involved. More than 572 questionnaires were sent to get first-hand information. We received 355 replies and rejected 27 of them for errors, typos and contradictions. So, 328 questionnaires (57.3%) were identified as appropriate for the final research. This proportion is much over the permissible level of 20.0% (Hair et al., 2015). The characteristics of the sample are shown in Table 1.

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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

The final study questionnaire was prepared after performing a pre-test among 67 participants to check the survey instrument and with slight adjustments to overcome the difficulties experienced by the sample group. The research questionnaire consists of two parts. The first part contains a sample profile. The second part consists of statements to assess the structures (EV, AV, SCM, PCE, ATT, and SPI) with 30 questions that help examine the behavior of sustainable consumption. AV, EV and ATT were measured using a 5-item scale adapted from Lavuri (2022). SCM, PCE and ISP were measured with a five-item scale adapted from the work of Dermody et al. (2015) and PS was measured with a 3-item scale adapted from the work of Lichtenstein et al., (1993) . A 5-point scale ranging from 'strongly disagree-1' to 'strongly agree-5' was used to measure sustainable consumption behavior. The method of structural equation modeling (SEM) was utilized to examine the research data and to test the supplied hypotheses (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 (ISP)				
PI1	0.83	.86	.673	.859
PI2	0.806			
PI3	0.825			
Price sensitivity (PS)				
PS1	0.791	.857	.666	.855
PS2	0.84			
PS3	0.818			

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).

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Table 3 Discriminant validity results

Construct	*AV*	*EV*	*SCM*	*ATT*	*PCE*	*PI*	*PS*
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***	
PS	.187 **	.144**	.159**	.139*	.128*	.156*	***.816***

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. 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: 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).

The interaction variables were included into the model to assess the moderating effects of PS on the relationship between ATT and PI of innovative sustainable goods. The four elements of PS, ATT, and PI were allocated standardized values. Furthermore, we computed the values for the interaction variable. The influence of the interaction variable was assessed, and the structural model was verified using AMOS v23. Multiple research have used this method and yielded empirical results (Butcher et al., 2017). PS has a substantial moderating effect on the connection between ATT (H6a: β = .165, p<0.001) and PCE (H6b: β = .198, p<0.001) with the desire to buy innovative sustainable goods (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 → IP	.279	p < .001	Yes
H5	PCE → PI	.221	p < .001	Yes
Moderation (Price Sensitivity)				
H6a	ATT × PS → PI	.165	p < .001	Yes
H6b	PCE × PS → PI	.198	p < .001	Yes

6. DISCUSSIONS

Environmental problems are becoming global in nature, and sustainable development is seen as an integral part of the current economic well-being. The statistics above may be quite valuable for educators, marketers and politicians interested in promoting the uptake of sustainable goods. AV has a direct effect on ATT (H1a) and on PCE (H1b). It is a strong predictor of client feelings for design and enhances SCB (Kautish et al., 2019; Lavuri, 2022). The results show that attitude towards value (AV) is more powerful than attitude towards environmental value (EV) in determining customer views of sustainable consumption behavior, and hence has a substantial impact on consumer decision making regarding sustainable items. EV has a direct positive impact on ATT (H2b) and PCE (H2B). EV has a substantial role in shaping consumers' impression of design and encouraging the ongoing buying behavior (Kautish et al., 2019). The higher the ecological self-identity, the more egoistic objectives (Lavuri, 2022). The findings of the study suggest that EVs have a greater influence than AVs on customer perception and sustainable purchase behavior. It has a huge impact on the customers' inclination towards sustainable products. The factors that mold their choices include the customers' well-being and social concern (Jaiswal & Kant, 2018). Therefore, the improvement of both AV and EV values significantly affects customers'

sustainable purchase behavior and individual ATT. Moreover studies reveal that persons with strong altruistic values improve their sustainable performance and have a strong positive attitude towards sustainable purchasing . This outcome was confirmed by Lavuri (2021). Likewise, SCM has a considerable effect on ATT (H3b) and PCE (H3b). Supply Chain Management is very important in the rapidly increasing sector, particularly in sustainable buying. Supply Chain Management (SCM) enables customers to show their commitment to sustainability by their purchase habits and thus, the socially symbolic aspect of identification is an important element in this relationship. Supply Chain Management (SCM) as an indication of sustainable buying behavior with considerable attitude development. Similarly, Attitude had a substantial effect on PCE (H4a) and PI (H4B) PCE also directly affects PI (H5) (Zou & Chan, 2019) indicating that the amount of PCE of a person greatly influences the willingness to undertake voluntary environmental sacrifices . The findings are consistent with several assumptions that predict green buying behavior with self-efficacy and high degree of environmentalism (Paswan et al., 2017). Therefore, it is necessary to understand that economic, social, behavioral, and psychological variables positively affect green purchasing (Mishal et al., 2017). The modeation findings showed that Price sensitivity had a strong moderating association between attitude, perceived customer effectiveness and purchase intention of innovative sustainable goods.

7. IMPLICATIONS

EVs have a large effect on customer attitudes and habits over time compared to driverless cars. Egoistic motives are more important than altruistic goals in purchase choices. Green goods are more likely to affect people's health and social status than conventional items. This raises health and social issues which may be more important, and environmental considerations which may need to be included in the assessment of the ecological effect of different goods. Our research reveals that egoistic values(EVs) and Altruistic values (AVs) improve the probability of consumers' purchase of environmentally friendly packaged items. Managers and marketers should consider customers' environmental feelings while planning and manufacturing recyclable product packaging. This will increase sales of recyclable products. Packaging that is ecologically friendly might appeal to the philanthropic instincts of buyers. Companies may separate themselves from their competition by utilizing ecologically friendly and reusable packaging. As attitude is highly related to PESI, marketers need to understand the mechanics behind it. While a higher availability of sustainable and eco-friendly products might reduce the consumer's interest and enthusiasm, a marketing approach that highlights eco-consciousness could potentially successfully appeal to those with a strong response (Hao et al., 2023). The availability of more environmentally friendly and sustainable products by marketers across a broader spectrum of distribution channels might influence customers' buying behavior. so is the companies that are responsible for the development of the environmental consciousness. companies might accomplish so via the advertising and other tactics that draw attention to the increasing environmental circumstances. But governments also need to do more to educate customers about the advantages of environmentally friendly products and the long-term sustainability of these things. Companies need to be ready to guarantee that their company strategy focuses on sustainability and competitiveness. Companies may be more likely to stay in business if they collaborate with the people who create environmentally friendly technology, individuals who use such technologies, and the natural world. How much a person feels that they can make choices that benefit the environment is a strong predictor of the activities they will do. This aspect affects the expectations, decisions and behaviors that consumers have on the acquisition and usage of a product and also helps determine the potential of those expectations to be met (Lavuri, 2021). Environmentally minded consumers are frequently self-sufficient and do not rely on government or other organization to solve issues. Jaiswal and Kant (2018) found that the high PCE people are more inclined to be wary of government and rely on private efforts to solve any environmental problems that may develop. Before making a purchasing choice, shoppers concerned about the environment often read reviews and look for government certifications of green credentials. One great way to increase the productivity of environmentally conscious firms is to raise awareness of your environment. Businesses should avoid giving consumers cause to suspect their commitment to environmentally sustainable marketing by adopting cynical language or techniques. Schaltegger and Synnestvedt (2002) say that marketing has a two-fold obligation to inform and persuade customers on the importance of environmental sustainability. Our concept model was used to explore how Indian consumers buy products that are good for the environment and we found that feelings of concern for the environment had a linking mediation impact. This was one of the conclusions from our analysis. From this it is apparent that PS plays a key influence in the development of environmentally conscious purchase habits. The positive relationship between environmentally aware buying practices, a feeling of self and the PS of consumers is reflected in the congruence of these three elements.

8. LIMITATION AND FUTURE DIRECTION

The study findings and proposals include the following limitations: The results are unlikely to be useful for future research that does not include random sampling. However, this study has made a great contribution in grasping the notion of AV, EV, SCM and PCE and viewpoint on sustainable consumption buying. Other factors impacting

this study include the social, psychological, technological and perceived risks. These elements help us understand how difficult it is to acquire environmentally friendly goods. Some factors such as gender, pricing, marketing, green labeling and quality may be controlled. The paper focus on sustainable consumer behavior analysis. But there is a shortage of study on Gen-X, Millennials and Baby Boomers. Similarly, similar research might be done in other regions and compared with the results of the Indian study as the study was done in India. The sustainable consumer behavior and the influence of significant changes on market growth should be studied using combined cross-sectional and longitudinal research methodologies.

Acknowledgment
This research project was funded and supported by the Indian Council of Social Science Research (ICSSR)-New Delhi under major project (F.No.File No. 02/120/2022-23/CSSR/RP/MJ/ST).

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